ECONOMICS
& Sociology

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MARKETING RESEARCHES OF SOCIAL COMMUNICATION FORMS IN THE DINAMICS OF HUMAN DEVELOPMENT

ABSTRACT. The basic definitions and models of the communication process are determined in the paper, which reflect the elements in the process of communication and types of effects of D. Lasswell's model. The types of social communication, public opinion and social stereotypes caused by the mass media show that it is a simplified way of social objects or events with significant resistance. Rumors as an example of informal communication are described in the article that determine information whose reliability has not been established and that are transmitted from person to person through the spoken word. The main means of mass communication are considered in the article and is determined the leader in a number of means of them. The study, conducted by the Institute of Sociology, is presented in the article which clearly demonstrates the priority of television in the system way of spending free time by representatives of different generations.

Introduction

Since the beginning of the 1930th mass communication began to be considered as a social problem, and till this boundary society supply by information was considered as the only role of the press. Owing to prompt development of a cinema, and then television interest to mass media and opportunities of their use sharply increased in such spheres, as a political propaganda and education. These opportunities cause in the intellectual environment of fear that excessive influence of mass media on the population can cause harmful cultural and social consequences. In the USA the similar concern and fear led to creation in the 1960th of special branch of the social science studying mass media. Let's notice that research of mass media is interfaced to a number of difficulties, main from which consists in separating scientific approach to them from the publicist. It testifies to a duality of the concept "weights" which is more often used now in standard sense (masses easily give in to deception and manipulation), than simply in quantitative (masses – numerous groups of people). Therefore social sciences seek to abstract from the second sense of the concept "weights".

In 1960 T. Parsons and W. Wite suggested to describe mass media as the mechanism forming as though the bridge between those who transfers information, and mass public. From such point of view the maintenance of mass media is defined not only will transferring the message, but represents result of mutual adaptation of supply and demand.

Sociologists classify audience of mass media on age, sexual, professional groups and on level of material security. Consumption of information of mass media very much differs in such groups. For example, the television represents a "family" type of mass media, radio is listened mainly by women and those who at a wheel, goes to cinema generally youth, daily newspapers men read mainly, "thick" magazines – those social groups to which they specially intend: men – magazines for men, the woman – female magazines and fashion magazines, etc.

Concerning the nature of interest which the audience shows in mass media, there is a wide range of opinions – that masses noncritical absorb any contents offered them and in general mass media, and are captivated before that the mass reader is selective, is intellectual above level of submission of information in mass media and treats them ironically or indifferently. Real distinction of the relation to mass media is defined by cultural level of audience, its ideas of mass media and a source of information offered by them, and also, probably, contents type. But as whole sympathies, hostility, public expectations concerning mass media are stable.

General consideration on marketing researches of social communication forms

Classical American researches in the field of contents of information of mass media set as the purpose determination of distinctions and compliances between the world described by mass media, and the real world of audience. As a whole the analysis of the contents of messages of mass media shows compliance of messages to moral, cultural, social stereotypes of society. For example, heroes of many series and television movies, as a rule, belong to most socially prestigious ethnic and socio professional groups; some types of contents exclude disturbing subjects, such, as death, an illness, an old age, social and economic problems, etc.

The concept "mass culture" is often used for designation of set of the most characteristic contents of messages of mass media. Mass media and mass culture are considered not only as expression of modern society, but also as its symbol. Therefore today the social criticism is often reduced to criticism of mass media: them it is made responsible for a rupture of traditional ties, pseudo-culture creation, for various forms of "manipulation with consciousness", "alienation" or "suppression". Such criticism is always entered in a

context of social theories by which is guided. However it is difficult to explain why the social control expressed through mass media, more is an alienating or repressive factor, than such control exercised on traditional channels.

