Information-Communicative Space of Modern Russia

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Abstract: The article deals with radical changes in content and form of information-communicative space of Russia in the modern period. It is analyzed the social significance of changes, influencing on the state of traditional communication channels and on the creation of new configuration of information-communicative space in whole. The author analyzes the contradictory formation processes of main features of Russian information society, uses the official statistics and the materials of sociological studies of federal and regional levels, comparing with the worldwide developing trends and revealing the peculiarities of the mainstream of changes.

Key words: The reforms of modern Russia · Social transformation · Information society · Globalization · Information-communicative space · The Perm Region

INTRODUCTION

The study of new characteristics of modern civilization space and its content is a trend for many branches of social and humanitarian sciences, which got a name of *"spatial turn"* [1-5]. From the beginning of the XXI century, they have become an object of scientific analysis in native science [6-8]. Undoubtedly, these changes were conditioned by the growing trend of modern world globalization [9-11].

Russia started its establishing as an independent state under difficult conditions. The country's government makes a spontaneous decision about its cardinal reforming, giving all the ideology of actions to foreign councillors and politicized compatriots, who were lack of historical viewing, deliberateness, professionality and social responsibility for epochal geopolitical changes. People, found themselves alone with their problems and understanding of situation, adapted as they could. The measures, especially in the sphere of economics, under the slogan of equality of all forms of ownership and the necessity to create the market economy in the country, practically, turned into peculiar *"de-kulakization"* of the majority of population and, above all, delivered a fatal blow to the social capital of the society, accumulated in the previous decades of the Soviet period [12-14]. The privatization of state property, carried out in conditions of chaos and the extension of this process to social sphere (education, high school, nursery education, cultural establishments, public health service) today continues to stay the object of constraint and dissociation of the society. All of this, without doubts, discouraged the formation of civil consent, as the society did not choose this development path. In April of 1991, the referendum about the fate of the USSR took place - 75% of population voted for maintenance of the county unity. However, this choice of the society was ignored.

Flash-like transformation of Russian society did not leave, as it was, the information-communicative space. Two most important components became its main content: new ideological views and technological changes, providing cardinal reconstruction of the whole information and communication structure.

It is important to pay attention to the fact that the realization of a new quality of world development in our country came by the end of the XX century, as far as it enters the general flow of world development, connected with the information revolution, what formed the new essence of information-communicative space itself. The Soviet scientists repeatedly informed the country's top leadership of the necessity to take into consideration the changes of civilizational character of 1970-1980 and the impact of information processes on the social development of the society [15. pp: 143-155; 16. pp: 31-46; 17].

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The following political convulsions, connected with1 the liquidation of the USSR, forbid implementing the staged consolidated program of actions. However, despite the circumstances, the objective social processes of global character could not stop the country's moving in the direction of world trends and its involvement to the global communicative space. The solution of informatization problems and involvement of arising average and small business to production of intellectual products and services was put on the first place. By the end of 1990, it was formed a commercial informational sector of economy, supported by the creation of new organizational forms, institutionalized for the short period of time and occupied one of the leading places in the economic space of the country. Thus, for the period from 2005 to 2008 the number of enterprises and organizations, involved to ICT sphere (information and communication technologies) increased from 115 to 118 thousand and their income increased almost in 5 times [18]. The Perm Region occupies a well-deserved place in this process. Thus, as of 2010 year-end, regional IT-companies take the third place in Russia after St. Petersburg and Kazan and the Perm companies "Prognoz", "Parma-Telecom" and "IBC" joined the ranks of the most successful similar Russian companies [19]. As of 2011 year-end, in the level of ICT development, Russian Federation reached the 38 global rating position [20. pp: 7].

The initial stage of formation of modern information-communicative space of Russia (approximately, up to the beginning of 2000) was characterized by the domination of spontaneity of processes, affecting all life spheres of the society.

