

УДК 316.775.4

**L. M. Oleynik**, second-year student

Odessa National University named after Mechnikov,  
Social Sciences Institute, the Department of "Sociology"  
ap. 43, Ilfa and Petrova st. 53, Odessa-58, 65122, Ukraine,  
Tel. 715-89-23, e-mail: lubava.sunny@mail.ru

## MASS MEDIA WITHIN INFORMATION SOCIETY: FREEDOM OF SPEECH AND RESPONSIBILITY

The author of the article represents her standpoint as to the importance of mass media within the information society. The subject of this sociological research is freedom of speech and responsibility.

**Keywords:** information society, mass media, social institution.

The purpose of this article is to characterize mass media as a social institution. Their social function is a result of their deliberate and inadvertent activity. It is extremely important to consider their functioning on a societal level in conditions of a developing information society. The fundamental principles of information society as a certain social system are the following: the recognition of information freedom distribution and its general availability.

The sharp and fast change of an information situation creates a difficulty for a sociological research of the modern mass-information processes. Turning information into the most important resource of modern civilization development, a weapon in economical and political fight, continuous growing of information volumes against the background of rapid development of information technical devices and technology — all these factors conditioned widespread use of the term "information society". Nowadays the "information society" is the subject of interest for many scientists and politics. Meljuhin I. S. suggested that "the transition to mass use of the newest information and telecommunication technologies inevitably would cause serious social stress" [1, p. 17]. So not only essentially new opportunities arise for people in such society, but also earlier unknown problems. The information is distributed very quickly and for definitely short term covers a plenty of people, representing an unforeseen social factor. Thus, an important scientific task is to study the humanitarian aspects of information means and systems activity, their character, forms and the results of their influence on public life in conditions of developing information society and globalization. At an estimation of mass media's effectiveness as a social institution it is necessary to take into account both the direct and indirect influence on people's acts. Mass media are capable to render the strongest influence on their audience. The definition of the basic rules in the information society's concept and the

study of the features of its development in different countries are of great importance. Function of mass media offered by H. D. Lasswell gets the special urgency in conditions of formed information society: "stimulation of discussion about what destructive problems are arise, what their possible consequences and ways of the sanction of these problems" [2, p. 87].

Freedom of speech as one of the values and conditions of the developing informational society does not exempt from the responsibility. The responsibility of mass media will grow proportionally to their influence on people's actions and ability to manipulate the audience. The observance of the special rules for journalists — "journalists ethics" is especially important. Mass media of all countries are connected with each other and make the certain contribution to the formation of the world value system. To avoid overreaction to the certain information and destructive consequences it is necessary to learn to live by rules, which an information society dictates. First of all it include skill to analyze the information competently before making actions. Besides, the important social feature of a person at the present stage, "quality also necessary for social communities as a whole is the tolerance" [3, p. 28].

As a conclusion it is possible to result the following statements: information society can be only open society basing on democratic values and institutes of the right; journalists must observe specific principles, which make them an "instrument of peace", but not an "instrument of war"; the activity of mass media should be estimated by the analysis of objective language of the message and through researches of the behaviour of an audience concerning the message. As the mass media are giving emotional meanings to the information, the person in conditions of an information society should develop abilities to think analytically. In the context of such social institution as mass media PR can be represented as it's functional component. It will create topics for the recipients for their orientation in modern societies.

### References

1. *Meljuhin I. S.* Information society: sources, problems, tendency of development. — M.: MGU, 1999. — 124 p.
2. *Lasswell H. D.* The structure and functions of communication in society // The Communication of Ideas. — N.Y., 1948. — 234 p.
3. *Goldin L.* Tolerance — our weapon // New time. — 1988. — № 3. — 28 p.

**Л. М. Олейник**

Одесский национальный университет им. И. И. Мечникова  
Французский бул., 24/26, г. Одесса-58, 65058, Украина

### **СМИ В ИНФОРМАЦИОННОМ ОБЩЕСТВЕ: СВОБОДА СЛОВА И ОТВЕТСТВЕННОСТЬ**

#### **Резюме**

В данной работе СМИ представлены как социальный институт в условиях формирующегося информационного общества. Основная задача исследования — рассмотреть деятельность СМИ на социальном уровне. Фундаментальным принципом информационного общества, как некоторой социальной системы, является признание свободы распространения информации и ее всеобщая доступность. Но свобода слова, как одна из ценностей и условий существования информационного общества, не освобождает от ответственности.

**Ключевые слова:** информационное общество, свобода слова, социальный институт, СМИ.

**Л. М. Олейник**

Одеський національний університет ім. І. І. Мечникова  
Французський бул., 24/26, м. Одеса-58, 65058, Україна

### **ЗМІ В ІНФОРМАЦІЙНОМУ СУСПІЛЬСТВІ: СВОБОДА СЛОВА І ВІДПОВІДАЛЬНІСТЬ**

#### **Резюме**

У даній роботі ЗМІ представлені як соціальний інститут в умовах формуючогося інформаційного суспільства. Основне завдання дослідження — розглянути діяльність ЗМІ на соціальному рівні. Фундаментальним принципом інформаційного суспільства, як деякої соціальної системи, є визнання свободи розповсюдження інформації та її суспільна доступність. Але свобода слова, як одна із цінностей і умов існування інформаційного суспільства, не звільнює від відповідальності.

**Ключові слова:** інформаційне суспільство, свобода слова, соціальний інститут, ЗМІ.