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## Media Space as a Regulator of the Global Transformation of Communicative Interaction

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### Abstract

The subject of this research is the changes that occur in the modern communicative interaction under the influence of media space. The purpose of this work is to detect and interpret these signs of changes. The implementation of this goal involves the semantic and communicative analysis of the modern communicative space as an open dynamic self-organizing system. The use of these methods has yielded a number of significant results. In particular, it made it possible to identify the differential features of modern communication in the broad sense of the word, as a field on which various types of receivers and sources of information interact. Differential features include: a change in traditional forms of information transmission, the formation of a new type of age stratification in the dissemination of information, an increase in the total amount of noise, a general increase in information flows, the transfer of more social actions to the digital sphere, and deformation of traditional rating scales. It can be argued that the result of combining various communicative trends is the expansion of the number of receivers of information of a new type. They are focused on the free choice of the sphere of application of their attention, reject the discourse of power and create conditions for the emergence of a communicative environment of a democratic type. The high level of heuristic power possessed by the proposed set of fundamental changes is manifested in the fact that it allows one to explain the changes occurring in the communicative interaction.

**Keywords:** information flows, communication channels, media, digital resources, network environment, communicative space, noise.

### 1. Introduction

The communicative space is constantly changing. This axiomatic statement does not negate the fact that the nature, intensity and effectiveness of changes in dissimilar time periods differ significantly in diverse societies. An indirect consequence of the differences is focusing research efforts on certain aspects of the phenomenon's existence. The article is devoted to a problem that is equally relevant for all branches of humanitarian knowledge, because an adequate assessment of society, examined in any aspects, is directly related to a clear idea of how its members interact with each other and what resources they use for this. A fact of priority of this or another resource affects the specifics of the dissemination of information, the nature of its broadcast and perception.

### 2. Materials and methods

The study was carried out at the intersection of several scientific disciplines: information theory, communication theory, linguistics and axiology. This predetermined the choice of

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interdisciplinary methods for research. First of all, they were semantic and communicative analyses which allow revealing the meaning and mechanisms of ongoing changes. These methods take into account pragmatic characteristics of changes and their interaction with a participant of communicative processes. The analysis materials are network reality, displayed and structured as a public Internet, addressed to the ordinary user of information resources and services.

### 3. Discussion

Media space is commonly defined as a space generated by electronic means of communication; a complex system which has a number of interconnected structural elements subject to the general laws of development of the whole (Hallin, 2020). Therefore, various disciplinary contexts actualize only certain semantic aspects of this phenomenon. Given this fact, scientists identify different possible directions of analysis of the media space. This article proposes the classification of these directions based on the functions performed by the media space.

Initially, the media space was created exclusively as a data bank, which defined its cumulative function as the first and initial one. The vast majority of aesthetically significant objects created by mankind have now been digitized: from books to films and architectural structures. This type of research includes, for example, the study of smart libraries working with the incorporation of smart technologies, smart users and smart services (Gul, Bano, 2019). It was proven that technologies narrowed the gap between library services and rapidly changing human needs. Another example is the investigation of the influence of foreign television cartoon programs on social behavior of children (Njiiri et al., 2018). It showed that children's new television viewing habits let media effects take toll on their lives both in the short and in the long term. Currently, various types of artistic objects are being created within the media space for network use, which are also subjected to scientific scrutinizing. One of them is fan fiction (fanfic), researched by J. Fathallah. The scientist stated as this online practice is the fastest growing form of writing in the world, digital read-write platforms should account for its social and legal context (Fathallah, 2018).

The study of the epistemological function of the media space can be called the next direction of research, which manifests itself in the fact that the information accumulated in the network is being used as a basis for creating new information, as a source of scientific knowledge in various fields. This became possible with the advent of analytical type programs and the first search engines. Among this kind of research, one should note the work examining the publication practices in the field of communication and media studies in Scopus-indexed journals. The researcher found that the publisher's location highly influences the content of a journal in the sense that "authors from dependent countries are underrepresented in the most prestigious journals ... and tend to look for alternative ways to produce noticeable publications" (Demeter, 2018: 1001). Other papers are on reviewing articles published in the 19th and 20th century aimed at identifying teachers and learner's characteristics such as affective, cognitive and social factors that impact learning and teaching environment in media studies (Kabha, 2019) and on digital literacy and the need to improve curricula for its teaching as an interdisciplinary subject (Polizzi, 2020).

