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## **THE ROLE OF THE INFORMATION FIELD IN THE VIRTUAL SPACE FORMATION**

*The conditions of modern existence of human society of the 21st century are first and foremost an intense flow of information. The information field under new conditions is not only the object of study, it becomes the carrier of methodological principles of understanding social being. Communication in today's society is a product of high technology, which requires the emergence of special communication skills, values and normative settings.*

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In today's interpretation, information is a general scientific concept that involves the exchange of information between humans, man and machine, machine and machine, signal exchange in the flora and fauna. The content of information is changing, new ways of broadcasting and receiving information are emerging. A fundamentally different media environment, requiring special methods of

communication and specific forms of its comprehension, emerges as a result of the substitution of traditional methods of communication by virtual interaction and simulations of sociality. The information field under new conditions is not only the object of study, it becomes the carrier of methodological principles of understanding of social being. Norbert Wiener, one of the founders of cybernetic philosophy, noted that information in modern society has become a general scientific concept that has become widely used to characterize a wide variety of processes, up to thought and human relations. The importance of the processes of transmitting and receiving information for the study of society is determined by the fact that "information and communication as mechanisms of the organization act not only in the individual but also in the society. It is utterly impossible to understand the structure of such social systems as the anthill without a detailed analysis of their means of communication" [1], given that "the community extends only to the limit to which the actual transmission of information extends" [1].

Without a doubt, the role of information has always been important. Humanity carefully kept the sources of information, then barbarically destroyed it, leaving gaps in history and in the problem of understanding themselves. Today, we have to deal with media that are far from traditional. This is due to the fact that in the situation of progressively increasing use of information technologies, "a specific form of social organization has emerged, in which, thanks to new technological conditions ... information processing and transmission have become fundamental sources of productivity and power" [3]. It is no coincidence that some researchers consider it possible to talk about the formation of a special "infosphere" – a dynamic, open, highly unstable system whose elements are interdependent and invariant in themselves. At the same time, a unified information and communication space, as a kind of collective intelligence of the inhabitants of the planet, forms a virtual environment of interaction of "simulations of socially real identity" [3]. In turn, technical means of transmitting information structure the language of communication, forming an information field from a set of messages as "parts of a multisemantic text whose syntax becomes extremely vague" [3]. In this context, the following circumstance is quite remarkable. N. Wiener defines society not only as an information object, but also as a complex converter of information [2], in the space of which the problem of authority of the source of information, multiple replication of corrections and

interpretations of texts, inclusion in specific communicative environments of casual interlocutors makes it difficult to determine the quality and accuracy of information.

Recognizing that throughout the history of its development, humanity has repeatedly been subject to all kinds of misconceptions, however, we note that the objectivity of information depends on many circumstances. Among them: the degree of development of intellectual abilities of the representatives of society; expanding the recognizable field; awareness of the peculiarities of social needs, etc. Moreover, in its intellectual formation, humanity has passed the stages of true revelations and the fundamental growth of knowledge, as well as the stages of oblivion and the assertion of false postulates. Accordingly, to consider virtual space only in a negative context is inadmissible, at least because this state can have quite positive, rational and even humanistic components. Recall, the so-called "dark" Middle Ages laid the foundations for the emergence of high ideals of the Renaissance, humanity has coped with the challenge of the printed text and learned to properly use high-tech information. A new challenge to society in the form of virtual reality technologies that go beyond computers and invade the real world, transforming the space around us, is distinguished by power, permeability and speed. Therefore, it is necessary to gain experience of instant response, including even at the household level. Taking into account the fact that multimedia endows the social structure with such special characteristics as broad social and cultural differentiation, growth of social stratification among users, integration of all kinds of messages in the common cognitive structure, one should not admit the following position. In general, multimedia creates a new symbolic environment, "making virtuality our reality" [3].

According to N. Wiener, "overcoming the difficulties associated with establishing genuine public regulation is unacceptable by replacing one rigid scheme that is not constantly re-evaluated, another rigid scheme, similar in form and opposite in content" [2]. How rigid is the current system? Perhaps its characteristics will conflict with each other, since access to information does not mean access to all information, and even more so not the fact that it is reliable. At the same time, nothing to do with "image-containing messages" [4] having a powerful effect on the feelings and thinking of a person, forming stable images of the desired. The transmission of this kind of encoded information is increasing. According to scientists, "today, most of our

image system is built on information messages created by man, not on the basis of personal observations of “uncoded” phenomena [4]. Because such information is more compressed, rigidly structured and so verified that it gives the impression of its truth, the virtual world is fascinated by the dreaminess of the realization of any dream. Because the speed of realization of the desired plays an important role, the satisfaction of the request is expected in the shortest possible time. Modern man is in a hurry to live, absorbing and reproducing a wealth of information. It is like an element of a powerful computer, in which society acts.

Being in a continuous flow of information, human sensory systems are overloaded, which causes a special type of perception of information – slogans, advertising, video, SMS, emails, loud and powerful sound series, fast-changing pictures, accessibility of information on the Internet. On the one hand, such a situation changes the mechanisms of the cognitive activity of the perceiver, on the other hand, it requires incredible effort and methodological competence of the translator. "Polysensory" type of culture, M. McLuhan writes on this occasion, provokes multidimensional perception of the world on a new electronic basis – through the replacement of written and printed languages of communication by radio and television and network media" [5]. Images and language systems become intermediaries between reality and man. As a result, reality itself is reversed for us by what we see and hear from mediating sources. It is no coincidence that the thoughtful perception of information is leveled, the masses absorb the finished product. The global electronic text accepts in its ranks all who wish to transform and supplement it.

The illusion of being involved in the creation of something big and important is created, which results in all the negative characteristics of virtualization of society being reduced to the fact that reality does not release a person. It "prevents" him from enjoying the illusion. Man is torn between two worlds, because the rules of the game are different. Moreover, the virtual playing field is conquering more and more space, traditional social ties like "heavy cargo" are on the shoulders of modern man. Collision with reality is already dangerous. It causes negative reactions with its inertness, invariance, irreversibility of some processes, and disobedience to our will. The human psyche fails because humility as an attribute of regulating the interaction between the reality of the world and man is absent. The illusion of infinite possibilities has a devastating

effect on thought processes. Virtual reality analysis went beyond the limits of classical discourse. The information field begins to make sense of itself. Streams of consciousness, intersecting, give birth to a new type of consciousness.

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