Alongside with that, the state tried to influence indirectly on new content of people's life, allowing for new realities of global space, to prevent the lag from the developed countries, what is confirmed by the development and adoption of federal laws, programs, connected with informatization processes. Among them are the Federal Laws *"Concerning Mass Media"* (1991), *"Concerning Information, Informatization and Information protection"* (1995), *"Concerning Participation in International Information Exchange"* (1996), *"Conception of State Information Policy"* (1997), *"Conception of Information Society Formation in"* (1999) *et al*.

The boundary of the XX and XXI centuries, after Russia was joined (2000) to the global project on development of information society, developed under UN by the advanced Western countries, can be considered as a start of purposeful work on updating of communication

and information processes. There were developed and adopted the state documents, not only determining the directions of changes, but also a vector of particular measures, supported by the financial resources. Among them are the Federal Target Programs: *"Development of Informatization in Russia up to 2010"* (2000), *"Electronic Russia for the Period from 2002 to 2010"* (2001), *"Implementation Plan of Russian Electronic Government Concept up to 2010"* (2001), *"Concerning Telecom"* (2003), *"Concerning Affording Access to Information about the Activity of Governmental Bodies and Local Self-Government Bodies"* (2009) *et al*. The Strategy of development of information society was adopted in Russia in 2008; it was calculated in main indices and financial flows up to the period of 2015; the open acknowledgement of *"joining the efforts of state, business and civil society in this process"* has become its main peculiarity [21]. The Russian Agency of Information Society Development has been created as a part of this process in the structure of Civic Chamber of the Russian Federation (2008).

There appear the special purpose institutes and research teams, where the key places belong to native sociologists. From the beginning of 2000, a consistent modern sociological measurement of the transformable Russian society begins. It is referred to the foundation of powerful research portals: *"Public Opinion"* Foundation, Levada-Center, *"Romir"* etc. The Institute of Sociology of RAS, the Center of Independent Sociological Research (St. Petersburg) *et al*. became the unifying centers. The Ural Institute of Sociological and marketing Research (Yekaterinburg) and the sociological laboratory of Sociology and Politology Department of the Perm National Research Polytechnic University *et al*. actively worked and reflected the picture of social changes in the Ural.

Undoubtedly, the main changes in content of information-communicative space were connected with expansion of Internet in Russia. As is known, the first Russian-language domain SU was recorded in September of 1990. In April of 1994 Russian sector with well-known domain RU appeared in the Internet. The dynamics of the Internet users is represented in the following table.

The emergence and outspread of the Internet influenced and continues to influence more and more on people's life and activity of social institutes.

As mentioned above, the economic disturbances of 1990 mainly influenced on the budget organizations of social orientation: preschool, orphan homes and boarding schools, rest houses, education system of all levels,

Table 1: The dynamics of measurement of the World Wide Web in the Russian Federation and Perm Region [22. pp: 2; 23. pp: 221-224; 24]

Indices	Number of users, mln. of people (%) in 2005.	Number of users, mln. of people (%) in 2012.
For the whole of Russia	16,9	59,4
	15,0%	51,2%
Volga Federal District	3,7	11,6
	15,0%	48,0%
Perm Region	0,4	1,2
	16,0%	45,0%

Table 2: The dynamics of changes of the Russian mass media [27. pp: 168]

Types of the mass media	1992	2005	2010
Newspapers (q-ty)	4 837	7 535	9 655
Annual circulation (mln. of copies)	18,3	7,3	8,2
Magazines (q-ty)	2 664	4 874	7 049
Annual circulation (mln. of copies)	925	1 150	1 848

public health service, mass culture establishments (museums, libraries, theatres, village halls, sport organizations *et al*.). The mass media were economically and socially damaged, especially the large-circulation newspapers, regional and municipal specialized publications of scientific, popular scientific and sectoral significance [25; 26].

A definite way out of the situation for the mass media has become the use of the Internet opportunities by the structures in their work, as an important mean to create new communication forms and to find their own way. The following table represents the analysis of activity of the mass media in new realities.