The suggestive function is manifested in the fact that the resources of the media space are likely to have a hidden effect on their users. That is, when filled with information, a person relaxes and weakens his psychological defense, as a result of which he becomes the most vulnerable. Such an impact is aimed at forming a certain attitude in the recipient's psyche. This is evident in ads of all types, especially in humorous video genres such as skits, pranks, or humorous vlogs and gaming videos. The effectiveness of such advertising depends, among other things, on the precise determination of the moment the brand is shown in a particular video (Vermeulen et al., 2019). A.P. Stepnov and L.A. Stepnova offer their own methodology for identifying the focus of information materials on the formation of meanings that promote extremism, non-traditional sexual relations among minors, drugs, suicide, pornography (Stepnov, Stepnova, 2014). Recognizing the effectiveness of the fight against the manipulation of people's minds in the media space, both on the basis of technological algorithms and on qualitative analytics, A Levitskaya and A. Fedorov still consider the best mass media education of the audience which contributes to the development of its analytical thinking (Levitskaya, Fedorov, 2020).

The resources of the media space began to be used to mislead opponents of various types (people, their groups, states), which, in turn, became the direction of research into its conspiratorial or disorientation function. It consists in the fact that media space is used not only to transmit and store information, but also to hide it from a certain group. It may reflect purposeful

aspirations to create to some extent untrue or false ideas about a segment of the world or the world as a whole. This is achieved in two main ways: due to various kinds of distortions of information and its replacement with misinformation. This type of work includes the study of J. Moffitt, C. King and K.M. Carley, who investigated COVID-19 origin conspiracy theory tweets. They found that such tweets were supported by news sites with low fact-checking scores and amplified by bots (Moffitt et al., 2021). D.O. Timoshkin examined the practices presented in Russian-speaking “migrant” groups on the VKontakte social network. The services of many of these groups can be openly fraudulent and involve huge risks, since the administration of the groups is more interested in their own profit than in helping the migrant (Timoshkin, 2019: 62). With the help of media space, a person has the opportunity to determine the point of his location with a high degree of accuracy. However, geolocation data can also be used to commit criminal acts against both an individual citizen and the whole society as a whole (Mansoori, Welch, 2020). Speaking in general about the media space, one should note that there are other crimes, which are also related to the extraction, theft and distortion of information. Cybercriminals and cybercriminals are becoming more and more active participants in social processes in the media space (Palmieri et al., 2021).

With the help of media space, people carry out interpersonal communication in its various forms, establish, consolidate and interrupt interpersonal contacts through mail services and social networks. Studies of the communicative function of media space occupy an important place in the overall structure of media studies. Thus, the next work is of particular interest as it analyzes friendly contacts between same- and cross-gender bullies and same- and cross-gender victims using multiplex longitudinal social network (Hooijsma et al., 2020). It concludes that multidimensional similarity increased the likelihood of friendships for same-gender bullies targeting the same victims, but not for same-gender victims sharing bullies. According to N. Marchal, political discussions transferred in the digital context are characterized by growing hostility between ideologically opposed users and interaction between them is interrupted if one user speaks negatively about the political group of another (Marchal, 2021). Furthermore, media space becomes an organizer of real communicative interaction. This is most clearly manifested in the example of network games. Any such game creates and unites certain social groups, sets the types of interaction between them, determines the nature of their behavior, dictates the features of actions (Bell, 2021). That is, a virtual object deforms reality. Implicitly, this process takes place around any streaming platform and within any social network, such as streaming entertainment services Netflix and Spotify which “encourage global, intercultural connection and affinity” (Elkins, 2019).

The importance of studies of the noted issues cannot but grow in view of the rapid increase in the volume of media space. But it should be added that all the listed functions of the media space are not only essentially interconnected, but also always intersect in their specific manifestations, overlap each other in the process of implementation so that, in principle, none of the studies implements any one function in isolation.

#### 4. Results

The change in the general structure of the communicative space was caused both by the very fact of the appearance of a virtual sphere in it, and by the fact that by its presence it triggered the emergence of meaningfully new oppositions in the former space. Thanks to this, the modern communicative space has acquired new peculiarities associated with a number of characteristics, namely, the ways of disseminating and using information, forms of interaction with it and the nature of its perception. The following features can be considered the most noteworthy.

(1) More and more people are turning digital. In absolute terms, the number of people who constantly turn to the digital sphere is steadily growing. This is characterized by a mass of indicators of various types: the number of users of mobile devices, the Internet, social networks, the number of accounts created, and time spent on the Internet.

