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SOCIAL COMMUNICATIONS IN THE CONTEXT OF SOCIO-COMMUNICATION ENGINEERING СОЦІАЛЬНІ КОМУНІКАЦІЇ В КОНТЕКСТІ СОЦІО-КОМУНІКАЦІЙНОЇ ІНЖЕНЕРІЇ

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In recent decades, domestic science has been actively searching for a methodology for studying communication technologies to study the essence of social communication. This scientific definition has not yet had a stable definition and established definition norms. For the first time, the concept of "social communication" was defined during the Second Vatican Council in 1963. At the second session of this Council, the definition of "social communications" was first used directly; previously, it had been defined only with the help of other concepts. A methodological breakthrough in the study of social communications and social communication technologies is the concept proposed by the Ukrainian researcher V. Rizun, in which these definitions are automatically attributed to the sphere of social engineering. The scientist notes that the approach to social communications as an engineering discipline is of fundamental importance for understanding the organization of social communication activities, training personnel, and conducting research in this area. Social and communication engineering is one of the newest types of engineering. The object of socio-communication engineering is social communications and their components. The subject of socio-communication engineering is methods, means, and ways of designing and building socio-communication technologies and systems. Socio-communication engineering consists of specific techniques for designing and building socio-communication technologies, systems, and general scientific methods. Socio-communication engineering forms the rules for the correct construction of social groups, establishing internal relations in such groups, and the rules for building connections of such groups with the outside world. It is the tools of socio-communication engineering that allow us to develop models for describing modern social networks, using techniques from various branches of science and a powerful mathematical apparatus, using analogies between the physical phenomena of "inanimate" nature and the ways of functioning of social groups, communities, and networks.
Keywords: social communications, socio-communication engineering, organization of social-communication activities, components of social communications, tools of socio-communication engineering.

В останні десятиліття у вітчизняній науці ведеться активний пошук методології дослідження комунікаційних технологій для дослідження сутності соціальної комунікації, тому що ця наукова дефініція досі не мала сталого визначення та усталеної норми визначення. Вперше концепція «соціальна комунікація» була визначена під час Другого Ватиканського Собору в 1963 році. На другій сесії цього Собору вперше було використано безпосередньо дефініцію «соціальні комунікації», раніше вона визначалася лише за допомогою інших концепцій. Методологічним проривом у дослідженні соціальних комунікацій і соціально-комунікаційних технологій є концепція, запропонована українським дослідником В. Різун, в якій ці дефініції автоматично відносять до сфери соціальної інженерії. Вчений зазначає, що підхід до соціальних комунікацій як до інженерної дисципліни має принципове значення для розуміння організації соціально-комунікаційної діяльності, підготовки кадрів та проведення досліджень у цій сфері. Соціально-комунікаційна інженерія є одним із найновіших видів інженерії. Об'єктом соціо-комунікаційної інженерії є соціальні комунікації та їх компоненти. Предметом соціо-комунікаційної інженерії є методи, засоби та способи проектування та побудови соціокомунікаційних технологій і систем. Соціо-комунікаційна інженерія складається зі специфічних прийомів, що використовуються для проектування та побудови соціо-комунікаційних технологій, систем і загальнонаукових методів. Соціо-комунікаційна інженерія формує правила правильної побудови соціальних груп, встановлення внутрішніх відносин у таких групах, правила побудови зв'язків таких груп із зовнішнім світом. Саме інструменти соціо-комунікаційної інженерії дозволяють розробляти моделі для опису сучасних соціальних мереж, використовуючи прийоми з різних галузей науки та потужний математичний апарат, використовуючи аналогії між фізичними явищами «неживої» природи та способами функціонування соціальних груп, спільнот і мереж.
Ключові слова: соціальні комунікації, соціо-комунікаційна інженерія, організація соціально-комунікаційної діяльності, компоненти соціальних комунікацій, інструменти соціо-комунікаційної інженерії.

Statement of the problem

Information belongs to the global issues of the world. Therefore, one of the concepts of international information is the concept of international information space. International information functions in the international information space.

International information is a component of global communication, the purpose of which is to clarify the patterns of interaction between society and information and the formation of an information society. International information is focused on information support for foreign and domestic policy, the economic course of countries,

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national security, the development of international relations, and the state's entry into international organizations and institutions.

Each country has a concept of state information policy, which defines various aspects of information support for international relations. Information technologies generate changes not only in the domestic politics of states with different levels of development but also in interstate relations, in the role of international organizations, social movements, financial groups, and radical groups.

