

SOCIOLOGY

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The transformation of the consciousness of the society through the television

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Abstract: This article examines the television as materiality and artifact, transforming the consciousness of modern society. Author proposed metamodel manipulation of society, which explains some of the problems of its transformation. We believe that just because there is a correlation between television as an artificial product of the spiritual life of society (artifact) and through the creation of this artifact that is close to reality (materiality). In turn materiality changes (transforms) the consciousness of individuals in society (that transforming the consciousness of society). The mentioned transformation occurs in three ways, namely: mutation and abmutation and inmutation. The aim of further research, we have chosen search cause-effect relationship between television as materiality and artifacts and the transformation of consciousness of modern society. The object of study in this case should be considered the transformation of consciousness of modern society, the subject - materiality and television as an artifact that will transform the consciousness of modern society. M. McLuhan says: "When using technology you expand your own nervous system, it goes beyond your body" (41.19 – minute and second of record film; further a time-study is without a comment). And further: "We have positioned ourselves inside their own nervous system" (41.34). "This means that any operator can get the part of our nervous system" through a television or computer device, any gadget. He (the operator) "may move any part of your essence" (42.04). "This is actually a new achievement of mankind, and mankind still had no experience with them" (42.27). "Now we have a means of communication that shakes everything in us, but we have no means of combating it" (42.41). We believe a profound remark of M. McLuhan about the lack of anti-TV. Even – more, we do sense the resistance to M. McLuhan. First, why should oppose the TV? Because invertebrate individual stared in blue TV screen and identifies that a program that is new to him. Perhaps what is not, according to the professor, new to the average consumer of the information is new. Perhaps, technically gifted viewer a reality show about survival on a desert island is not new, is not interesting. But the adventures of the participants of the reality show viewers interested third. Hence the logical, in our view, the question as to who look up to the television, which produces television projects, programs and news? Target segmentation television media is the way to solve the contradiction of which reported at the time of M. McLuhan, alluding to find means of dealing with television.

Keywords: television, artifact materiality, the transformation of society, the metamodel.

The problem of our research is to find cause-effect relationships between the factor "TV" and the factors "meta reality" and "artifact". We believe that just because there is a correlation between television as an artificial product of the spiritual life of society (artifact) and through the creation of this artifact that is close to reality (materiality). In turn materiality changes (transforms) the consciousness of individuals in society (that transforming the consciousness of society). The mentioned transformation occurs in three ways, namely: mutation and abmutation and inmutation.

The aim of further research, we have chosen search cause-effect relationship between television as materiality and artifacts and the transformation of consciousness of modern society. The object of study in this case should be considered the transformation of consciousness of modern society, the subject - materiality and television as an artifact that will transform the consciousness of modern society.

The hypothesis of our study was the assertion that television serves social communications materiality and artifact, transforming the consciousness of modern society.

Methods that have helped us make a study were as follows: among the methods of scientific knowledge that are differentiated by the criterion "presence / absence of practical research" we identified the axiomatic method, including methods for differentiating criterion "amount of general / specific knowledge representation" we turned to general method – dialectical and to scientific methods – analysis, synthesis, abstraction, generalization and analogy and modeling.

Methodology for our research was chosen for this research and the search procedures:

- analysis of the results of scientific research to one or another degree tangent to study our problem;
- separation in the analyzed theories and concepts regarding television as it features materiality and artifact;
- formulation own views and theoretical understanding of television as materiality and artifact.

Course of study

We consider television as materiality and artifact, transforming the consciousness of modern society. Searching with some interesting ideas for our study Marshal McLuhan.

Marshall McLuhan on television expressed as electric boom that extends the information flow, expands the world of human knowledge expands viewer.

It is known that in 2002 to screen out the documentary "Waking McLuhan" (in English "McLuhan's Wake"; directed by Laurie Anderson, screenwriter David Sobelman, starring – Laurie Anderson and Eric McLuhan; Film Primitive Entertainment in co-production with the National Film Board of Canada in association with TVONTARIO) [2]. Analyzing the main ideas of M. McLuhan, thought his son Eric McLuhan and memories of his wife Laura Anderson, then we act as advocates ideas of McLuhan and lay their own opinions.

M. McLuhan says: "When using technology you expand your own nervous system, it goes beyond your body" (41.19 – minute and second of record film; further a time-study is without a comment). And further: "We have positioned themselves inside their own nervous system" (41.34). "This means that any operator can get the part of our nervous system" through a television or computer device, any gadget. He (the operator) "may move any part of your essence" (42.04). "This is actually a new achievement of mankind, and mankind still had no experience with them" (42.27). "Now we have a means of communication that shakes everything in us, but we have no means of combating it" (42.41). We believe a profound remark of M. McLuhan about the lack of anti-TV. Even – more, we do sense the resistance to M. McLuhan. First, why should oppose the TV? Because invertebrate individual stared in blue TV screen and identifies that a program that is new to him. Perhaps what is not, according to the professor, new to the average consumer of the information is new. Perhaps, technically gifted viewer a reality show about survival on a desert island is not new, is not interesting. But the adventures of the participants of the reality show viewers interested third. Hence the logical, in our view, the question as to who look up to the television, which produces television projects, programs and news? Certainly not for tech savvy individuals who are – one. Thus transforming the consciousness of society influenced by television should not be considered negative for all viewers. Target segmentation television media is the way to solve the contradiction of which reported at the time of M. McLuhan, alluding to find means of dealing with television.