According to the Global Digital report of *We Are Social* and *Hootsuite*, the total number of mobile connections in the world has reached 8.02 billion. In January 2021, 4.66 billion of the world's population used the Internet, and its penetration rate was 59.5 %. There are now 4.20 billion social media users in the world. On average, over 1.3 million new accounts were created every day during 2020, which equates to approximately 15.5 new users per second. An ordinary user of social networks spends 2 hours 25 minutes every day on these platforms, which corresponds to about one day a week minus time for sleep (We are..., 2021).

Nevertheless, A.V. Smirnov's research showed that, despite the impressive growth of some indicators, the digitalization of Russian society is fragmented. His analysis revealed that from 2003 to 2018, the share of those using the Internet increased from 10 % to 73 % of the country's population. At the same time, the rates of Internet use for shopping increased 27 times (from 1 % to 33 %), 14 times – for communication (from 10 % to 73 %), 11 times – for increasing the cultural level and receiving news (from 6 % up to 62 % and from 6 % to 64 %, respectively), 10 times – for entertainment (from 6 % to 58 %). However, the proportion of the population using the Internet for work and, in particular, for training is growing rather slowly (6 and 3 times, respectively) (Smirnov, 2021: 140). The peak of mastering the practice of using the Internet falls at the age from 19 to 22 years, then the frequency decreases, by 45 years – by half, by 60 years – four times. (Smirnov, 2021: 141). It should be noted that young people use the Internet much more often to listen to music and check information on social networks. On the other hand, representatives of this age group are less likely to study information and reviews about goods or services, perform banking operations, read news and analytics (Media..., 2021).

Mass survey results provided by S.G. Davydov, allowed the scientist to cluster Russians by the level of digital competencies. High self-esteem was shown by 32 % of the respondents, whose average age is 36 years; above average 30 % of respondents, whose average age is 45 years. 18 % of respondents with an average age of 54 rated their digital competencies below average. The lowest self-esteem of their digital competencies belongs to 21 % of people with an average age of 64. Consequently, the level of self-esteem of their competencies decreases with age, while working citizens rate their competencies higher than non-working ones, and the share of women in the cluster with low self-esteem is 62 % (Davydov, 2021: 412). In the younger age groups of respondents, satisfaction with the existing competencies is higher than in the older ones. For Russians aged 18 to 24, the total share of those who answered “enough” is 82 %, while for the age group 60 and older it is 48 % (Davydov, 2021: 413).

Thus, in a digital society, social interactions are not only simplified, but information openness is also increased, and the costs of peripherality are reduced. The widespread use of digital technologies contributes to economic growth and an improvement in the quality of life of the population. Accordingly, the production and sales of computers and software, the number of users of resources and search engines, services and various kinds of services, the turnover of money and the degree of influence of the Network on decisions made by people are constantly growing.

(2) The demand for various types of information translators fundamentally changes among people of different ages. In any society, there is always an age differentiation in the dissemination of information, implying access to one kind of information and the prohibition of another. It is regulated at the state level by labeling sources according to age availability. The position in a social group also presupposes different degrees of admission to this or that information. At the family level, it manifests itself in a system of prohibitions: it's too early for you to know about this, you will grow up and you will learn. This system has existed for thousands of years and continues to this day. But the Internet, by the very fact of its presence, really and potentially destroys this system. Any information, in principle, becomes available to a person of any age.

The consequence of the destruction was that the younger generation is focused almost exclusively on the Internet while the middle and older generations retain their orientation towards traditional media. That is, generations are differentiated not by the type of access to information, but by the type of source or information channel.

For example, according to the Deloitte Research Center, the distribution of devices that Russians used to watch TV was as follows: 81 % – TV, 80 % – smartphone, 71 % – laptop, 69 % – computer. At the same time, the TV set usage index among respondents aged 50-54 was 95 %, which is the highest indicator relative to other ages. The lowest TV set usage index is observed among the representatives of the age groups 14-19 and 20-24 years old (78 % and 84 %, respectively) (Media..., 2021).

As for the specifics of the consumption of information content, it should be added that the trust of Russian residents in classical sources of information – television and/or official Internet sites – is gradually decreasing. Thus, the share of Russians who are oriented towards television is 23 % today, and the share of citizens who trust news and official sites is 32 %. At the same time, the popularity of such a source of information as social networks and blogs approached the figure of 25 %. It is noteworthy that respondents between the ages of 14 and 29 are the only age group that tends to rely primarily on social networks and blogs (33 %) (Media..., 2021).

