ROIDA RZAYEVA

Azerbaijan National Academy of Sciences, Azerbaijan

INFORMATION WARS AND MYTHOLOGY OF SOCIAL: IDEOLOGICAL, MENTAL AND MEDIA ASPECTS

Abstract:

In the modern epoch, there is a transformation of social space, forms of interaction between people. "Thinking models", the so-called mental attitudes, are changing, that stipulates research of the processes of transformation of the mental aspects in a modern culture.

The ideological and mental aspects are the dimensions where these modifications are reflected. One can measure social and cultural transformations, existing problems and development in the future through the mental aspect in retrospect and at the present time.

A person becomes a "political being", functioning as a subject of public life.

One of the features of "post-modernization" of mass culture noted today is a some special network of the global information space with its own laws, which draws attention to the most acute or minor problems.

In political science, a network approach to public administration is increasingly observed. Today, big data plays an important role in public administration. They are used to improve the policy in the field of interethnic relations, develop a strategy for the state's foreign information policy.

Big data is used in the process of forming a particular policy. In the context of the use of big data, one can note the analysis of "digital citizenship" culture of network users, actors, formation technologies, socio-political effects.

Determining the direction of information flows in a particular segment of social media, risks and technologies to overcome negative effects in the online environment is becoming increasingly important and relevant. In particular, this applies to information flows representing the problems of relations in international conflicts.

In this context, concepts such as consciousness, including political consciousness, political culture, mentality and ideology are becoming increasingly important and relevant. The mental transformations observed today must also be taken into account in defining modern methods of teaching and education.

Keywords:

information wars, social, ideology, mentality, media.

JEL Classification: L38, D80, O29

Introduction

In the modern epoch, there is a transformation of social space, forms of interaction between people. "Thinking models", the so-called mental attitudes, are changing, that stipulates research of the processes of transformation of the mental aspects in a modern culture. (Абдулаева, 2016, с. 13).

The ideological and mental aspects are the dimensions where these modifications are reflected. One can measure social and cultural transformations, existing problems and development in the future through the mental aspect in retrospect and at the present time. (Санжеева, 2011, с. 187).

Mentality, expressed not only in the individual attitudes of the personality, but also in the impersonal side of social consciousness (Гуревич, 1989, с. 75) represent its specific features.

Cultural and ideological factors play an important role in the genesis of society. The ideological process has mental and socio-cultural foundations. The scenario of transformation of this or that society is determined by political culture as an important factor in the ideological process.

At the same time, today we are dealing with such a situation as network sociality. The media is directly related to political socialization, which is one of the functions of ideology. Under the influence of "datafication" there is a transfer of values and the transformation of social actions into online quantitative data that is used to create behavior patterns. (Clough et al. 2015; Журавлева 2018)

In this context, concepts such as consciousness, including political consciousness, political culture, mentality and ideology are becoming increasingly important and relevant. At the same time, the aforesaid causes new research practices in the socio-humanitarian sciences. The mental transformations observed today must also be taken into account in defining modern methods of teaching and education.

Network sociality

Today there are many discussions about the relationship between media and sociality.

The transformation of pre-existing communication models, which is expressed in the replacement of direct interpersonal relations in the modern world with forms of mediated communication, has introduced new patterns of behavior and comprehension of sociocultural reality. (Абдулаева, 2016, с. 14).

Media represents society for its members. "The social is a priori inherent in the digital; the figure generates a "new sociality"; social media are quasi-social, being derivatives of techno-economic materiality." (Плотичкина, 2020, с. 239-240).

Online platforms are used to broadcast cultural property. Digital technologies have a programming effect on consciousness. (Лешкевич, 2022, с. 53). These processes lead to diverse consequences: we can talk about the ambivalence of the values of the digital age, about the "googlization of thinking", etc.

This situation is characterized as a value-semantic shift caused by the penetration of the Internet into modern life, equating the content of the virtual to the real. (Ibid. P. 61).

