

MODERN MEDIA AS A WAY TO ISOLATE THE INDIVIDUAL FROM SOCIETY

Abstract: Today, modern mass media actively isolate the individual from society. We observe inmutation of this transformation of society, becoming intellectually weak, sitting in front of the TV. However, the quality of television products now plummeted. Silly words, obscene thoughts and elsewhere vulgar behavior that broadcast live on the air at the time, such as talk shows, gradually accustom viewers to the fact that it is these behaviors are normal, because to them (viewers) – show. Transformation of consciousness of society should be considered, in our opinion that it (society) no longer accept jokes stultified as a violation of the rules as vulgar and vernacular. In our view, the idea of television reporters about his own innocence to inmutation after demonstrating negative effects shots or scenes is itself inmutation that characterizes the transformation of consciousness professional worker mass media.

Key words: modern mass media, transformation of society, inmutation

The research problem

Supporting Jean Baudrillard theoretical positions about whether the modern mass media real communication with society, insist on the idea that such differentiation society and media (especially television) are drawn to evil inmutation transformation and isolation from society. By the way, viewer's isolation neighbors in a large apartment building are an excellent illustration of the almost absolute power of television. Jean Baudrillard believed that „reciprocity through the destruction of the medium itself“ and quoted Jerry Rubin (American social activist and entrepreneur, activist antiwar movement of the 1960s and 1970s, along with Abby Hoffman leader of the movement Yippy [7]) in connection with this: „In the end, we meet with our neighbors when with them and look at how light is our home“ (in: [2]).

Hypothesis

We believe that the transformation process is not always associated with mutation of society as increasingly we are seeing inmutation viewer in the form of isolation from society that becomes weak watching television.

The purpose of study we chose proving that the transformation process is not always associated with mutation of society, because we are seeing more inmutation viewer in the form of isolation from society that becomes weak watching television.

The research methods

In order to test the hypothesis, we asked the following methods:

- *hypothesis and deduction*, which helped formulate the hypothesis and prove it with a deduction;
- *abstraction* („semantic operation philosophical and logical method of 'distraction' that allows you to move from concrete objects to general concepts and laws of development“ [10].
- *generalization* („logical operation, which resulted in a shift from the notion of a narrower scope (species) to the concept of a broad scope (generic) by depletion of its contents, i.e. removal of specific basic concept of generic attributes“ [8]);
- *formalization* („method display a specific area in the form of a formal system when the form is released as a special subject of study, regardless of content“ [9]).

The research course

At one time a similar line of thought Jorgen Habermas in his speech expressed his gratitude, while awarding him the Prize Bruno Krayski March 9, 2006. Talking about the impact of the Internet and television, Habermas noted that „the space stage press, magazines and literature only increased thanks to television, which operates primarily within the public areas provided nation-state“ [4]. Thinker examines how television scene as a demonstration tool of mass communication. This means, in our opinion, pretty illustrations by figurative arsenal. And it is figurative arsenal television allows politicians (not always popular or intelligent) always loom on the screen, thereby accustoming your image society. Habermas writes: „Sitting in front of the camera, actors, regardless of what their contribution to the overall content of the transmission, show yourself. Therefore, the audience accidentally met them on the street, says it faces he had seen somewhere“. The researcher continues: „Television, for example, numerous and popular talk show encourages speakers to play themselves, even when the main content transmission is intended discussion. And since the people on screen are actors, the audience and that settled front screens and monitors debate on the topic, causing universal interest and form a personal opinion about them inevitably become spectators“ [4]. While agreeing with Habermas, adding that stupid word inappropriate thoughts and elsewhere vulgar behavior that broadcast live on the air during a talk show, gradually accustom viewers to the fact that it is these behavior patterns are normal, because to them (viewers) – show. To show exactly what you need to behave in front of the camera. Script and genre require such behavior. Recall the experience of a live talk show in the Ukrainian „Channel 5“ 2012. Before ether for 20 minutes, the manager, who invited us to participate in talk shows, gave us the following instructions: „First, you're behind the

camera, in a separate 'a secret' room. Watching and listening to what they say to each other and leading pro-government and opposition politicians. Then you go to the 'hidden' room. Included in the frame. Sits in a red chair and start them (politicians) 'wet'. We became apparent that for what purpose we were invited to participate in a live political talk show. Simple, is not very clever speech, quarrels, calls for justice, outrage ordinary citizens – these are the key behaviors required by manufacturers of political talk shows from the invited guests in the studio. No intelligent reasoning or thoughts of not needed. We need to „wet“ politician's derision viewers. It is clear that such behavior is inmutation, uncontrolled in a society that is in the process of transformation of consciousness.