In conditions of severe competitive battle for the subscriber and the importance of getting the advertisement, as a source of survival, the electronic versions of popular newspapers and magazines are created and there emerges a new type - the online mass media, using the World Wide Web for new attention-getting methods. The alternative platforms with the interactive forms of communication had an impact on the control over readers' interests. Analyzing the new phenomena in the activity of the mass media and the ethical role of journalists in modern conditions, a patriarch of native journalism Y. N. Zasursky underlines: *"... the increasing freedom of communication should be based on the conscious sense of responsibility within the frames of self-regulation process"* [7. pp: 11].

The analysis of abundance with modern technical means and the growth of computer competence present the social effect on a nationwide scale. The following data of the table characterize the dynamics of changes.

In modern Russian information-communicative space the online forms of interaction acquire social character and bear evidence about real changes in people's mode of life.

The change in economic sector is one more important aspect of influence of modern information-communicative technologies on social space. This refers to the expansion of new trade forms, marketing and advertising strategies in the work of enterprises and companies, using the newest communicative technologies.

In the last years, reflecting the globalization of information in economic space, strengthening of the role of competition is particularly connected with joining of Russia to the WTO (World Trade Organization); the specialists frequently pay attention to formation of a special strategy pattern, named the *"economy of attention"* by American economist M. Goldhaber, which shall include the revolutionary changes in marketing devices of sales and services promotion, where the problems of formation of consumer interest against the background of *"information satiety"* of market are highlighted [28; 29].

In the last years, there were done practical steps in implementation of new technologies in the sphere of state and municipal management, in cooperation with population, in *"transparency"* of governance and administration. It is referred to the first positive results within the frames of Federal Target Programs *"Electronic Government"* and *"Electronic Russia"*. Even today within the frames of these projects the majority of official organizations have their own sites with feedback. Thus, it was created the united federal portal *"State Services"*, by means of which each citizen of the Russian Federation can try to solve his social problems keeping the house, to save his time and, no matter how it sounds, the nerves as well.

One of the peculiar characteristics of information-communicative space is rapid development of social services and networks [30; 31]. The Russian Internet users actively participate in development of this information-communicative channel and the dynamics of this process is quite typical for the developed countries all over the world. Here are the main characteristics of this phenomenon.

The analysis of new phenomena of the reality proves the similarity of penetration processes of new forms of space with worldwide tendencies. A distinctive feature of Russian social networks is the main orientation of subject matter and content of communication to consumption and entertainment (up to 68% of networks users) and also photos review, music and films downloading (77%).

Table 3: The extensive use of computers in the work of companies and in household [27. pp: 322-345, 373]

	2005	2010
Percent of companies, having an access to the Internet	53,3	82,4
Percent of companies with their own web-sites	14,8	28,5
Households with computers and access to the Internet	25,3	60,2

Table 4: The development of social networks in Russia [22. pp: 22; 32]

Social networks	Percent of total number of social networks users
Odnoklassniki	57,8
Vkontakte	41,0
Moy mir	22,8
Facebook	10,0

The achievements of modern Russian information-communicative space do not conceal the serious problems with further development of main traits of information society. To the most significant ones we refer the following: the persistent territorial inequality in social-economic development, the significant number of *"depressive"* regions; the level of living of more than 30% of the country's population prevents from using of the modern opportunities of civilizational development; the cost of services of telecom operators still remains rather high; cybercrime became wide spread; questionable impact of the Internet on efficient use of time (Internet addiction), especially by teenagers and youth; a significant part of population, specially rural one and people of the older generation, do not possess the elementary computer literacy etc.

Still challenging and popular are the classical forms of communication with public, mass character: newspapers, especially the local ones, inexpensive magazines, radio, television in usual format etc. It can be noted that, despite the wide penetration of new ways of communication, 55.4% of respondents continue to trust television, as a reliable source of information and only 10.8% trust the Internet news sites [33. pp: 12]. It is required the further state support of schools equipping with modern technical educational facilities, especially in rural districts. It is required time to reconstruct the system of public libraries, places of resort, playgrounds at place of residence, as the important communication points etc.

Alongside with that, the analysis of essence of information-communicative space in Russia provides the hope for good prospects of our country in modern civilization, for conservation of traditions of intellectual historical equipment, for social and ethnic wealth and creative abilities of the population itself. Russia demonstrated it to the whole world not just once.

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