Researches of cultural measurement of mass communication testify to complexity of the relations between the message and other elements of process of communication. According to Dj. Klapperu, mass media don't make direct cause and effect impact on society, but affect it through mediating elements. Differently, it is usually impossible to establish direct relationship of cause and effect between contents of the messages proceeding from mass media, and the phenomena of a social order. Really, extent of merge of mass media with a sociocultural complex such is that here it is impossible to separate the reason from a consequence. Researchers note only a tendency of mass media to saving of the social status quo.

The history of mass communication begins a growth phase and now passes to a phase of the huge social importance. Such direction of development causes serious concern about growing concentration of mass media in hands of small group of people, and also globalization and commercialization of mass media. The original problem consists in, whether mass communication as a whole follows commercial logic of capitalism or it is necessary to consider as a component of the sociocultural sphere rather.

Advertizing as one of means of mass media makes huge impact on consciousness and behavior of people and in the conditions of formation became a special factor of public communication, acting as the instrument of manipulation with mass consciousness.

Advertizing has communicative character; it "the paid, unidirectional and impersonal address which is carried out through mass media and other types of communication, agitating in favor of goods, brand, firm", or in other words, not personified information transfer which is usually paid, usually having nature of belief, about production, services or ideas.

Distinguish advertizing commercial and social, "... commercial pursues rather banal and obvious aims – motivation to increase of consumer activity, informing on an exit of new goods on the market, change of the relation of consumers to this or that service or goods... the main destination of social advertizing consists in drawing attention of the general public to this or that phenomenon of public life, and, as a rule, problem".

1. Literature Review on marketing researches of social communication forms

Social communication explores how information is perceived, transmitted and understood. It also looks at the impact on society of various means of communication. Social communication includes the cultural, political and sociological aspects of communication.

Basic definitions and models of the communication process.
Social communication is:
• the transfer of information, ideas, emotions through signs and symbols;
• the process that links the elements of social systems with each other;
• the mechanism by which power (as an attempt to define the behavior of another person) is realized.

The human communication can take place between units of different size and complexity.

Each individual has to learn the art of interpersonal communication, and learn how to communicate with himself/herself (intrapersonal communication and self-reflection). He/she must be able not only to think and feel in general, but also to feel and think specifically about his/her own thoughts and feelings.

At the community level communication is held within the accepted laws of communication, more or less formalized rules, conventions, customs, and habits, as well as in the national language and traditions.

The communication between countries and citizens is usually held in the formalized way – by advertisement, acts of parliament, government decrees, etc. Within countries' territorial boundaries there is a monopoly on rude form of communication – an organized violence. Thus, communication can be considered as a factor, which determines the level and type of organization of social groups.

D. Lasswell's model:

There are 5 elements in the process of communication:

* Who – communicator (the one who generates and transmits the message).
* What – message.
* How – the way of transmitting a message; channel.
* Whom – the audience, which a message is addressed to.
* Why – the result, efficiency.

Types of effects:

* behavioral effect;
* evaluation (axiological) effects;
* emotional effects – effects on human passion;
* cognitive effect.

1.1. Types of social communication

By the nature of the audience:
* interpersonal (individualized),
* specialized (group),
* mass.

By the resources of the message:
* official (formal),
* informal.

By the types of the transmission channel: verbal, nonverbal.

Different forms of communication vary in every element of the communication process.

1.2. Public opinion and social stereotypes caused by the mass media

1.2.1. Social stereotype

This is a simplified way of social objects or events with significant resistance. The stereotypes may be associated with the reproduction of traditional ways of perceiving and thinking. In turn, these perceptions and ways of thinking can reproduce the domination of one social group over another.

Existing stereotypes can be a part of the emerging "image of the enemy". In this case, they may be imposed artificially. A positive importance of stereotypes is in helping to navigate the circumstances, which do not require analytical thinking.

A negative meaning is connected with the possibility of occurrence of objection, fighting between ethnic groups, as well as the fact that they substitute an analysis of information about reproduction standards of conduct and evaluation.

Existing stereotypes can influence public opinion.

1.2.2. Public opinion

This is a judgment about the problems of groups of people and reality events. The existence of public opinion implies a problematic situation (about which there can be a debate) and possible collective subject (capable to realize their own interests and debate about their implementation). Public opinion has expressive (i.e., associated with the expression of emotions), control and decision-making functions.