The role of television in the lives of people who lived in the second half of the twentieth century (in 1962) M. McLuhan in an interview with U.S. television channel put it this way: "Everyday forms part of a television show, and people feel part of the show" (46.11). Today, almost nothing has changed, millions of viewers glued to the TV when on Friday

or Saturday, the air gives their products a particular master of words – a super-leader with a super hot topic. Why are referred to millions of viewers glued to the screen? Why do they breathe with the characters of talent shows, reality shows, talk shows, culinary shows, etc.? Contrary M. McLuhan should be noted that these hateful million viewers sit in front of a computer at work, in the face of his co-workers to form and forms, run of the house, which was paid to the same is stupid in his actions and assessments. Television viewers requires that gives a break from the pressing problems of the opposing chiefs and dastardly fellow. Entertainment programs on television performing compensatory function: they allow you to forget bad weather and bad deeds (whether their own, or co-workers). As in negative and in positive terms TV shows act as a transformer of consciousness of society. Do not know what to do at home in the evening, those who are leaders at work, in science, in art, if it were not set. Let graphically (Figure 1). Depict our theoretical position on the spiral of the development of nature, society and the laws it metamodel manipulation of society (laws mutations abmutation and inmutation). A detailed description of each of the following graphics already made earlier. Suggests that further details will be made public metamodel manipulation in some of our publications and writings of our colleagues.

Concluding the analysis of the ideas expressed in the documentary film "The Awakening McLuhan" M. McLuhan remember saying: "You give shape tool, providing a form to you. This loop. First you are a consumer, end use you" (80.15). It should agree with the researcher, as it is on television, the electronic product (like a computer or computer program). Mankind has invented television, but television later customized to humanity itself. Mankind has invented a car after the car is attached to life itself. First, people have invented the computer, the latter attached to their people, to their needs. What's going on? The transformation of society. Consciousness society has changed, it is the electric accessories. Thinker M. McLuhan continues: "Any electrical devices have characteristics television features full engagement. When one is involved in a plurality of how to break the individual?" (81.48). "Finding personality - a central aspect of the electrical era. Violence - is the only way to mean self" (82.13). Unfortunately, we can't agree with M. McLuhan the latter assertion, but consider appropriate given his opinion in subsequent search of the causes and effects of the test artifact of modern society, which is the television. Prospects for further studies to define a search of correlations between the idea of M. McLuhan on TV as electric boom that created a new man, and his own idea of transforming society through inmutation and abmutation.

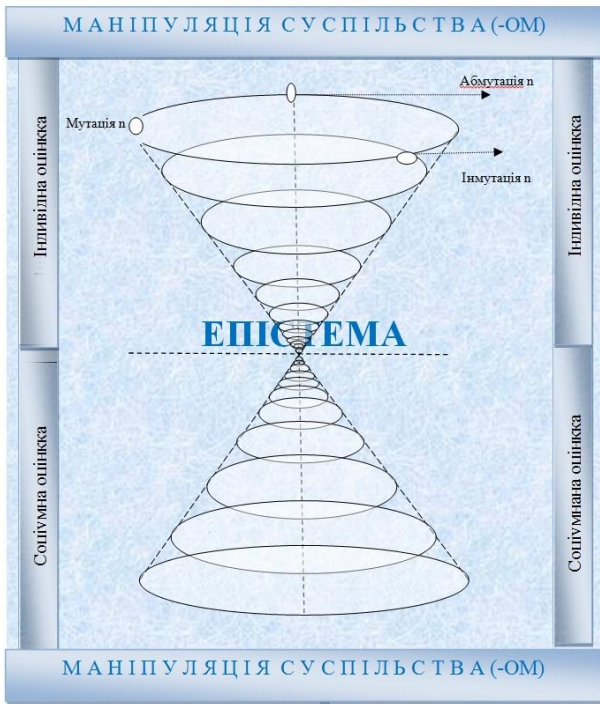


Fig. 1. Metamodel manipulation of society (Transformation performed by A. Kholod and K. Kalitovska, 2013)