Returning to the text of the speech Habermas, who confirms: „It is, of course, encourage the morbid vanity of intellectuals, some of them due to such opportunities through television auto representation dissolved and lost its reputation. Because of good reputation of an intellectual when it has it, is not to be visible and popular, and to have a good name. Such a reputation, or a writer, or a physicist, you must first get a job in your field before you start to use your knowledge and your name“. And further: „If it interferes with their arguments in some discussion, the appeal should be addressed to the public, which consists not in the audience, and the potential participants in the dialogue, which is responsible to speak and listen to each other. A perfect example of such debate involves the exchange of evidence, and not artificial to draw to the attention of the person viewing“ [4]. Recall that after 2012 we took part in a live Ukrainian „5 channel“ in political talk shows and not „soaked“ present politicians from the government and the opposition, we are no longer invited to the studio. We have given some evidence as to why none of those present at the filming political force capable of leading the country out of crisis. But we broke presenter and announced commercial breaks. Intelligent thoughts of not needed in this „hot“ talk show. Again, it is worth quoting Habermas: „Perhaps this is why the cameras in the studio, where magic gathers leading to talk of politicians, experts and journalists, there is no vacancy, which would take an intellectual. I cannot say that it lacks there, as others have long performed his role, and even better than it“ [4]. It should be noted that during the shooting of „5 channel“ as a „fuse“ in the studio performing opposition politician, dressed in shirt (shirt, embroidered pattern in the national Ukrainian style) and liquid long hair gathered in a funny thin „tail“ drag feminine velvet elastic. Instead emotional arguments he threw out of his brain charges and value judgments as required driving channel. Habermas says: „Since the participants talk shows both discuss and represent themselves, erased the difference between the social roles that intellectuals had once separated from each other. Now this division looks outdated“ [4].

We believe that Habermas accurately and clearly gave the characteristics of modern political talk shows that are still in the forefront inmutation's processes that entail transforming the consciousness of society. However, you should pay attention to the fact that the modern intellectual bound together with the community in which he lives and works transformed. He – intellectual – the position is „'offset'. Once, capture Habermas, – have an intellectual obligation to distinguish between 'influ-

ence' and 'power' and not to apply the effect, which he achieved by using words as a means of gaining power. But today, sitting on a talk show – than it would be different from the politicians who have long used TV as an arena for intellectual competition, which is to first get yourself hot topics and concepts?" [4]. Rhetorical question Habermas finds the answer not only for his keen analytical pen sociologist, but „hanging“ in the air and not afraid of modern society. The bottom line answer to the question Habermas that now intelligence assessment is not required. Society does not need a „clever nerds“ who for a long time and using obscure words seeking to explain „something“. During the gradual permanent change public consciousness requires light and unobtrusive rest before „moron“, as they call TV the same „botanist“. Society needs a show! Like in those clips are charged monthly in net broadcasting during the summer vacations of employees' channels. On the basis of these fun and easy comic TV show put jokes about the „profane bottom“ (a term M. Bakhtin). Transformation of consciousness of society should be considered, in our opinion, is that it (society) no longer accept such stultified jokes as violations of as vulgar and vernacular. Now basis broadcasting are jokes about „ЭТО“ (as once was called the Russian TV program 90-ies of XX century, in which the leading – mulatto vigorously talked about sex toys of the rich and politicians). Intelligent disappeared from TV screens. He was isolated of permanent television show. Television talk shows isolated from intellectual TV space.