1.2.3. Information barriers

These are the obstacles, which occur within the process of transmission and perception of messages.
Possible information barriers:
*technical;
*physiological (related to human abilities to concentrate, cursive ability);
*symbolic and semantic (implies the ability to recognize the signs, know special words and terms, the ability to restore the meaning of the sign in the context);
*situational (occurs when the message is not relevant for a person in this situation).

2. Research objectives of social communication

Rumors are information whose reliability has not been established and that are transmitted from person to person through the spoken word.
Rumors differ by the content, according to his needs: ear-dream, ear-bogey, ear-splitter.
Factors of rumors:
*problem situation, which creates an informational need;
* inadequacy or lack of information, information uncertainty;
* the level of individuals' anxiety.
Distributors and users of rumors are usually high-status group.
The effects of rumors (on levels of interaction):
a) the individual level: adaptation to the environment; disintegration of the individual;
b) the group level: rallying; separation;
c) the mass level: changes in public opinion and collective behavior.
The ambiguity of the effects of rumors make them practically unmanageable. The prevention of rumors is in the dissemination of comprehensive and credible information.
To start the communication process, you must have a common language to communicate, the subject of communication, the availability of the channels through which communication can be realized, the rules for its implementation.
Communication as a process is a form of social action designed as sharing information with each other. Communicative action is different from other types of social action as it focuses on the current social norms of communication. In sociology, there are two approaches to the communicative action:
* rational-technological (considering communication as a simple set of tools and techniques for exchanging information, which are used in the society);
* phenomenological-understanding (presented by A. Schutz and Habermas' concepts, and focuses on the subjects of mutual understanding and communication as a goal on the process).
Types of communication by the content:
* innovational – provides new information;

* orientating – to help navigate in life, values, and information;
* pacing – actualizing motivation.

In 1920, the study of social communication turned into a separate discipline.

Symbolic interactionism has shown the greatest interest in the problems of social communication. In particular, J. Meade was trying to explain the mechanism of interaction, identifying the specifics of human communication in comparison with communication in the animal world.

Analyzing body language, he found out that one participant understands the gesture of another participant if he sees it as the beginning of a specific action. For example, when a dog its teeth, the other dog understands this as a signal to attack and in turn its teeth or escapes. Thus, the initial gesture is a sign that symbolizes the action as a whole that can follow it.

The condition of this is the ability of the other partner in the same reaction. Thanks to this ability he can have specific expectations about the behavior of another partner. The action focuses on these behavioral expectations, and the ability of both partners to these similar reactions determine the possibility of understanding and cooperation.

Mead calls these behavioral expectations as role expectations. Imagining yourself in the role of another can help to predict his behavior in a given situation. Such foresight as an internal act of consciousness implies that consciousness itself is split into I and Other. This means the ability to be able to put yourself in the other and vice versa, take a look through the eyes of another for himself. "While communicating with other people, I get some ideas about myself from each of them, how everyone sees me. I get the single image of myself out of these ideas".

Thus, the basis of social communication is the ability of putting yourself in others' place, to anticipate his role behavior and properly orient your own behavior. Communication skills are developing since birth biopsychic instincts have been in the game. A child playing with imaginary partners while playing multiple roles alternately puts himself in place of one of them, then another, then himself. The next step is a group game with real partners, which honed the skills of foresight behavior of others.

Cooley considers social communication as a tool for socialization. According to Cooley, the socialization and the formation of an active person take place in the primary groups in which individuals are directly involved by different connections. Man gets his own "I" in communication with other people. In the process of communication there is an exchanging of views with each other; people get the knowledge of themselves and their capabilities. Social part of an individual is his overwhelming desire to communicate with others, and the product of this interaction. In communication intersects individual and social, it is a center of interaction. This is explained by the fact that during the communication process the way people think about each other and about the society in which they live develops and polishes. Such representations create the "social conscience" of the individual, connecting him with the community.