The digital society is characterized not by a strict set of social practices, but by the ability to invent, which implies new forms of the social that are potentially open to rethinking. (Плотичкина, 2020, с. 241). In this context, we can talk about the mythology of the media.

One of the features of "post-modernization" of mass culture noted today is a some special network of the global information space with its own laws, which draws attention to the most acute or minor problems. (Абдулаева Элита, с. 13).

Interactivity, pluralism and mediation are the principles of Internet communication. Networks, forums, chats, blogs become communication platforms that form public opinion in the process of self-determination of users and self-organization of the Internet community. (Борисов, 2017, с. 251).

The importance of the topic of network sociality is indicated by various concepts and theories, such as the global information network (Тапскотт, 1999), collective behavior (Лебон, 1995; Ортега-и-Гассет, 1991), network interaction (Castells, 2009), "network club" (Шмидт, Коэн, 2013), "smart crowd" (Рейнгольд, 2006), etc.

Network sociality is analyzed using a set of methods, techniques and tools: new institutionalism, network and cognitive approaches, data mining (Data Mining, Text Mining, Predictor Mining, Social Computing), comparative and conflict analysis.

With the help of "Social Media Analytics" – digital markers, digital traces of social and behavioral attitudes are tracked: words, phrases. Analysis of the influence of networks in public policy is becoming more and more relevant.

Big data, being methods of cognition and definition of sociality, is not only a source of knowledge, innovation and change, but also mythology as an interpretation of digital artifacts representing the social context and the best form of social knowledge. One of the means of gaining knowledge about sociality in digital media is mythologized stories about politics, economics, etc. That is, today it is more expedient to talk about a new epistemic matrix of sciences, including big data as an improved form of social knowledge, the sources of which are digital networks. (Плотичкина, 2020, с. 239-240).

Big data as a new epistemological matrix

The relevance of the role of big data technologies in the analysis of social movement, people's behavior and the social nature of events is increasing. Being an initially unsystematized information about socio-economic development and the environment, big data is created on the basis of information and communication technologies outside of official statistics. (Журавлева, 2018, с. 52).

"The phenomenon of big data is the transition of the amount of information accumulated by mankind into the quality of solving the problems facing it". (Ibid. P. 53).

Today, big data is used as a research practice in many disciplines, thus providing an opportunity to implement a new research paradigm enriched with more empirical, analytical, logical possibilities (Ibid. P. 56), which allows us to talk about the mainstream status of big data discourse.

At the same time, we can talk about the interdisciplinary nature of big data technology, generating profound cognitive, methodological, epistemological, institutional and ethical changes. (Ibid. P. 57).

Political philosophy

The increasing availability of information and communication technologies in philosophy opens up opportunities to explore the spectrum of traditional philosophical interests, in particular in political philosophy, in new discourses and to identify new research models and methods in the digital environment of philosophical interest. (Brey, Søraker 2009).

The postclassical world of politics tells about the philosophy of modern information warfare, the problems of the philosophy of state power, the virtual dimension of chronopolitics and geopolitics as a philosophy of political time and space, etc. That is, today, the philosophy of politics is focused on a new informational paradigm, within which new certain discourses are interpreted.

Datafication

Today they talk about the "datalogical turn" at the heart of modern social sciences, which is connected with both serious changes in sociological methodology and a more complete theorization of the category "social". With the redistribution of technology for collecting and analyzing social data, empirical sociology is also changing. (Clough et al., 2014, pp. 182–206).

A derivative of "big data" is the concept of "datafication", which is a modern technological macrotrend. In close relationship with digitization, sensorization and softwarization, datafication transforms social actions into online quantitative data. (Журавлева, 2018, с. 50, 52-53).

The recognition of datafication as a legal way to access the monitoring and understanding of human behavior has led to its use by both tech-adepts, representatives of network science, and scientists who see it as revolutionary research studying human behavior. (Dijck, 2014, pp. 197−208).

Consequently, big data is considered a "social renaissance" due to the ability of data to "speak for itself". (Ловинк, 2019, с. 26, 36).