An analysis of the main practical models of the development of the information society allows us to state that the process of information transformations in the world is irreversible, and a new map of the world is currently being created, an information map that reflects the state of this sphere in each region.

Social and communication activity as a component of people's social existence in an information society undergoing globalization has become less dependent on traditions, stable patterns, and spatial limitations. It has acquired features of innovative development in the global space of society.

One of the primary functional purposes of the social communication system is the dissemination of information and its consolidation in human relations. The functional target component of social communication activity is the least studied part of the theory of social communication.

The implementation of social communications is based on a wide range of information and socio-communication technologies, which, according to the point of view of scientists [3], can be considered a scientific field of socio-communication engineering.

Scientists [3] note that socio-communication engineering is a set of methods, tools, and methods that, when used systematically, make it possible to design and create high-quality and effective socio-communication technologies and systems.

Socio-communication engineering is a science that studies the construction, design, and creation processes of socio-communication technologies and systems [8].

The complexity of information and the technological multi-layeredness of social communications necessitates a constant search for the optimal methodological paradigm for interpreting its facts. In the environment of social communications, a corresponding type of engineering is created, including the methods and means that allow the correct design and creation of socio-communication systems.

That is why analyzing the essence of social communications, precisely as an object of socio-communication engineering, is a highly relevant issue.

The "social communications" concept was first defined in the church during the Second Vatican Council in 1963. At the second session of this Council, the term "social communications" was first used. Although the concept existed before 1963, it was outlined using other concepts [3].

The first paragraph of the "Decree on the Media" adopted by Pope Paul VI states [7]: "Among the wonderful technological discoveries that talented people, especially in the present era, have made with God's help, the Church welcomes and promotes with special interest those that have a direct bearing on the human mind and that have opened up new possibilities for communication, for an extremely rapid acquaintance with news, opinions, and teachings of every kind. The most important of these inventions are those media, such as the press, cinema, radio, television, etc., which can, by their nature, reach and influence not only individuals but also entire masses and the whole of human society, and thus can rightly be called media of social communication."

In recent decades, domestic social communication science has been actively searching for a methodology for studying communication technologies. Socio-communication technologies are a scientific category that still lacks a stable definition and a well-established writing norm. A methodological breakthrough in the study of the problems of social communications and social communication technologies is the concept of V. Rizun, which attributes these concepts to the sphere of social engineering.

V. Rizun believed that: "social communications should be understood as a system of social interaction that includes certain ways, methods, means, principles of establishing and maintaining contacts based on professional and technological activity, aimed at developing, implementing, organizing, improving, and modernizing relations in society that are formed between various social institutions, where, on the one hand, social and communication institutions and services most often act as initiators of communication, and on the other hand, organized communities (society, social groups) as full participants in social interaction" [4].

The scientist [4] proposed a logical and substantiated methodological matrix for further scientific research, which presents a constructed system of interconnection of key constructs of the theory – "technology," "social communications," "social communication technologies," and "social engineering."

Significantly, these operational units of the concept complement each other in various combinations and sequences, demonstrating the historical dynamics of their scientific comprehension and the civilizational progress of practical human mastery of the world [1].

O. Kholod [6] proposes to analyze engineering from the perspective of social communications, considering it as socio-communication engineering, that is, the process of "creation, forecasting, adaptation, and implementation of communication technologies, strategies and models of social action, interaction and relationships between social figures (subjects and objects) for manipulation (positive or negative influence)."

Social engineering aims to induce people to perform specific actions they would never typically perform. The entire social engineering system is based on the fact that humans are the weakest link in any information and cybersecurity system.

Scientists [3] consider social communications to be a set of technologies that implement a system of social interaction that ensures the communication processes of social institutions, organized communities, and individuals.

In this context, a system approach to studying the issues of analysis, design, and construction of socio-communication systems is becoming increasingly relevant. This issue should be addressed by a separate scientific field of knowledge – socio-communication engineering.

The purpose of the research

This article explores the essence of social communications in the context of socio-communication engineering.

Presentation of the main research material

In the context of the information society, social communication is a very complex and multidimensional concept. In modern world dynamics, purposeful communication operations are a cross-cutting element of all social processes. Therefore, their description, systematization, and development of a technological passport are challenging scientific tasks. The complexity of information and the technological multi-layeredness of social communications necessitates a constant search for the optimal methodological paradigm for interpreting its facts.

The science of social communications, along with engineering, medicine, and pedagogy, belongs to the group of applied knowledge focused on practical results and the development of effective technologies for the progressive dynamics of society. That is why, since the beginning of the 20th century, engineering terminology has become part of the categorical apparatus of the humanities.