We can say that in the symbolic interactionism communication can be seen as a matrix of social life. Other approaches to the phenomenon of social communication are more specific and focus on the study of its historical dynamics.

In 1960, Canadian scientist M. Mc Luhan stated that modern society is on the way from the "culture of the written word" to "visual culture". This means that television, sound recording, and in the future – the computer and the Internet would be young people's preferred communication channels. At the end of XX century the industry of mass communication and its impact on the audience and technology, the dynamics of verbal, nonverbal and psychic communication features of individual perception of different types of communication, etc got in the center of research interest in communication.

INTERDISCIPLINARY APPROACH TO ECONOMICS AND SOCIOLOGY

Sample discriptions

Mass communication is a collection of modern technical means which allows the social actors access a large audience. If we present all forms of communication as a pyramid, the mass communicationwould be on its top, where the interests and expectations of all individuals (members of different social structures) intersect and integrate.

The main means of mass communication are press, television, radio, advertising, the Internet. Television is a leader in a number of means of mass communication, and its influence is growing every year. The study, conducted by the Institute of Sociology (*Fig.1*), clearly demonstrate the priority of television in the system way of spending free time by representatives of different generations.

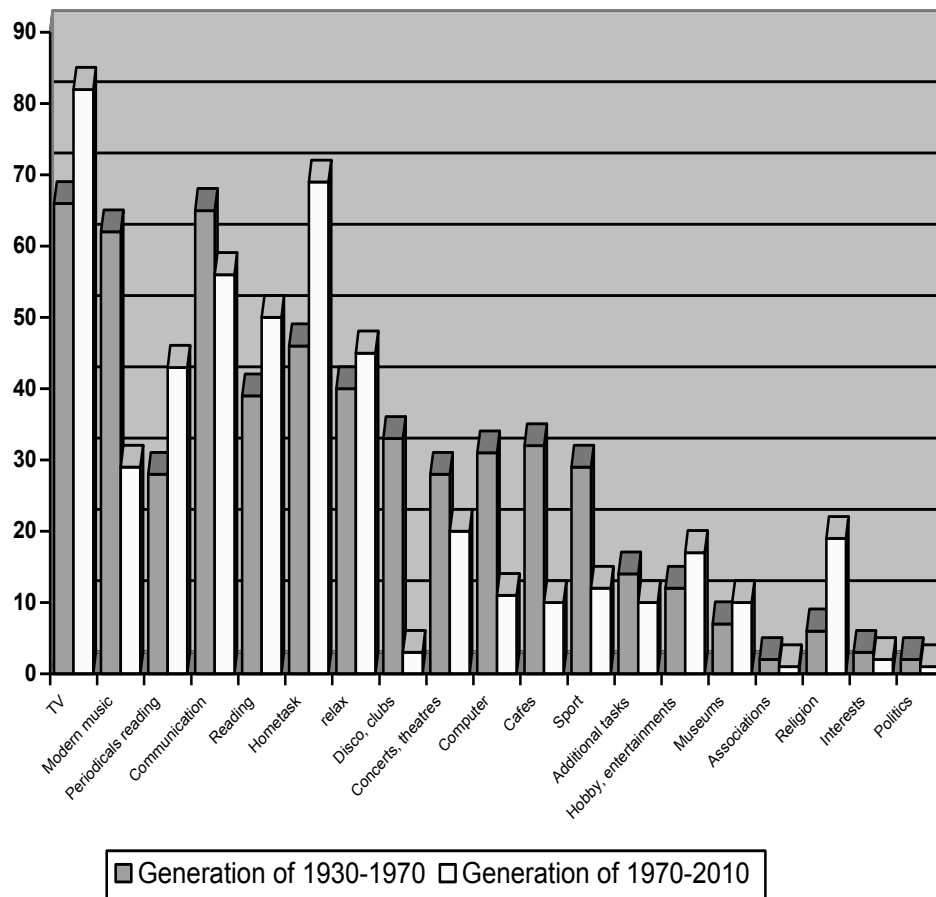Fig. 1 The representatives of different generations of social communication forms
Source: http://www.isras.ru

Now consider more detail the list form of communication activity to analyze them to the types of social communication: micro-, midi-, macrocommunication.