A group of scientists from the Faculty of Journalism of Moscow State University studied the motivational factors of using various types of media by young people. They concluded that the need for socialization and self-actualization is in the first place, it is followed by entertainment, informational, educational and instrumental needs. Traditional motives for obtaining information are not so relevant. Young respondents are more likely to turn to media to communicate with peers, find entertaining content, and express themselves in the process of creating their own content for digital platforms. The leading place in the structure of media consumption is occupied by online media, and traditional media either do not generate interest at all, or are consumed only in the background (Dunas et al., 2020: 19). The study of students' news consumption behaviour in the United Kingdom and Turkey proved practically the same: traditional media have almost been replaced by online media as "the modality of traditional media does not easily fit in with youth's daily routine of studies, work and commute" (Yanardagoglu, 2020).

(3) Information interaction is constantly being modernized and intensified. An elementary classification of indicators of changes in the information environment is their division into qualitative and quantitative. The first is, first of all, the form that information takes when transmitted from one person to another. In this case, we are talking about the methods of information communication, as well as the previous methods of imprinting information with the possibility of its subsequent transmission by means of a certain medium. The revolutionary events in the field of communication were the emergence of graphics and writing, then radio communication and telephone communication. From the moment the Web became public, companies that offer various types of services on it have fought for users offering them more services and improving their quality.

This primarily concerns global search engines, which are powerful financial, technological and scientific conglomerates. They are constantly improving mechanisms for finding information and filtering out noise. But besides this their primary purpose, they offer their users more and more services. For example, the world's largest and most influential search engine, Google, currently offers over 30 services, including YouTube, Gmail, Google Maps, Google Alerts and Google Hangouts. Special literature is published that acquaints its readers with new Google services and ways to master them (Avraam, Athanasopoulos, 2020; Bronnikova, Zaytseva, 2021; Ricourt, Florez, 2021).

Second, there is an expansion of communication interaction due to the inclusion of communication with smart devices, the so-called "talking machines" that respond to a person through voice interfaces. Among them, smart speakers should be singled out separately, since their use is fundamentally different from the use of voice assistants available on smartphones through mobile applications. A.M. Korbut identified the following communicative features of communication with artificial intelligence as an interaction partner: prosodic modification (increasing the volume, slowing down speech, intonation underlining); semantic modification (replacement of words and shortening the length of phrases); phonetic modification (it is better to speak loudly, slowly, with long pauses) (Korbut, 2021: 208). Another thing which is worth mentioning is that these devices also collect audio data, so it is essential for the users to avoid disclosing sensitive information or revealing private talks to smart speakers because of their privacy concerns (Xu et al., 2022: 192).

Mastering any new technological form somehow leads to its interiorization and, as a result, users often perceive their gadgets as a kind of extension of their personal space or even an extension of their personality (Dunas et al., 2020: 19). This partly explains the fact that the share of "novelty hunters" is steadily growing: 9 % of the population is the share of respondents who try to buy a technical novelty as soon as it enters the market, and 21 % is the share of respondents who buy equipment before the majority of users have it (Media..., 2021).

In contrast to the analysis of the qualitative aspect of information relations, the consideration of information interaction in a quantitative aspect determines its accessibility to members of society and the intensity at the level of specifically taken subjects of communication. This approach makes it possible to calculate the amount of information received on average by a person for a certain unit of time. For example, the British newspaper *The Guardian* published data in January 2000, according to which "a weekday edition of a newspaper contains as much information as the average person in the 17th century would be exposed to in their entire lifetime. The average British working day consists of 171 messages, 46 phone-calls, 22 emails, 15 internal memos and 19 items of external post" (Guardian, 2000). From 2010 to 2020, the number of materials that make up the

resource base in the Factiva system, which represents more than 90 % of the Internet content in 25 languages, increased from 59.1 to 102.7 million materials per year (Sharikov, 2021).

(4) The level of informational noise increases significantly. Information noise is a basic concept of the theory of information and communication, which is traditionally understood as any reasons and factors that entail distortion of the message, complicate its understanding or make it difficult for the recipient to perceive the transmitted information. There are currently three main ways of understanding it.

