

ӘЛЕУМЕТТАНУДЫҢ ӨЗЕКТІ МӘСЕЛЕЛЕРІ
АКТУАЛЬНЫЕ ВОПРОСЫ СОЦИОЛОГИИ
TOPICAL ISSUES OF SOCIOLOGY

SRSTI 20.01.04

<https://doi.org/10.51889/2528.2022.13.47.001>

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**COMMUNICATION FOUNDATIONS OF THE INFORMATION SOCIETY AND
TRENDS OF ITS DEVELOPMENT UNDER THE CONDITIONS OF
GLOBALIZATION**

Abstract

The article deals with the information society, the main distinguishing criterion of which is the decisive role of information technology in all spheres of human life. In the information society, the economy, labor and employment, culture, politics, state institutions, the institution of education, and families are being transformed. Most of the processes taking place in society are characterized by two complementary and opposite tendencies at the same time: globalization and fragmentation. The authors tried to analyze how these trends manifest themselves in various areas of social life: economy, culture, education, and politics. And they came to a conclusion. With integration into a single world information space, all institutions in society are revising and improving methods of interaction, service, and support of the population through mechanisms for the remote provision of public services based on modern information and communication technologies in building a single integrated information environment.

Keywords: information society, postmodernism, transformation, internet, economy, modern culture, social institutions.

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**АҚПАРАТТЫҚ ҚОҒАМНЫҢ КОММУНИКАТИВТІК НЕГІЗДЕРІ ЖӘНЕ
ЖАҒАНДАНУ ЖАҒДАЙЫНДАҒЫ ОНЫҢ ДАМУ ТЕНДЕНЦИЯЛАРЫ**

Аңдатпа

Мақалада ақпараттық қоғам, оның басты ерекшелігі-ақпараттық технологиялардың адам өмірінің барлық салаларындағы шешуші рөлі қарастырылады. Ақпараттық қоғамда экономика, еңбек және жұмыспен қамту, мәдениет, саясат, мемлекеттік институттар, білім беру институты, отбасы өзгеруде. Қоғамда болып жатқан процестердің көпшілігі бір мезгілде екі қосымша және қарама-қарсы үрдістермен сипатталады: жаһандану және фрагментация. Авторлар бұл тенденциялардың әлеуметтік өмірдің әртүрлі салаларында: экономика, мәдениет, білім және саясатта қалай көрінетінін талдауға тырысты. Және олар қорытындыға келді. Біртұтас әлемдік ақпараттық кеңістікке интеграциялану дегеніміз не, қоғамдағы барлық институттар бірыңғай интеграцияланған ақпараттық ортаны құру кезінде қазіргі заманғы ақпараттық - коммуникациялық технологиялар негізінде мемлекеттік қызметтерді

қашықтықтан ұсыну тетіктері арқылы өзара іс-қимыл жасау, халыққа қызмет көрсету және қолдау әдістерін қайта қарайды және жетілдіреді.

Түйін сөздер: ақпараттық қоғам, постмодернизм, трансформация, интернет, экономика, заманауи мәдениет, әлеуметтік институттар.

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КОММУНИКАТИВНЫЕ ОСНОВЫ ИНФОРМАЦИОННОГО ОБЩЕСТВА И ТЕНДЕНЦИИ ЕГО РАЗВИТИЯ В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ

Аннотация

В статье рассматривается информационное общество, главным отличающим критерием которого становится определяющая роль информационных технологий во всех сферах жизнедеятельности людей. В информационном обществе трансформируются экономика, труд и занятость, культура, политика, государственные институты, институт образования, семьи. Большинство процессов, происходящих в социуме, характеризуются двумя взаимодополняющими и противоположными тенденциями одновременно: глобализацией и фрагментацией. Авторы попытались проанализировать, каким образом указанные тенденции проявляют себя в различных сферах социальной жизни: экономике, культуре, образовании и политике. И пришли к выводу. Что происходит интеграция в единое мировое информационное пространство, все институты в обществе пересматривают и совершенствуют методы взаимодействия, обслуживания и поддержки населения посредством механизмов дистанционного предоставления государственных услуг на основе современных информационно - коммуникационных технологий при построении единой интегрированной информационной среды.

Ключевые слова: информационное общество, постмодернизм, трансформация, интернет, экономика, современная культура, социальные институты.

Introduction

Since the mid-1960s, Western sociologists and social philosophers (D. Bell, D. Riesman, O. Toffler, A. Touraine, etc.) have been actively discussing the entry of the most developed countries into a qualitatively different stage of social development, characterized by them as a post-industrial or information society, the main distinguishing criterion of which is the decisive role of information technology in all spheres of human life. A distinctive feature of the post-industrial society is information activity, which is the main source of growth of both knowledge and wealth. The production of information and knowledge comes to the fore in modern society. In this regard, the post-industrial society can be understood as an information society.