Network sociality: political dimension

A person becomes a "political being", functioning as a subject of public life. (Миронов, 2018, с. 69).

Today, global and national Internet audiences are expanding, information and communication technologies are increasingly influencing the political system, there is a digitalization of social and political actions of citizens, which actualizes the development of new approaches to the study of political processes. (Бродовская и др., 2017, с. 82). The idea of information is the main factor of the modern political process. The virtual political field is becoming a new dimension of the political process, a place for deploying new forms of political struggle through information technology. (Василенко, 2010, с. 7).

The modern political practice represents the established practice of using Internet mass communication technologies. (Володенков, 2017, с. 67). In the modern era, the Internet is an innovative factor in modern politics due to the opportunities provided by computer networks in information, communication and participation of citizens in politics. Members of the Internet community, who simultaneously consume information, act as subjects of information and political processes. (Борисов, 2017, с. 251).

Politics is becoming more accessible due to network technologies. Today, the Internet acts as the most important tool in the political informing of citizens. The user's opinion is formed on the

basis of various sources of information. The global network provides awareness of politically sensitive events through ubiquitous access and a 24/7 online presence. (Ibid.).

In particular, through the intensively used microblogging system Twitter, socially significant political information is rapidly disseminated in the network environment. (Володенков, 2017, с. 67).

One can observe the role of the Twitter micro blogosphere at different stages of mobilization and counter-mobilization, summarizing information, ideas and memes related to mobilization actions, disseminating this generalized information among an extended audience, generating an "echo effect", which enhances intra-group solidarity and adherence to generalized memes. (Бударина, 2016, с. 167).

The analysis of political institutions, actors, their resources and strategies (Карл, Шмиттер, 2004), that act as factors influencing the political system, the rationality of choosing a strategy for political behavior (Норт, 1997) is carried out through the discursive work.

With the network approach, the topic is analyzed through the relationship between the mobilization of political action and the network activity of Internet users, network interactions as a collective action, and tools for involvement in network political protest.

The intensive development of information and communication technologies actualizes the study of ways to resist network political mobilization.

Social media in the global network space, including the blogosphere and social networks, act as technological tools through the creation of protest network communities that produce and distribute political content in the national segments of the online space. (Володенков, 2017, с. 67).

Network political mobilization has both destructive and constructive potential. (Бударина, 2016, с. 166).

The factor of using network mobilization in a number of political processes ("Arab spring", "color revolutions") revealed the need to create "anti-revolutionary cyber fronts". (Габуев, 2011). To prevent the risks of network political mobilization, opposing political "camps" are being created. (Бударина, 2016, с. 167).

Therefore, in order to prevent the destabilization caused by manipulative technologies in the process of directed political mobilization, counter-mobilization, the so-called "civil mobilization", is used. (Курочкин, 2012, с. 203; Бударина, 2016, с. 168).

Analysis of social-media messages is a methodology of research cases, including analysis of post-event information support in the network.

The processes of formation of the subjective political world, the subjective perception and interpretation of messages that are broadcast in the space of social media, the choice of a strategy for political behavior are the objects of study of the cognitive approach. (Шестопал, 2008). Through the technologies of information influence, manipulative influence, persuasive communication, etc. as components of the cognitive approach, the tasks of intellectual search for digital markers of political processes are solved. (Бродовская, 2017, с. 84).

The above mentioned increasingly actualizes network issues in the political process.

New trends in public administration

In political science, a network approach to public administration is increasingly observed. Traditional mechanisms for the development of state policy are being transformed under the influence of the intensive development of communication technologies and new forms of social interaction. Therefore, today we can talk about the new realities of the modern information society in the political dimension.

The use of new opportunities in public administration is observed. In particular, effective control and influence on government agencies is ensured by the "electronic government" project.

Information is turning into a key resource of the state, the effectiveness of state regulation is largely determined by the ability to handle it (Василенко, 2010, с. 81-82), which focuses on the issues of researching information resources of power.