Anything that interferes with the adequate perception of information is considered information noise. This includes all types of speech interference and all types of text complication. For example, S.P. Petrunina refers slips of the tongue and mistakes of hearing in oral spontaneous communication to the unintentional manifestations of information noise (Petrunina, 2006). The deliberate creation of speech-like noise can be used, in particular, to protect voice information in the general complex of measures to ensure information security of organizations (hiding the fact of negotiations, their subject and content) (Horev, Tsarev, 2017). A full list of these obstacles has not been compiled, because it turns out to depend on the level of linguistic competence and the characteristics of a particular person's perception. For example, one person perceives a mosquito squeak as noise, while for the other even the roar of a mountain waterfall is not noise.

Information noise is thought to be an unmotivated duplication of information already available in one or another storage or consciousness. This information is usually referred to as zero information. Note that in this aspect most of the information accumulated by a person refers to noise. The main sources of such information noise include the media, which cover as much information as possible to attract and retain the audience's attention. In addition, the media space is replete with annoying advertising messages that are repeated many times at short intervals.

Information noise is also supposed to be a purely psychological factor – a set of information that tires a person. With this understanding, useful and harmful, true and false information can be called noise in such an amount that causes overload and fatigue in a person. With an unfavorable combination of objective reasons (a large amount of data supplied in a short period of time) and subjective factors (personal characteristics of the consuming subject), information noise can cause information overload. In turn, violation of the measure often leads to the fact that an increase in the amount of information received does not give the expected results, but, on the contrary, causes the opposite effect. In the scientific literature, such terms as information overeating, information obesity (infobesity), information intoxication (infoxication) and information burnout (media bulimia) have appeared.

Information overloads can cause various forms of mental illness in people, weaken people's ability to think, and reduce their creative potential. Mkrtycheva K.B. and Melikova T.A. conducted a study aimed at identifying the impact of information on student youth. It showed that more than 90 % of the respondents admit that regardless of their desire, every day they receive from 30 % to 80 % of information that is useless to them. As a result, on average 79 % of survey participants feel oversaturated with information, and 61 % feel annoyed and tired from the amount of information they receive (Mkrtycheva, Melikova, 2020: 142).

In this case, it is not important for us how the essence of information noise is determined. It is important that in any definition it always accompanies information and its volumes grow with the increase in the amount of information.

(5) An increasing number of social actions are transferred to the digital sphere, their set and proportion is constantly growing, respectively, the functionality of the digital sphere is expanding. With the help of Internet resources, people participate in many daily activities, for example, follow the news; argue about politics, sports, music and cinema; maintain social connections with friends and family; make purchases; meet and look for work.

As a result, a fundamentally new phenomenon arises, called an “artificial sociality”, which is “the empirical fact of the participation of artificial intelligence agents in social interactions as active mediators or participants in these interactions” (Rezaev, Tregubova, 2018: 43). The authors explain that an artificial intelligence agent is a device which activity mediates and records the manifestations of artificial intelligence. As an example of such a device, they cite the Google search engine, the effectiveness of which is ensured by the fact that many people use it to find information. Google's algorithms accumulate information about users' network transitions and, on their basis, “learn” what to display in a search query.

The sphere of socialization of a person in the digital space is communication, translated into the language of algorithms for writing and images, conditioned by the norms and rules of communication learned by a person in the processes of information exchange. Digitalization changes the cultural memory of an individual, since the infospace does not guarantee the authenticity of the historical context; increases the level of abstractness of the social interaction and expands the freedom of communicative one. Entering into a special relationship with the information world on the everyday basis forms a new consciousness, new habits and behavior.

S.V. Davedenko examines the notion of a “digital simulacrum” which implies a pseudo-sign that replaces reality with the help of special software. She proposes the concept of a “digital centric personality” that is a person identified with his or her professional-activity status (streamer, blogger, tik tok user, gamer, etc.). The attribute “digital centric” means that the person pertains to a “digital simulacrum” but at the same time preserves some anthropic, human values as opposed to those of an artificial intelligence. In other words, such a person represents a kind of synthesis of an anthropic personality with artificial intelligence (Davedenko, 2021: 94).

The coronavirus epidemic forced teachers and students to quickly switch to distance learning through various media technologies. Like any other form of knowledge acquisition, online education has its advantages and disadvantages. But, it is one thing when an educational institution is initially focused on the development of distance learning, and another thing when only external circumstances have pushed an educational institution towards it. According to J. Gregorc and A. H. Resnik’s research of different types of distance learning, students did not participate effectively or actively when the cameras were off, despite the fact that they noted that the camera being turned on made them uncomfortable and cited non-camera methods as their favourite (Gregorc, Resnik, 2022: 273). Nevertheless, the transfer of education to the digital sphere helped not only to quickly get out of a difficult situation, but also to accumulate the experience necessary to increase the share of this social action in virtual reality.