Modern researchers of social reality call modern society differently. “These names are based on what has already been achieved by man, carry a transitional connotation, giving rise to a feeling of the “end of history” ... we are dealing with a pluralistic breadth of ideas about the future society, as well as with the uncertainty and abundance of projects for its possible development” [1].

Research methodology

In the scientific literature, there are the following approaches to the study of the network society:

- post-industrialism (D. Bell, E. Toffler);
- post-capitalism (R. Dahrendorf);
- postmodernism (J. Baudrillard, M. Poster).

Daniel Bell, one of the founders of the information society theory, singled out its characteristic features. The information society is a kind of post-industrialism. Developing the idea of post-industrialism, the scientist defines information as the leading element of the whole society. Theoretical knowledge is essential, thanks to which social changes in society are enhanced. According to Bell, the main feature of the post-industrial society is the transition from the production of things to the production of services and the associated increase in the share of the intelligentsia. The specificity of the post-industrial society is that knowledge, not machines, takes the leading role. The result of this process is an increase in the number of high-tech industries, the spread of innovations, and the desire to introduce scientific developments into everyday life. D. Bell defines the essence of the information society through the changes taking place in modern society, thereby highlighting the features that will distinguish the formed information society from a new type of society. With the spread of the Internet, a social system based on telecommunications will become of great importance for the social life of society, the methods of production and increment of knowledge, the nature of labor and labor relations, as well as for the economy with the spread of the Internet. “The revolution in the organization and processing of information and knowledge, in which the computer plays a central role, is unfolding simultaneously with the formation of a post-industrial society” [1]. The most important aspects of the “new” society are the transition from an industrial to service society; the growing role of codified theoretical knowledge in conjunction with innovation; the transformation of the Internet into the main element of social life. From the point of view of D. Bell, information is the basis for determining the social structure of society. That is, the basis for the stratification of society is information, which becomes a basic resource.

T. Stoner gives a detailed description of the concept of “information”, noting that in a number of points it is fundamentally different from other types of values: “... information, like capital, can be accumulated and stored for future use. In a post-industrial society, national information resources are its main economic value, its greatest potential source of wealth... the information has...specific properties. If I have 1000 acres of land and give 500 acres of them to someone, I will have only half of the original area. But if I have a certain amount of information and I give half of it to another person, I will have everything that was. If I allow someone to use my information, it is reasonable to assume that he will share something useful with me. So while transactions over material things lead to competition, information exchange leads to cooperation. Information is a resource that can be shared without regret. Another specific feature of information consumption is that, in contrast to the consumption of materials or energy, which leads to an increase in entropy in the Universe, the use of information leads to the opposite effect - it increases human knowledge, increases organization in the environment and reduces entropy” [2, p.99].

Society is entering a new phase of development: being based on information, its storage, increment, and exchange, it allows a person to develop more harmoniously and dynamically, since the exchange of information does not impoverish, but, on the contrary, enriches people. Material values can be lost, but information, if it is obtained by experience, cannot be lost, since a person is able to reproduce it.

The problem is that in the age of information technology, the amount of information that an individual needs to process is too large, that is, a modern person receives an overabundance of information, which leads to its distortion and incorrect interpretation, and this reduces its relevant value and absolute value. Information is a component of the surrounding world, “... standing on a par with such categories as matter and energy, and continues to open up wider and deeper” [3, p.48].

Researchers attribute information to a number of basic general philosophical categories, including space, time, energy, and movement. So, for example, Yu. A. Nisnevich considers information as “... a unique resource created by society itself in the process of its life”, and A.D. Ursul characterizes it as “reflection diversity”. It can be assumed that the information underlying the determination of society acts as an intermediary between a person and the surrounding world. A person is not able to perceive society, the laws of the surrounding world, and people directly, he

does it indirectly - through information. The formation of individuality occurs as a transformation of the flow of information received from outside, and their assimilation.

The fixation of information is one of its main properties since information is an intangible substance and can be transmitted, assimilated, and perceived only when it is fixed in one of the types: visual, auditory, and audiovisual. In addition, it forms the way of life of a person, and his cultural and social environment. The essential characteristic of information is its enrichment in the process of communicative transition from one subject to another.

Transformations of the social structure occur as a result of changes in social relations, which lead to the reform of social space and time, the formation of a new type of culture associated with the disappearance of territoriality as a fundamental feature of social reality. Fruitful is the concept of the information society of postmodern researchers: R. Barthes, J. Baudrillard, J.-F. Lyotard, Y. Kristeva, M. Foucault and others. The basis of this theory is the understanding of modern society as a disorganized and decentered structure.