There is a danger that the disappearance of intellectuals from the TV screen will not only feature inmutation transforming the consciousness of society or isolation from society. I suspect that most intellectuals adapted to inmutation features of society and transformed itself into a gray mass, in the bosom of which no one notices clever. On the other hand, we should not forget that when conditions allow intellectuals to talk about all of what he wants to say, moderation limit, the limit of objectivity disappears. Karl Popper in an interview April 13, 1993 Italian television reporters suggested that unlimited freedom of speech – is a myth. Supporting Popper, we believe that unlimited freedom of expression for the mass media (if it would be allowed at any time) is inmutation behavior of society, especially when it comes to rapid changes in the consciousness of society. This freedom of speech rather isolates the speaker from the public. Moreover, if the word is broadcast on free television, an intellectual with its unlimited and uncontrolled by any considerations he will be in isolation. Television only accelerates isolation from society.

Analyze declared our opinion. For example, modern society is at the peak of mental and social change: the country's ruling Communist regime, autocracies of one political party (the Communist Party). Society for many years, this rule „only correct“ party line, accustomed to the idea that the said line being the norm. The last rule is essentially inmutation society that caused the transformation of the consciousness of everyone in society. Inmutation call behaviors change for the worse. But the trick is just that this was the norm for inmutation communist society. The official rate. Dissenting voices in the mass media, television in particular, were, but their behavior was considered a breach of the rules (as mutation changing behaviors for the better). As time passed, the communist regime was abolished. What used to be called the norm

of social and mental existence changed its tone and acquired traits opposite positions, mutually exclusive. Now what was inmutation, passed into the category of mutation? An example of the transition from inmutation to mutation is the fate of Vaclav Havel – Czech politician and public figure, maverick critic of the communist regime, playwright and essayist. According to biographers V. Havel, „after the defeat of the Prague Spring of 1968“ (which was active) and ban a publication V. Havel was one of the best-known dissidents and critics of the system. He was one of the founders of the initiative for civil rights „Charter 77“. „The result of this activity was 5 years imprisonment“ [3]. When V. Havel was in jail, he is a dissident, official authority, and hence the TV in particular was considered influenced inmutation (that has changed the model of behavior for the worse towards the communist regime). Television (mass media in general) isolated from the dissident community. After the success of the Velvet Revolution of 1989 in Czechoslovakia, Vaclav Havel elected president of Czechoslovakia (until 1992) and later (from 1993 to 2003) – President of the Czech Republic. Behavior Vaclav Havel passes from inmutation in the form of insulation to a mutation in the form of the acquisition of publicity and demand, as reported daily television mass media. V. Havel's presidency is a time of social change lives for the better, sometimes mutations society, sometimes mutations television reports of the leader. There is a problematic issue when the public had a negative (inmutation) transformation of consciousness and television, when – positive (mutation)? Communist-neutral society – is inmutation or mutation? Communist declared television – a mutation or inmutation phenomenon? Democratically engaged society and it should be considered a mutation TV or inmutation? And then drag the new issue: when the society in which he lived and worked Vaclav Havel, and television have become signs of the transformation of consciousness: in the communist way of life, whether in democratic?

We own answer.

Quality assessment depends on the consideration or neglect of the existence system episteme, or a system of knowledge a particular historical epoch. If society officially reigns negative view of the activities of Vaclav Havel, television and other mass media and echoed officially called a negative activity. Conversely, when the company switched to a democratic basis, the activity of V. Havel was officially recognized as positive (mutation) and mass media (television in particular) recognized this state and its creative activity. In other words, episteme changing, episteme is dynamic. Since affirm should be regarded as a dynamic and transforming the consciousness of society.

Another problematic issue: whether to consider the current television provocative mass media, so that inspire society to negative scenarios of behavior and isolate the «unwanted» thoughts? Do spoils television consciousness and whether making a negative (inmutation) changes in the behavior of society by forcing inmutation transformation of consciousness and isolation from society?

The answer will help us find Karl Popper, who in an interview said that the world media does not exist not biased (in the neutral sense of the word as «unloaded» any preferences, expectations, opinions determined) information air tight connected with his epistemology. There are no facts themselves. According to Karl