The medical community is another contributor to social action in the digital space. Medical institutions create professional accounts to inform the population, promote medical services and simply communicate with a mass audience on topics related to medicine and health. How it happened previously in the family of indigenous peoples, see the work of A.V. Akhmetova (Akhmetova, 2021).

(6) The rating scales and the types of their transmission vary significantly. The position of a person in society is like coordinates, the expression of which is fixed by a set of different rating scales: rich – poor, boss – subordinate, famous – unknown, respected – disrespected, educated – uneducated, influential – powerless, law-abiding – criminal and etc.

All these rating scales are established by society through various channels: social institutions, public opinion, characteristics of the organism and financial flows. First of all, it is social institutions, through the systems of education, certification, promotion, rewards and punishments, various types of competitions, awards and titles that determine the coordinates of a person's position. According to I.V. Kondakov, the transformation of Pushkin – at the end of his life and against his will – into a chamber junker, a courtier of a very low rank, is an act that simultaneously humiliates the artist and secures him to the state as an animated property (Kondakov, 2021: 289). The Higher Attestation Commission, which establishes degrees and titles, has the right to deprive of them for ten years from the date of their assignment. According to the Minister of Science and Higher Education of the Russian Federation V. Falkov, from 2014 to 2020, over 360 Russian scientists were deprived of their Candidate or Doctor of Science degrees (TASS, 2020).

This was the case before the advent of the public web. So, in principle, it remains in a significant part now. But we are watching how the network shakes this system, changes and adjusts to its interests. The network can offer a real person the opportunity to ignore all existing social scales and build others in their place. For example, a person who in reality occupies extremely low positions on traditional scales can choose a network niche for himself where he will be the undisputed leader: in arguments on the forum, in any game, in collecting a certain type of information, and so on. The net allows deforming the scales. Or, a person who does not have the appropriate professional status may become one of the leading specialists in the subject. This is the case with the creators of thematic sites and all kinds of sofa analysts. It is extremely difficult to check or challenge this status in the civilized world under the law on the protection of personal information. Today, there is already an active change of authority among adolescents, who have replaced teachers and parents with bloggers who dictate their spiritual and material guidelines.

The results of a survey of student youth, conducted by M.V. Zhizhina, showed that ideas about a blogger's personality are characterized by unambiguity and concepts with a positive semantic connotation. A blogger is assessed as a media, creative person with charisma, sociability, courage and a developed ability for self-presentation, which inspires and really helps in the form of useful advice and recommendations (Zhizhina, 2019: 44).

The network through the system of views, likes, number of subscribers, page quality creates new rating scales. People recognize their importance and seek to adapt to them. For this reason, paid services for boosting votes and subscribers are much in demand. A real event begins to be assessed by the reaction to it on the web; moreover, it is recognized as such only after publication on the web. The analogue of this in the pre-network world was the circulation of the publication, but the publication and the fact are different objects. A person's place on the web is a fundamentally new rating scale that may not coincide with any of the traditional ones and even oppose them. At the same time, the network itself should not be demonized: it is necessary to remember that it is, at its core, also a social institution.

## 5. Conclusion

Two leading trends in the transformation of the modern communication space are the displacement of traditional media and an increase in the number of a new type of information receiver interested in the selection of information and capable of comparing different types of sources. The discourse of power was and remains one of the determining factors of the communicative space of Russia. But it is significantly squeezed out by other discourses: art, culture, sports, esotericism, and extreme. This leads to the fact that new generations have a choice between objects that are fundamentally different in the way of organization and semantics. Making this choice, they reject those media reflexes that bear the stamp of the discourse of power and accept those that do not have this stamp. In the long term, this will lead to irreversible consequences for Russia, since it destroys the basis for the effective use of the discourse of power. It can be assumed that similar trends are observed in Europe and America. At least, an indirect confirmation of this is the fact that the space turnover of show business is focused specifically on young people. The new generation prefers to consume not what is presented to it as a finished product, but to be in a free search for information. This reduces the authority of the information and, ultimately, can lead to a change in a number of communicative stereotypes.

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