In the information society, the economy, labor and employment, culture, politics, state institutions, the institution of education, and families are being transformed. Most of the processes taking place in society are characterized by two complementary and opposite tendencies at the same time: globalization and fragmentation. Let us consider how these trends manifest themselves in various spheres of social life: economy, culture, education, and politics.

Thanks to the development of information technology in general and the Internet in particular, a new type of economy is beginning to take shape. For the economy of modern society, knowledge, and information come to the fore (to get them, you need access to modern infrastructure), and the ability to use it correctly. The economy of modern society is becoming global, which is manifested in the creation of a large number of transnational corporations, in the development of multinational industries operating in various countries "... a global economy ... capable of operating as a single system in real-time on a global scale." The process of fragmentation of the economy is visible in the formation of local industries, and the progress of national handicraft industries. The development of the economy involves the development of such economic structures, one of the leading features of which is flexibility (the ability to narrow and expand the structure depending on the needs of society, to quickly make managerial decisions, and the possibility of changing the strategy and tactics of development). "Flexibility" became the motto of the day. It means jobs with no guarantees of worker rights, contracts that are limited in time and subject to renewal, layoffs without warning and compensation." The concept of profitability, rather than productivity, is being brought to the fore, which serves as an incentive for the development of the manufacturing sector. It is the increase in profitability in the economic sector that caused the changes associated with the formation of the economy, decentralization, and the introduction of innovations. M. Castells in his work "The Information Age ..." identifies four main ways to increase profits:

- reduction of production costs (the first step is to reduce labor costs);
- increase in labor productivity;
- expansion of the market share;
- increase in the velocity of circulation of capital.

Results and discussion

The formation of a global economic system is accompanied by the processes of restructuring stable social relations and organizations that exist in traditional and industrial societies, in the fields of science, culture, industry, national traditions, borders, etc. The formation of transnational corporations and the development of network links between individuals is the reason for the collapse of traditional stable labor collectives, leading to fragmentation and significant changes in family and other foundations of society. The fragmentation of the economy is obvious in the context of the fact that modern corporations are forced to take into account state policy in their activities: to introduce certain restrictions or, conversely, to approve licensing procedures even to the detriment of increasing the profitability of production. An important point for understanding the essence of

the global economy is that in modern conditions it is not comprehensive and all-encompassing, but remains fragmented and segmented depending on the inclusion of the region in the global network.

Productivity and competitiveness act as priorities in the economy, which leads to the development of innovation (to increase the first) and to the formation of flexible production (to increase the second). All states are involved in the global economy to a greater or lesser extent - depending on the level of development of state mechanisms, and the involvement of the state itself in the global economic structure. Thanks to the development of the Internet, network enterprises that exist within its framework can operate in a mode of decentralized management, decision-making flexibility, and individualized and flexible production.

The impact of the Internet on the economy is also associated with its following properties: the speed of information passing, the ability to access the target audience through advertising on certain resources, interactivity, and receiving “reactions” of consumers in real-time, which allows the manufacturer to transform its behavior, product output or advertising intentions depending on the needs of the individual. In the context of a new type of global economy, the role of man in the production and reproduction of information, products, etc. is increasing. On the other hand, he becomes the object of the constant impact of the economy on private and public life, which contributes to the formation of a flexible structure of human individuality.

The global economy influences people in such a way that they get the opportunity to formulate their requests and send them directly to the producer of social goods in exchange for the right to independently form consumer abilities. Consumption in the conditions under consideration is imposed on a person by advertising and by society itself. Goods are arranged in such a way that things become obsolete due to the release of new products that differ from the previous ones in insignificant structural elements. Under the influence of advertising, a person constantly replaces “irrelevant” models with more modern ones, which become obsolete by the time they go into mass production since by this time their next types have already been developed. “It's not just the contents of the wardrobe that need updating every season; Cars should also be changed as their cockpit designs go out of style and are no longer pleasing to the eye, working computers are thrown into the landfill as new software makes them obsolete, adored record collections on LPs are replaced by cassettes to then make way for CDs just because that new recordings are no longer presented on the old media” [4, p.37]. The global economy helps to form the mobile structure of human life and project these changes onto things.

In the economy of the network society, scientific knowledge comes to the fore, displacing both manual and mechanized labor as the main part of the cost of goods and services. Information receives the economic and social functions of capital. As a result of the transformation of productive forces and productive relations, the university as a center for the production, processing, storage, and accumulation of knowledge and innovation becomes the main social institution. At the same time, the industrial corporation, as the basis of the economy and the center of the capital, is losing its leading role in the structure of society.

