# НАПРЯМ 1. ЕКОНОМІКА

**Blyznyuk Tetyana**
*Doctor of Economic Sciences, Professor,*
*Simon Kuznets Kharkiv National University of Economics*
**Wang Honghai**
*Postgraduate Student of Management and Business Department*
*Simon Kuznets Kharkiv National University of Economics;*
*Teacher,*
*Tourism College of Zhejiang, Hangzhou, CN*

## THE ESSENCE AND MAIN CHARACTERISTICS
## OF SOCIAL COMMUNICATIONS

Processes of globalization and the framework of the scientific direction of "social communications" formed different aspects of the communication subsystems such as social and active; scientific and communication; information and production; professional activity; technical and technological; and mass communication [1].

This makes it possible to determine the directions of systemic consideration of communication activity, as well as to determine the main directions of integration trends occurring in the social and communication subsystem of society. In the context of consideration of the global communication process, it is necessary to take into account all the changes occurring in their components.

The very important aspect to which we have to pay attention when considering the modern system of social communication is the definition of the fact that the format of the subjects of the communication process has changed. Individual communicators were supplemented by

communicators at the level of social institutions, which form the basis of institutionalized, official, regulated communication.

Nowadays, social communication has become a complex and controversial social phenomenon, which includes a set of goals and intentions, ideas and theories, relationships and interactions, as well as special organizations and institutions that produce and distribute information, and process and interpret it.

Social communication is the movement of meanings in social time and space. This movement is possible only between subjects involved in the social sphere, therefore mandatory presence of recipients and communicators. A communication message moves through material space and time, ultimately reaching its recipient. For the process of social communication to be completed, the recipient needs to objectify the semantic content of the message. That is, you need to understand it and include the understandable meanings in your psyche, or rather in your memory [2].

Social communication should be considered effective synchronous and diachronic interaction of social subjects (of people and (or) their communities), the essence of which is movement from one subject (source) to another (recipient), which carries for them the meaning of information (communication substance or message in an ideal or ideal-material form) [3].

Social communication (singular) as a phenomenological manifestation of the object of the theory of social communications is a purposeful exchange of socially significant information and knowledge for its participants [4]. This approach explains that the information is based on programmed communicative action.

Distinguishing features of communication are [2]: the presence of two or more social subjects (people, their communities) participating in the process of transmission and reception of information; the presence of a message containing an encoded form of socially (individually) significant information.

The sources of social communication are the teaching of social factors that contribute to the formation of social knowledge and

assessment categories of communication. The term "social communication" is currently used in three methodological contexts [5]. The first approach is focused on the study of "communicative means of to use them to implement the social functions of communication". The second approach is based on interpersonal problems communication The third approach is related to the problems of mass influence communications for the development of social relations.

Therefore, social communication is the interaction of two or more social subjects, the content and result of which is the transfer of information (socially significant meanings in coded form) from one subject (subjects) to another (others).

The complexity of the phenomenon of social communication requires the study of its problems and peculiarities of classification according to certain characteristics.

The first feature of the classification of social communication is the nature of the target audience to which social communication is directed [4]. According to this feature, interpersonal, group, and mass social communication are distinguished.

The second feature of the classification of social communication is the sources of origin [1]. According to this feature, official, unofficial, and commenting social communication is distinguished.

The third feature of the classification of social communication is the methods of transmission [4]. According to this feature, verbal (or verbal) and non-verbal social communication are distinguished.

The fourth feature of the classification of social communication is the form of social communication media or information carriers [1]. According to this feature, social communication, which is carried out through mass media (television and the Internet, as well as radio, newspapers, magazines, etc.), rumors, speeches of certain figures at rallies, meetings, and social communication, which is carried out through works of literature and art, which addressed to the appropriate audience and convey the thoughts and ideas of the author.

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