ЮГОЗАПАДЕН УНИВЕРСИТЕТ "НЕОФИТ РИЛСКИ"

ФАКУЛТЕТ ПО ИЗКУСТВАТА

ГОДИШНИК ТОМ V

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EUROPE AS CULTURAL SPACE

Благоевград, 2007

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INTERNET AS A FACTOR OF CONSTITUTING OF AN INTEGRATED EUROPEAN CULTURAL SPACE

Vladimir Dulov

The paper aims to outline the role of Internet aiding communicational practice in the process of constituting of an integrated European cultural space. It analyses the basic directions in the transformation of the value standards, attitudes and orientations of social subjects in the interactions between the informational technologies, processes of globalization and creation of complete European cultural community.

The author analysis the essential features of the cyberspace which influence on constituting of the cultural reality:

-virtualization;
-network interaction and network communities;
-computer aided text activities;
-interactivity;
-intersubjectivity

The author claims that its analysis cannot be carried out by traditional terminology: it is a not-objective analysis of an information medium with a lot of dimensions that has to come from the changes in the content and directing the existing links between counteragents and the appearing stable schemes of interaction.

The paper analyses the forms and the strategies of a spreading of art in the Internet in context of building of a universal value system of United Europe

THE NEW COMMUNICATIONAL MEDIA – NEW POSSIBILITIES IN THE DEVELOPMENT OF CULTURE

Snezana Mirascieva
Emilija Petrova-Gjorgjeva
Vlado Petrovski

In the present, the human need for knowledge, understanding, inclusion, enrichment and development of reality continually grows. This need goes beyond the limitations of space and time. The satisfaction of this need can be achieved only with the possibilities offered by the new communication media. In heir own way, they project the cultural milieu of Europe. Their foundation contains the dialogical form which contributes to the globalization of culture.

What do communication media represent and what is their function?

Communication media are mediators in communication. Thus the notion of medium by its etymological meaning (latin *medius* – mean, one that is in the middle) denotes a certain mediator in communication. In everyday speech it is found in various syntagms as communication medium, mass media, and the phrase means of mass communication is often used as a synonym. They are used for transferring and receiving information. However, when we speak about communication and the role of the media in this primary social activity, the media cannot be limited only to their most important feature – the role of a mediator in a communication situation. Likewise, the media cannot be equalized with technical-technological structures. On the contrary, a medium can be a living being; it can represent a part of its potentials, it can occur in natural processes, or contain natural elements in its structure. That is why we understand a medium which is a mediator in communication and a structural element of any communication situation as being a natural or artificial substance, i.e. a sum of natural or artificial conditions by means of which the act of communication is realized. The media in communication perform basically three social functions: informing, education and entertainment. Messages are being sent and received with the help of the media. Messages contain various information of scientific, technical-technological, social and cultural character. Through these, people acquire new knowledge and achievements in medicine, biology, genetics and all other areas of human life. The informative function, in fact, is being realized through mediating messages about relevant events, people, conditions and phenomena in life that are distant from the recipient, either in space or time. The educational function is completely realized with the announced messages and planned didactic influences of communication centers on respective circles of reception. This is achieved by sending didactic contents which have a target group, an adjusted form of presentation and time of sending. The function of communication media to entertain is a precondition of their social importance today. A medium realizes this distractive function with spectacularly formed messages that stimulate the affective and emotional side of a person in time of rest and recreation. So, the media transfer events and happenings from the area of music, artistic expression or literature. In fact, they offer a variety of forms of entertainment. Thus they satisfy the supposition of individual and social self-realization of a person. In this way, the media influence communication, build its content and determine the effects it has. This leads to the claim about the significant role of media in the interactive and processing level of communication. The effects and consequences of communication are determined not only by content and transmission, but also by reception (decoding of a message). But we always have to bear in mind the type of the medium. For instance, printing and the civilization based on the culture of the written word direct people toward the content, and the reception is modestly influenced by the elements of media structure such as the format, scope, graphic and iconic characteristics. The electronic media (film, radio, television) determine every element of the communication act, from

content through transmission and reception to effectiveness. Actually, since the last decades of the XX century until now the media are increasingly interiorized into the individual and social life of people. In this sense, children and adults do not accept the media in their symbolic completeness but as a "living communication partner". The classic claim that the content of communication has an advantage over the medium points out the importance of a man as the only possible subject for communication. On the other hand, the modern claim that a medium is a message directs the attention towards the influence of the medium upon the content of communication.

How new communication media create conditions for the development of culture?

The tumultuous development of information technology cancelled the status of independent variables of the two basic dimensions of the man's existence in the outer material world – space and time. The bridging of distances and overcoming of time barriers by means of the global system of computer webs creates a possibility for broad communication among people. The so called virtual communication was created in the context of social changes and starting from the economic-political and scientific-technological conditions. But, in the context of this theme, we will direct our attention towards the problem of the impact of communication media in the development of culture. We feel obliged to determine the notion of culture in our conception. Out of a number of definitions we accepted the definition that is closely related to our theme. By this definition culture is defined as a definite system of signs that are in the function of preserving and transferring the values of one generation to another. The semiotic character of culture is expressed in this way. Culture is a creative activity in the area of material and spiritual production, which points out its heuristic side. But culture also has adaptive character. Namely, culture represents a means for including an individual or group into the essential social relations. [1] This clearly results in the question about how communication media contribute to the development of culture. One of the aspects of culture is the semiotic one, and it refers to the transferring of one generation's values on another. Traditions, customs, folk creative work, scientific achievements and literature records that are characteristic of one culture most authentically can be preserved and transferred by means of communication media (television, radio, video recordings etc.). Getting to know other cultures, their customs, language, values and traditions can also be realized by means of electronic media. By doing this, the communication media does not realize only its educational function but they represent a means of successful involvement of an individual into the world that surrounds him/her, the world of differences and multiculture. Knowing one's own culture and simultaneously the culture of others makes a person adaptable and flexible in the global world of changes. At the same time, such a personality is prepared for intercultural dialogical communication. If culture is an expression of material and spiritual production, then there is no doubt about the enormous heuristic role of the communication media. Discovering and creating new material and spiritual goods do not develop only one nation's culture but enrich and develop other cultures as well. Simultaneously the cultural identity of each individual is developed thus building new values, attitudes and beliefs. In a nutshell, the medium produces culture or, in other words, the media as a cultural industry respond to the requirements of the society, and at the same time they stimulate innovations and contribute to the changes of the socio-cultural climate.

That is why we say that the communication media are "social products" but at the same time "producers of social changes".

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THE NEW COMMUNICATION MEDIA - NEW POSSIBILITIES IN THE DEVELOPMENT OF THE CULTURE

Snezana Mirascieva
Emilia Gjorgjeva
Vlado Petrovski

The new communicational media appear as a result of enlarged man's needs of space and time consciousness of the real existence, for its understanding and its enrichment. The communicational media perform three social functions: informing, education and enjoyment. The supposition for individual and social man's self realization is satisfied. It is said that the communicational media are "a social product" and "a producer of the social changes" at the same time. The modern social changes not only change the position of the some media but they evoke appearance of new media. In such a way, the new communicational media become "an instrument for information production". These media has the greatest value because they set in within the currant scientific-technological revolution and the correspondent cultural and other changes. As a cultural industry the media respond the searching of the society, stimulate the innovations at the same time, and also contribute changing at the socio-cultural atmosphere.