Specific form and content are expressed in labor resources and relationships. In the information society, work becomes decentralized, any space is a workplace. First of all, this is due to the development of information technology (cellular communications, the Internet, fax, and other means provide the ability to quickly receive information from the office and work, even while in a traffic jam). Labor is not global because of the complexities associated with migration. There is a deformation of the system of interaction between the employer and the employee: the form of work, the level, and principles of full-time employment change, and the organization of the labor process in the form of a normalized and structured working time as a schedule of presence in the office or a schedule for the performance of labor duties by an employee loses its economic content but retains social and psychological significance, a trend of part-time employment is developing, the popularity of work to order is growing, numerous part-time jobs, a self-employment system are relevant. M. Castells notes the following trends in the development of labor relations in the information society: “... the displacement of

agricultural employment; ...rapid growth in managerial, professional and technical jobs; the formation of a “white-collar” proletariat made up of office workers and trade workers; ...relative modernization of the professional structure over time, with a higher increase in the share of occupations that require higher qualifications and a high level of education...” [5, p.138].

The specificity of the modern labor market is the interdependence of the labor force due to the development of transnational corporations, a large volume of exports of goods, and in some cases, the change in the labor force is proportional, sometimes - asymmetric, which is primarily due to the automation of routine processes and an increase in the number of highly qualified employees).

Thanks to the spread of the Internet, there is also an exchange of personnel. Many people start with the improvement of the subcontracting system, due to which there is a reduction in jobs in some countries and their increase in others (working remotely - in fact, this makes it possible to work in any enterprise, regardless of national and state borders, “... although there is no unified global labor market and therefore a global labor force, in the information economy there is a global interdependence of the labor force” [6, With. 386]. An important point in the development of the workforce is the automation of routine processes in the context of work, which allows, on the one hand, reducing the number of people involved in routine work, and on the other hand, to increase the number of highly educated employees with the ability to analyze the available data. The change in both labor relations and employment, in general, is associated with the individualization of the responsibility of specialists, the growth of the level of education, and the ability to retrain and constantly improve skills, as well as the displacement of unskilled workers by automated processes.

An important trend in employment is flexibility, which characterizes working hours, wages, working conditions, job tasks, and functions. All this leads to constant instability in the labor market and to the continuous retraining of employees, which is associated not only with the introduction of new technologies but also with the deformation of the requirements for the employee himself, even for a permanent worker. The development of labor relations is taking place in the direction of decentralization of work, an increase in part-time employment and self-employment, restructuring of the workplace, individualization of labor, and the need for regular advanced training and reorientation of workers.

In the conditions of automated production, “structural unemployment” arises - a state of the labor market in which everything necessary to maintain the life of society can be produced by two-thirds of the working population, and in the long term, this will require only one-third. Automation of labor in the near future can lead to the fact that many people will lose their livelihood, and become “...economically useless and socially redundant...” [7, p. 254]. That is, a person finds himself in a situation of instability of his own economic situation and begins to depend on the processes of automation and globalization at the local level.

Modern culture is interactive, capable of continuous adaptation to the surrounding reality, it becomes a virtual network culture based on information technology, “... all areas that serve culture are forced to change distribution formats, moving from static book forms of communication to mobile information and communication forms...” [8, p.86].

The leading role in modern culture is assigned to the media, including television, newspapers, and radio. The Internet has combined them into one kind - a global media called multimedia. The Internet itself is a mass media that simultaneously includes radio, television, and newspapers, and thanks to hypertext, a single media operates, which simultaneously allows you to receive video sequences, visual text, and audio comments. “From the point of view of the medium, different types of communication tend to borrow principles from each other: interactive educational programs look like video games; newscasts are built as audiovisual shows; trials are broadcast like soap operas...” [8, p. 102], there is a mixture of styles, stylistic eclecticism is formed. Culture not only develops thanks to the Internet but also persists and spreads, which in many ways has a positive effect. The Internet allows the structuring of society into social strata through the criterion of access to the

Internet, which segments society not into social, but into information classes, only indirectly related to the level of income and sphere of life.

If the classical culture was unidirectional and non-interactive, then the modern one becomes communicative and interactive. That is, a person ceases to be an object of cultural influence, but grows into a subject of cultural interaction, in many cases even being compared with the creator of a cultural product. One of the most important characteristics of multimedia is that they cover the field of most types of cultural expression in all their diversity. The development of multimedia means of communication leads to the devaluation of the distinction between audiovisual and print media, mass and high culture, entertainment and information, education, and propaganda. All manifestations of culture, from the worst to the best, from the most elite to the most popular, past, present and future, are connected in the information space [9]. It is multimedia that allows virtual reality to acquire the features of a social one, although they are not able to completely replace it with themselves.