The political and conceptual-legal dimension of the network management form is distinguished by a new methodology for studying the political process and a new type of relationship, the so-called "political networks" that regulate the process of making and implementing decisions by the international community, groups of states and individual states. (Бударина, 2016, с. 166). Information flows are the main instrument of virtualizing political power. (Василенко, 2010, с. 8).

The doctrine of the "coordinating state" replaces the concept of the nation state in the process of political and legal conceptualization of new models of state administration. (Костюченко, 2009, с. 5).

Today, big data plays an important role in public administration. They are used to improve the policy in the field of interethnic relations, develop a strategy for the state's foreign information policy. In international politics, the regulation of network digital space is used in the practice of self-legitimization of the ruling regimes.

Big data is used in the process of forming a particular policy. In the context of the use of big data, one can note the analysis of "digital citizenship" culture of network users, actors, formation technologies, socio-political effects.

At the same time, it is noted that "data" does not represent an autonomous entity and is generated by the will of interested parties. (Noble 2018, с. 60).

They also pay attention to the negative consequences of the use of modern network technologies: disinformation, destabilization of the political situation, undermining the international authority of states, which indicates the ambivalent nature of network technologies in politics. (Борисов, 2017, с. 251).

The objectives of the destructive use of Internet communications technologies are the destabilization and change of modern national political regimes in international political practice. An example is the format of organizing color revolutions (the Arab world, the countries of Eastern Europe) and the use of a significant potential for information and propaganda impact in the Internet space. (Володенков, 2017, с. 65).

Information warfare methods (custom bloggers, trolling, hackers, spam) have a negative impact on the political consciousness of network users. (Борисов, 2017, с. 251).

Some elements of the communication component of the model, through which the information and communication impact is organized, are expressed in the recoding of national value-

semantic spaces, destroying traditional political values and meanings and replacing them with external alternatives, in the mobilization of the masses in the Internet space, in the formation of protest networks in the virtual space communities, virtual political leaders of public opinion, in refocusing public attention with the formation of the information agenda necessary for this, in influencing the public consciousness of their own population, legalizing the ongoing value-semantic and ideological expansion into the national media segments of other states, etc. (Володенков, 2017, с. 66).

This situation leads to a change not only in the idea of political reality, but also in political reality itself. (Володенков, 2011, с. 5–16).

Concrete and real models of mass behavior are generated by virtual mass representations, which turn the Internet into a tool for producing real political changes on a global scale. (Дзялошинский, 2011, с. 4–46).

Determining the direction of information flows in a particular segment of social media, risks and technologies to overcome negative effects in the online environment is becoming increasingly important and relevant. In particular, this applies to information flows representing the problems of relations in international conflicts. In this case, the protest potential of social media users is assessed, the dynamics of the involvement of users of one side in the rhetoric directed against the other side. It also assesses the pressure potential of external information flows.

The destabilizing effect on mass consciousness, which has been increasingly observed in recent years, has actualized the need to study human behavior and political processes using automated analysis of digital markers based on digital traces formed by people on the Internet, reflecting user behavior strategies. Therefore, it can be noted that the online analysis of the political activity of citizens through automated analysis of digital markers has been updated and popularized. (Бродовская и др., 2017, с. 82).

To this end, analytics is used to effectively influence the minds of people in accordance with each group of users of the worldwide network.

One of the modern methods is the intelligent search for markers in Internet content. Internet content is analyzed using markers of content, dynamics, structure of information flows.

With the help of the intellectual search capabilities of digital markers, a systematic understanding, a comparative analysis of various cases of political processes in the global network is carried out. By means of data extracted from the unstructured, chaotic and voluminous information flow in the global network, it is possible to reconstruct the events and actions of actors on digital footprints, while at the same time assessing the risks and possibilities of resisting processes in the network. (Ibid. P. 83). In particular, such analytics makes it possible to prevent the coordination of destructive actions via the Internet. (*Официальное уведомление Twitter*).

