

T. Blyznyuk, doctor of sciences (Economics), professor,
Wang Honghai, phd student of
management and business department
Simon Kuznets Kharkiv National University of Economics
Kharkiv, Ukraine

THE ESSENCE OF “SOCIAL AND COMMUNICATION TECHNOLOGIES” CONCEPT IN ORGANIZATION

The essence of “social and communication technologies” concept is connected with the essence of “social communication” concept.

The “social communication” concept is defined as a system of suspenseful interactions, which include ways, methods, features, principles of establishing and maintaining contacts based on professional and technological activities that are directly aimed at development, advancement, organization, improvement, modernization of the collaboration between various social institutions. Initiators of consolidation there are social and communicative institutions, services, from one side, and community organizations (society, social groups) as rightful participants in social interaction, from other side. It is defined social communication technologies and their use in various spheres of activity (applied social communication technologies) as one of the objects of social communication sciences [1].

O. Kholod [5] mentioned “social and communication technologies are a system of complex manipulative actions aimed at changing the behavior of society”. The scientist defined applied social and communication technologies as having a practical nature, in accordance with the formula of a scientific specialty, in the system of social reality (in science, politics, education, culture, as well as in production).

M. Khilko [4] emphasized the problematic nature of reducing all social and communication technologies to manipulative actions, aimed at changing the behavior of society, justifies his position by the fact that the assessment of positive or negative changes is always subjective, and depends on the worldview positions, mentality, political culture, goals of various social subjects.

V. Korneev [3] suggested taking into account other results of the use of social and communication technologies: the formation of certain assessments, the imposition of associations, emotional or rational, the production of programs and guidelines for the future, the projection of the past in social understanding, etc. The researcher qualified communication technologies as forms of special organization of communication, which, provided the technological chain be followed, guarantee obtaining a predetermined result.

D. Havra [2] calls social communication technology a separate type of social technology, determining the object of technologization of social communication technology as the system of internal and external communications of a social subject. The researcher having considered various approaches to the definition of the category “social technology”, provided a basic definition: “social communication technology is a purposeful systematically organized activity of a social subject, based on a certain plan (program of actions), for managing the communication of a social subject, aimed to solve any socially significant task”. In addition, he provided an applied definition of social communication technology: “social communication technology is a systematically organized set of operations, structures and procedures, which is based on a program (plan) and ensures the achievement of the goal of a social subject through controlled social communication”.

I. Bondarenko [1] approached the analysis of social and communication technologies from the standpoint of social engineering. According to the researcher's definition, social and communication (or simply communication) technologies are aimed primarily at organizing communication space and time, at forming a constant dialogue between social institutions, at creating a communication comfort zone for each social individual, including his informational and psychological security. Since communication as a universal, universal socio-cultural phenomenon is included in all social spheres, the researcher claims that SCT techniques become indispensable parts of each of the total system of social technologies.

The concept of “social and communication technologies” is analyzed from the various approaches, in particular, operational approach in the sphere of influence technologies, and social engineering approach.

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