The development of the Internet leads to the fact that high culture and mass culture cease to differ. All cultural products in the information society are equally accessible and can be replicated on the Internet. It is thanks to the Internet that high culture gains access to the mass consumer and takes shape in the form of cultural innovations (for example, a virtual journey through the halls of the art museums of the world as a real opportunity to get acquainted with the world's masterpieces of painting, graphics, and sculpture). One of the configurations of modern culture is interactivity, that is, the ability to change form and content depending on the needs of society [10].

With the advent of the Internet and the development of modern information and communication technologies, a new information space is being formed and integrated into single global information space. Under these conditions, state bodies are revising and improving methods of interaction, service, and support of the population through mechanisms for the remote provision of public services based on modern information and communication technologies in building a single integrated network environment.

One of the methods of interaction between public authorities and the population is the development of Internet sites. Thanks to the introduction of Internet technologies, public awareness is increased not only about the structure of state authorities, but also about the main decisions made by them, about upcoming events planned by their representatives. In the last five to seven years, institutions of both state and municipal authorities have been actively using such a method of interaction with the population as the creation of an “electronic reception”. The functioning of “electronic governments” makes power more open, and allows a person to receive an impressive amount of information about the activities of power, which ultimately leads to the relevance of the latter in relation to a particular citizen. The Internet provides an opportunity for a qualitatively different interaction in a bunch of people - power in an interactive mode, which gives rise to transparency in the activities of state authorities and local self-government.

In a traditional society, social institutions are the foundation of social reality; they are the dominant of social development and the basis for the formation of personality. With the development of the information society, “...science, power, the working class, the army, family, church, parties, etc. have already ceased to function at the global level as absolute and inviolable institutions; no one believes in them anymore, no one invests anything in them anymore.” In modern society, under the influence of information technologies, new social institutions are beginning to be created, which are based on a changing flow of information (rather than immutable social dominants). “There is a blurring of solid foundations and the opposition of external and internal, many points of view, sometimes of a dubious nature ... this is a kind of space without borders and a center, and a modernist work - be it a book or a picture - is open.”

Conclusions

As a result of the study of the main social characteristics of the information society, it was revealed that the information society is a society whose political, economic, and social determinants are inextricably linked with the production, storage, processing, and sale of information. The latter has the property of interaction, that is, it can serve as the basis for interpersonal communication, arising, changing, and transforming in the process of transition from one person to another. It should be noted that the information society is a stage in the development of society, in which the information component comes to the fore. One of the main elements is a new information order, which creates a fundamentally new way of self-identification of a person in society, which has a pluralistic beginning and many options for self-determination. It is based on a network, branched, decentered, devoid of a single control center, but covering all spheres of human life and linking the entire world space into a single virtual whole. The information society is built on the principles of hypertext, that is, non-linear and inconsistent, but as a system of endless references and branching structures. Because hyperlink ability makes it possible to complete the construction of new structural elements of society, to reformulate its goals and objectives, the need for a predetermined structure of society disappears and turns into the construction of variable models of the social structure, the place, and role of a person in society, as well as the fluidity of the social continuum [10].

The economy of the information society is becoming a global economy, with its inherent features: the creation of transnational corporations, associated with the formation of industries in various world regions, the flexibility of making managerial decisions to respond to the state of the market, the impact of the economy of an individual state on the economy of the world as a whole. One of the defining features of the economy is the emergence of flexible industries capable of supplying products to the needs of consumers and the needs of the market, segmenting the world economic space according to the principle of inclusion in the world economy. Labor is becoming decentered, remote, flexible, and individual, and the role of self-employment is increasing. The change in both labor relations and employment, in general, is associated with the individualization of the responsibility of workers, an increase in the level of education and the ability to retrain and constantly improve their skills, as well as the displacement of unskilled employees by automated processes. The main trend in the cultural sphere is the unification of various types of cultural products into a single type of digital culture, multimedia. Modern culture is interactive, capable of constant adaptation to the surrounding reality. A person becomes the subject of cultural interaction, in many cases being compared with the creator of a cultural product. Political institutions in the era of the information society are influenced by information and change their structure. State borders are transparent for virtual communication, which should lead to the formation of new principles of international law and responsibility. Integration into a single global information space is taking place, and government agencies are reviewing and improving methods of interaction, service, and support of the population through mechanisms for the remote provision of public services based on modern information and communication technologies in building a single integrated information environment.

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