Popper, is what is called the word „fact“ is always somehow meaningful, included in a particular idea or system of ideas. Therefore, according to Popper, there can be no pure information based only on facts. Based on the views of Karl Popper, we can state that the information cannot be unbiased. It is prepared, selected, structuring for viewers, journalists, and thus isolate the viewer of interesting information for him. Journalists, in turn, is biased, have their own facilities, benefits, sickness, sympathy, etc., which form the information „picture“ of television day. So the journalists themselves isolated from the flow of information. For any neutral at first glance, the facts still stand some vision view of reality. Karl Popper stated: „I think most television professionals not aware of the full report in your account. I think that they are not able to estimate the power of government, which they own. Television has great educational force, and this force can tip the scales on the side of life or death on the side, on the side of the law or on the side of violence. It is obvious that here we are talking about threatening way!“ [6]. In our view, the idea of television journalists about their innocence to inmutation after demonstrating negative consequences of frames or scenes is itself inmutation, self-imposed isolation that characterizes the transformation of consciousness professional worker mass media. That is why it is necessary to control the mass-media, especially the most influential mass media of television. Karl Popper warned: „Television can destroy a culture... Television is a threat to all“. And he continues: „Of course, violence is necessary to show, but the show somehow too much... The world has enough violence. No need to add to it yet invented and violence: thus, people gradually become insensitive to any type of violence, if only it was not aimed directly at themselves“ [6]. Austrian philosopher confirms our view that the current television transforms the consciousness of society and isolates the viewer from society due inmutation scenes of violence and cruelty. But is this our new idea or thought of Karl Popper? Hardly.

At present, it is necessary to recall here the words of M. Castells, who reported: „Television networks, music companies, movie studios knot tied their production to cram the world that he was hungry, as they believe the information and audiovisual entertainment products“ [5]. It is through these nodes production world continues to rapidly transforming the consciousness of society inmutation and permanent viewer isolation from society.

Self-isolation is fixed viewer that he quickly accustomed independent television set for the evening. After returning from work, the viewer himself form transmission matrix themes and artistic or cognitive films, talk shows and erotic reality show to fill the relaxation tired brain and body as a whole. Thus the viewer is no longer the viewers, because it appeals more to the media and not to his usual broadcast nets. TV viewers become symulyakrant (the one that took the simulacrum as a useful substitute).

Multimedia changes the mass media. The old model of television program before new models of multimedia. This is confirmed by M. Castells: „I do not quite understand the actual model of broadcasting. I understand that is controlled programming model when one message is addressed to many viewers under strict control, with rigid program grid. This model is gone“. He adds: „The actual television networks continue to work, but increasingly it is that young people are watching

TV, they record and browsing the internet when they want. There is a famous saying: 'Prime-time – this is my time'. And it destroys something very important: the advertising model, which is based on modern TV“ [1]. M. Castells as specialist contemporary issues of media (electronic media) predicts the death of television. In our opinion, the rate inmutation and insulation processes that accompany and stimulate at the same time processes of transformation of society and the minds of the audience isolation from society, sociologist accelerate painted a picture of the future.

Conclusions

At the beginning of the study was the goal, which provided proof that the transformation process is not always associated with mutation of society, because we are seeing more inmutation viewer in the form of isolation from society becoming weak in front of TV. The goal was achieved in full.

Indeed, it was found that:

1. figurative arsenal television allows politicians to always» stay» on the screen, thereby accustoming your image society;
2. indecent behavior „the characters“ talk show declares designs and models of behavior for people that are inmutation society;
3. inmutation TV characters behavior is uncontrolled in society;
4. through inmutation model (scenario) TV behavior transforms society, isolating him from me;
5. modern intellectual living in the community and so with it had transformed, unfortunately, by both public and not through isolation positive (mutation) behaviors and in the plane inmutation;
6. insulation viewer of society is permanent and leads to the transformation of society.

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САВРЕМЕНИ МЕДИЈИ КАО НАЧИН ИЗОЛАЦИЈЕ ПОЈЕДИНЦА ИЗ ДРУШТВА

Резиме: Данас, савремени мас медији активно изолюју појединца из друштва. Сведоци смо инмутације ове трансформације друштва које услед седења испред телевизора, постаје интелектуално слабо. Ипак, квалитет телевизијске продукције је данас веома низак. Простаклуци, вулгарности, и уопште непристојно понашање које се емитује у емисијама уживо, постепено су навикли гледаоце на чињеницу да је ово понашање нормално, јер они (публика) то захтевају. Сматрамо да трансформацију свести друштва треба размотрити као фактор који више не прихвата вулгарности и колоквијализме. По нашем мишљењу, новинари не схватају негативне ефекте приказаних сцена насиља. Управо је инмутација оно што карактерише трансформацију свести професионалаца у мас медијима.