MICRO-COMMUNICATION	MIDI-COMMUNICATION	MACRO-COMMUNICATION	Types of communication
R C im I d I	———	———	INTERPERSONAL COMMUNICATION
R C im I G	R C im G G	———	GROUP COMMUNICATION
R C I im M d	R C G im M d	R C M im M d	MASS COMMUNICATION

Symbols:
I – the individual;
G – group;
M – mass population;
R – recipient;
C – communicant;
im – imitation; d – dialogue; ct – control

Fig. 2. Types and levels of communication activities
Source: Yuzvishin I. (1996), Information or regularities of information processes and technologies in micro and Universe macrocosms.

Table 1. Forms of communication activities

№	Types of Communication	Level of Communication	Symbols	Title
1.	Micro	Interpersonal	I im I	copying the sample
2.	Micro	interpersonal	I d I	talk
3.	Micro	interpersonal	I ct I	team
4.	micro	group	I im G	reference (reference group)
5.	micro	group	I ct G	team leadership
6.	Micro	mass	I im M	socialization
7.	Micro	mass	I ct M	authoritarianism
8.	Midi	group	G im G	moda
9.	Midi	group	G d G	negotiation
10.	Midi	group	G ct G	group hierarchy
11.	Midi	mass	G im M	adaptation to the environment
12.	midi	mass	G ct M	guidance of society
13.	Macro	mass	M im M	borrowing advances
14.	macro	mass	M d M	interaction of cultures
15.	macro	mass	M ct M	information aggression

Source: Samarin A.N., Dodeltsev R.F. (2007), The individual and the group on international communications: Russian perspective.

Main results

The basis of empirical base of research is made by results of the psychological researches which have been carried out under the direction of authors and with direct participation of LMS (http://lmr.org.ua) during the different periods of time that allowed considering a studied problem comprehensively and in dynamics. At the first stage since the beginning 2012 till 2013 the problem of personal identity was studied. About 300 people acted as respondents. At the second investigation phase the first half 2012 priority forms of social communications in society were studied. Total number taken part in research made more than 450 people aged from 18 till 70 years.

The empirical base of research consists of two blocks: the statistical data including information of bodies of statistics of Ukraine on social and economic development and results of special inspections; data of service of the state statistics on the Kiev and Sumy region; data of the sociological researches conducted by authors in 2012-2013, both on the project of authors, and as a part of research groups Lab Marketing Solutions. The basis of empirical base was made by the data obtained during implementation of two research projects:

1) applied sociological research "Form of communication action", conducted under the direction of and with direct participation of authors together with Lab Marketing Solutions, in October, 2012 – February, 2013. Obtaining the social information necessary for development of the concept of a place and a role of mass communication in society became a main objective of research. Object of research – adult (18 years are more senior) the population of Kiev. N = 1800. Selection representative, quoting was made on a sex, age, education and the area of residence. For this volume of a sample the maximum statistical error of selection at confidential level 0,95 is equal 2,3%;

2) the applied sociological research "Technique of Step-by-step Development of a Brand of the Territory" conducted under the direction of and with direct participation of authors together with Lab Marketing Solutions in March – June, 2013. Obtaining information on dynamics of change of a social situation to Sumy, necessary for reasonable adoption of

administrative decisions by a city administration became a main objective of research. In research quote and route selection was applied. Quoting was carried out on signs a sex, age, education. Object of research – adult (18 years are more senior) the population Sumy. N = 570. The maximum statistical error of selection at such volume of a sample and confidential level 0,95 makes 3,7%. In work theoretical and empirical methods, among which theoretical analysis, synthesis, scientific generalization, analogy, forecasting, supervision, interviewing, the analysis of documents, the press content analysis, the comparative analysis of scientific sources and documentary legislative base on the region, the secondary analysis of the data obtained by other research collectives were used.