The intellectual search for markers of political processes in digital footprints is carried out using a combination of various methods of collecting and analyzing information, such as analytical content, online and offline, quantitative and qualitative, traditional and Big Data methods. (Бродовская и др., 2017, с. 82).

Recently, to study political behavior and political processes based on digital markers in social networks, a new direction of Predictor Mining (Азаров и др., 2013) has been used, including Data Mining and Social Computing. This interdisciplinary methodology makes it possible to analyze and predict political protests and their dynamics by extracting data from the information flow in the global network. (Бродовская и др., 2017, с. 80).

With the help of the Predictor Mining toolkit, the risks and opportunities for countering mobilization technologies in the global network are assessed. As a prospect of research in the field of Predictor Mining, the development of a methodology for diagnosing, staging and forecasting regional, nationwide socio-political processes using digital markers is considered. (Ibid. P. 81-82).

Predictor Mining is seen as a new theoretical and applied toolkit for the study of political processes on digital footprints. Often, studies classified as Predictor Mining include the use of primitive options for online services for monitoring social media, carried out by entering keywords, which allows you to passively receive an array of messages. In this case, there is no generalization of the theoretical, methodological and methodological foundations for using the intelligent search for digital markers in order to study current political processes. (Ibid. P. 83-84).

The structure and factors of political processes by digital markers are analyzed using geolocation, socio-demographic, semantic, dynamic, and other types of study of the data array. (Ibid. P. 101).

The methods and techniques of Predictor Mining for searching for digital markers of political processes can be characterized as meaningful, socio-demographic and technological. Both content and socio-demographic methods are based on automated analysis of the rhetoric of social media flows that are of interest to the recipient. (Ibid. P. 85).

The content method involves the adoption of automated segmentation of social media information flows and the identification of tag clouds of social media messages. Socio-demographic reception is carried out through the gender and age analysis of the authors of social media documents and geolocation analysis of social media messages. As a significant marker of certain political processes, there is the dominance of certain word usages that are of interest to the researcher; it is their indicativeness that constitutes a research resource. (Ibid. P. 85, 91).

With the help of technological methods for determining digital markers of political processes, the dynamics of information flows are studied, the publication activity of the authors of information flows and their audience is determined, graphs are built that reflect the structure of interaction within and between online communities. In particular, in the process of comparing information flows, an automated analysis of the chronology of social media flows is more indicative, which is informative in terms of the ratio of the intensity of circulation in social media of information flows that are of interest to the researcher. For example, issues such as segmentation of target groups, scaling and rejuvenation of the electoral base, increasing the efficiency of Internet content management, political parties are solved by using tools for monitoring the dynamics of information flows that determine the dynamic characteristics of social flows. (Ibid. P. 85, 94-96).

Identification of actors that form purposeful flows and thus influence the formation of a specific idea of the subject of discussion (the situation in the country, attitude towards authorities, opinions about events, processes, people, ideas) in the minds of participants in online communities is carried out through the analytical option of online services for monitoring social media, during which the publication activity of public opinion leaders is determined. This perspective is important from the point of view of ascertaining the strength of the influence of leaders who form political attitudes on group members in order to develop an alternative counteraction to the negative consequences of influence, manifested in the mobilization of unconventional activity in social media. (Ibid. P. 96, 101).

The structure of interactions within and between online communities is determined by means of a special application with which social graphs are built. (Ibid. P. 97).

Mythology and social

The work of social platforms is characterized by ideologization and mythicity. (Couldry, 2003).

Today, more and more people talk about the mythical veil inherent in the social fabric of digital reality, about mythical narratives that tell about media construction and embedding different versions of sociality into everyday life. (Плотичкина, 2020, c. 240).

The dialectic of the media and the social is viewed through the prism of myth. The media, which have an influence on the production and circulation of symbols, create representations of the social by constructing, ordering and naming reality (Couldry, 2014, p. 13), that is, they are engaged in myth-making (Couldry, van Dijck, 2015, p. 1), and mythical constructs are characterized by special effects and a specific set of beneficiaries.