Ukrainian scientists [4, 6] consider the theoretical and methodological platform of social engineering most adapted to understanding modern communication realities and even offer the principles of social engineering analysis.

Socio-communication engineering is one of the newest types of engineering. The object of socio-communication engineering is social communications and their components, and the subject is methods, means, and ways of designing and building socio-communication technologies and systems.

Socio-communication engineering consists of specific techniques used for designing and building socio-communication technologies and systems and general scientific methods, among which the leading place is given to systems analysis [3].

V. Rizun [5] believed that the approach to social communications as an engineering discipline is of fundamental importance for understanding the organization of social and communication affairs, training personnel, and conducting research in this area.

The researcher [4, 5] severed the connection between professional information activities and philology, which determined the scientific intimacy of these practically oriented disciplines and expanded their boundaries and capabilities to the level of essential systems of social organization and management of society.

V. Rizun [5] named social communications artificial artifacts and systemically organized technologies, and workers in the field of information activities: “commun technologists” and “social engineers, and explained the mechanism of technologically oriented social communication, which involves professional training of the future specialist, the ability to work with a technological communication system, and the skills of rational use of information resources.

Social communications are formed according to the laws of communication. Therefore, any technological development involves using scientific knowledge about communication and the organization of social communication, without which the effective development of social engineering is impossible.

Social engineering is a science “about the history (emergence and development) of the doctrine of social communications, the meaning of that type of social engineering business, which we called social communication,” “about social communications themselves as a product of social communication business” [5].

Socio-communication engineering is a system-forming type of social and information engineering. The socio-communication component ensures the formation of the very concept of society since society began to emerge after the function and implementation of communication functions appeared. O. Kholod outlines a “triune complex of social engineering” [6], which involves identifying existing models of social activity, creating a new, higher-quality model, and its pragmatization.

O. Kholod [6] defined social communications as “systems of manipulative actions-complexes aimed at changing the behavior of society.” The researcher developed a structured methodological model of communication technologies and typified them according to the criteria of manipulateness into mutation technology and inanimate technology.

This concise classification of communication technologies considered only a critical parameter of their transformation potential (the behavior of society, the change of which occurs in a prospective plan), which is not amenable to accurate and timely measurement, as required by the technological approach.

Social communications, of course, must be in the zone of influence of the rules for building social groups, the formation of correct communication processes in groups, and effective relationships between groups and the external society.

Moreover, it should be considered that social groups and such systems, such as social networks, are objects of design and construction precisely in the context of the industry area of socio-communication engineering. It is essential in this area to adhere to the correct procedures for correct modeling and design. It is necessary to move away from the procedures for the spontaneous formation of socio-communication systems and return to the formally correct formulation of tasks to determine the proper methods for their creation and design.

A typical example of a socio-communication system is social networks. For instance, by studying the social networks of scientific communities, in which the co-authorship of scientists is recorded during the preparation and publication of scientific articles, one can trace their inherent connections and processes of disseminating

scientific information. These communities usually unite more than a million participants. Their functionality is studied using appropriate models.

Information in a socio-communication system must be considered regarding receipt, storage, transmission, transformation, and filtering and its use in communication processes [2].

Information flows relate to specific structural schemes with some standard features: sources and consumers of information, volume, forms of presentation, direction of transmission, place and type of storage, etc.

These structural schemes are used to analyse and minimize data flows and reduce their volume, identify both duplication of information and duplication of its transmission paths, etc.

The concept of information has a high degree of universality; in the general sense, the functioning of a socio-communication system is the transformation of input information into output as a result of making certain decisions within the system. It should be noted that social networks are one of the objects of interest in socio-communication engineering.

Conclusions and prospects for further research

Socio-communication engineering, as a science that studies the processes of designing and creating socio-communication systems, is in demand for the formation of a system of relationships between representatives of different parties and political platforms, worldviews of various communities through the establishment of communications, with the involvement of the possibilities of disseminating information through social networks.

Socio-communication engineering forms the rules for the correct construction of social groups, the establishment of internal relations within them, and the rules for building ties with the outside world. The subject of its research is social communications and socio-communication processes.

In contrast, socio-communication engineering uses general scientific research methods and methods inherent in engineering and the humanities. It is precise with the tools of socio-communication engineering that models for describing modern social networks should be developed, using techniques from various branches of science, a powerful mathematical apparatus designed for physical phenomena and processes of the material world, since clear analogies can be traced between physical phenomena in "inanimate" nature and the methods of functioning of social groups, communities, and networks.

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