Check and increase of reliability of interpretation was carried out by comparison of the obtained data to results of researches of other sociological centers and groups, results of the researches published in scientific articles.

Concrete methods are defined by a research objective and nature of communication as from the point of view of its-level stratification (semiotics, linguistic; metalinguistic, paralinguistic and synthetic levels), the standard characteristic (interpersonal, intra group and mass communication), specific systemacity (the natural, artificial and mixed systems) and ways of its realization (oral and written forms of speech activity, various channels of perception of information). The choice of methods, sequence and equipment of their application, – a technique is defined also by the volume, character of the actual material and conditions of carrying out research. The phasing of research of social communication assumes a choice of methods according to a specific objective of this stage. At a stage of collecting the actual material and its primary systematization poll methods (ways of questioning, interviewing) and method of expert evaluations, and also – laboratory experiments (supervision over oral and written sources of information, testing) and the field experiments allowing both detached or hidden supervision, and the included supervision - partnership in speech activity are used.

Selective poll allowed to receive the actual information and estimated data, it was carried out in an oral and written form. By drawing up the questionnaire, the plan of interview questions which answered the set purpose was formulated. Obtaining substantial information on forms of social communications and their assessment is the purpose of sociological poll. The purpose of this poll is data acquisition about communicative characteristics of the informants defining their relation to this or that social group – on degree of the speech standard, for motivation of use of this or that channel of obtaining information. The selective analysis of the text was carried out for the purpose of identification of the communicative means used for transfer of socially significant information and its assessment. Thus adhered to the principle of a representativeness – sufficiency of the actual material.

When preprocessing data independent and dependent variables differed, independent are properties which change irrespective of other properties and therefore are qualified as the reason. Dependent variables are properties which change in connection with change of independent variables and therefore are qualified as a consequence. Communicative spheres, the social status, communicative installation, situation acted as independent variables; as the dependent – situational variability, speech etiquette, types of nonverbal means, etc.

The method of expert evaluations served for obtaining primary empirical data. It was interviewed specially selected group of experts (7 people) for the purpose of establishment of values of certain variables which are necessary for an assessment of forms of communications. Experts (teachers, founders and heads of the companies, students) were selected on signs of the professional status – a position, a scientific degree, length of service, etc.

Also the supervision method which was realized as in laboratory and field experimental conditions was used. By means of this method standard and substandard forms of speech etiquette were revealed, communicative means, etc. are established. The purpose of

experiment consisted in systematic supervision over communication forms. Check experiments and comparison to data of laboratory experiments were necessary for check.

Data of researches have negative and positive sides. Negative potential of social communication was expressed in alienations, aggression, in the conflicts. The main reason is the neglect to spontaneous, inevitable over time degradations of a body of communication, ignoring of natural processes of interpersonal communications, human relations of communications which don't conform to requirements of time, eras, to personal aspirations, etc. Positive potential consists in multiplication and enrichment of full communication between people.

Conclusions

Social advertizing focuses attention on the specific public problems caused by moral, psychological or other reasons: for example, low level of birth rate, absence of attention to aged, insufficient care of environment, etc. So the task of social advertising is to actualize quite important life problem in society, and also to attract interest in the political forth circle which can really influence on changing as they take part in important economical, political and social decisions. It is obvious that efficiency of social advertizing as communicative factor is estimated absolutely differently, than commercial, and is connected with such indicators, as recognition degree in the society of this or that social phenomenon, problems, dynamics of changes of public opinion in relation to socially significant problems. Social advertizing is urged to change also the relation of society to certain problems. For example, the problem of social advertizing of Armed forces in Russia consists in changing the relation of young people and society as a whole to military service which, as we know, is negative.

Control over mass media in the majority of the countries has oligopolistichesky character: certain large holders of actions supervise various editions and TV channels. Though some editions and channels belong to the state and are considered public, but the main tendency is connected with concentration of control in hands of a narrow circle of people.

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