The interaction of the social and mythology emerges through "a conscious identification of oneself with a real or imaginary, mythological ideological and political system" (Борисов, 2006, c. 6), which indicates the interdependence of myth and mass consciousness.

In this dimension, the analysis of online sociality in digital networks implies an analysis of the sociocultural conditions that determine the generation of the political effects by network actions that ensure constructive politics in the long term. (Плотичкина, 2020, c. 244).

Today, the topic of scientific discussions is the degree of sociality of social media and the reasons for the possible filling of the missing social in media content. (Knorr-Cetina, 2001, pp. 527-529).

Media mythology is expressed in the disintegration of the "social" in digital reality and its media-mythical compensation (Плотичкина, 2020, c. 239), that is, today we can talk about the reflection of sociality in mythical narratives.

"Digital is transforming the social." (Couldry, van Dijck, 2015, p. 1).

Constructed myths that form a certain point of view on the created and recognizable social in the digital world and mask our possibilities of imagination, description and acceptance of the social in other ways, need to be "unpacked" and have a special logic of interpretation. (Couldry, 2015a, p. 881; Плотичкина, 2020, c. 240).

The analysis of media discourse should be carried out taking into account the danger that media myths pose for understanding online politics refracted through media discourse. (Couldry, 2015b, p. 622).

"The myth of the mediatized center"

Being a dual construct, the myth of the mediatized center comes from the idea of a society having a center of knowledge, values, meaning, normative/explanatory truth, and the characterization of the media as a privileged access point to the center of social reality. (Couldry, 2015a, p. 882). The symbolic power of the media is legitimized by myth and supported by rituals. (Couldry, 2014; Couldry, 2015b).

The basis of the myth is the idea of media as the core of the social, which determines the structuring of everyday life around the streams of media content. (Couldry, van Dijck 2015, p. 2; Couldry, 2014, pp. 2, 45).

In the above discourse, we can talk about the mythical feeling of media as a "window to the world". (Плотичкина, 2020, с. 242).

Mythical narrative "about us"

The myth "about us", expressing platform sociality, interpersonal interactions of users, is a myth about the communities we form to use social platforms. (Couldry, 2003, p. 641).

The beneficiaries of the "about us" myth are the platform owners. (Couldry, 2015a, p. 881).

The myth "about us" is used to legalize online sociality and construct digital identity. (Плотичкина, 2020, с. 239).

The formation of reality as social and the legitimation of this process through myth-building turns the user into an active subject in accordance with social media mythology. (Ловинк, 2019, с. 50-51).

In the modern era, new types of subjectivity are emerging. One of the types of such subjectivities is the generation of the digital age. Reflective comprehension of the existing is gradually being replaced by such values of the digital world as "network success", the desire to have a variable identification, the appropriation of ready-made content resources, etc. In this context we are dealing with a virtual human. At the same time, a virtual person ("virtual person") has several meanings, and is also understood as a specially created object in a virtual environment. (Лешкевич, 2022, с. 53).

Conclusion

"Big data opens the door to a new social, and the media formation of reality requires an updated research optics that recognizes the determinism of the social world by digital technologies." (Плотичкина, 2020, с. 240).

The high measuring potential of Predictor Mining allows, through the analysis of mass consciousness and user behavior, to determine the tone of public opinion, to identify the methods and subjects of the formation of protest attitudes in social media, to assess the degree of radicalization of information flows, to study the state of social tension in society as a whole and in individual regions, to perform an intellectual search for digital markers of political processes. (Бродовская и др., 2017, с. 101).

Consequently, the intellectual search for digital markers of political processes has both diagnostic and prognostic and regulatory potential. (Ibid.).

To meet the challenges of the network society, ideological work is needed, which is carried out not only on the basis of the data of the web environment, but also on the basis of system analysis and forecasting, which requires knowledge and methodology of a professional level and a scientific approach. That is, not only analytical tools, but also the introduction of scientific epistemologies, which requires research work and the presence of a certain intellectual level and systemic thinking.

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