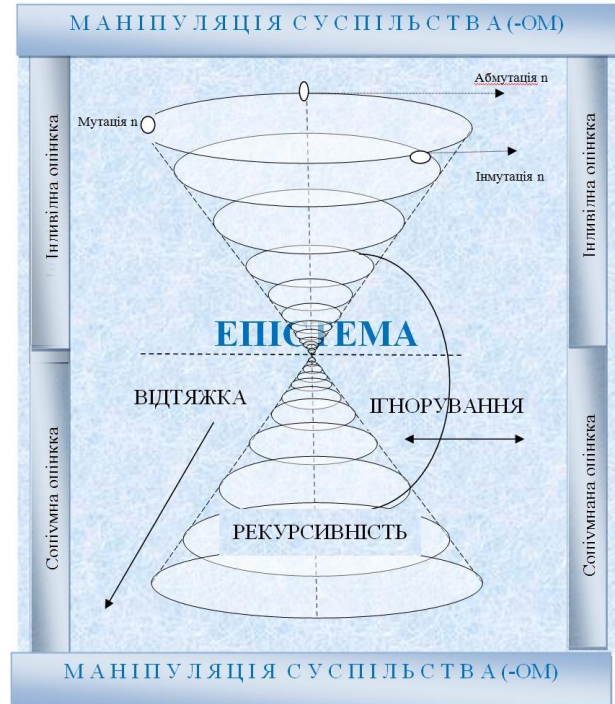


Fig. 3. Metamodel manipulation of society subject to processes backstay, neglect and recursion (by: Borisenko D., 2011)

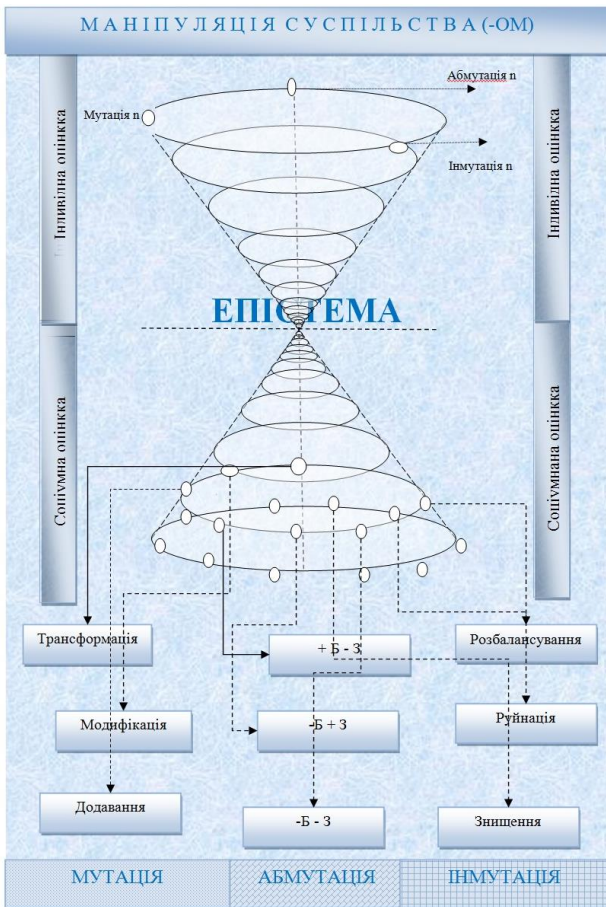


Fig. 2. Metamodel manipulation of society with the differentiation of the processes of mutation, abmutation and inmutation

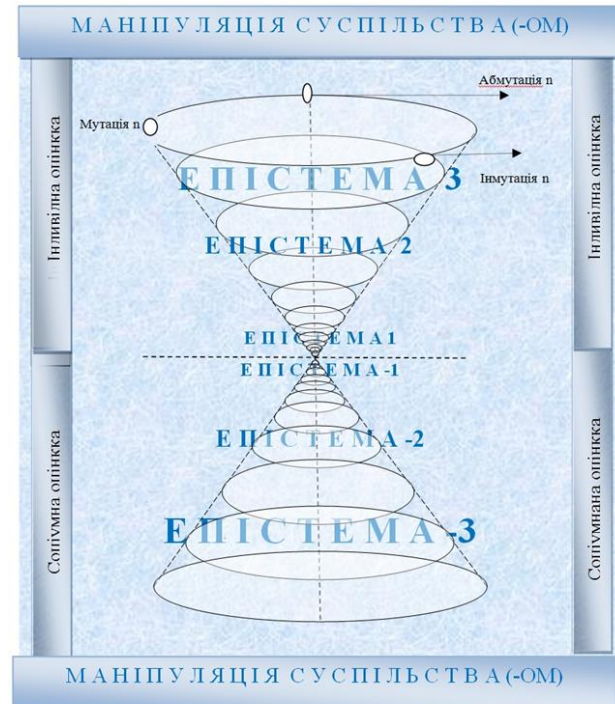


Fig. 4. Metamodel manipulation of society with indication need taking into account of epistem's each cultural-historical, economic and political era

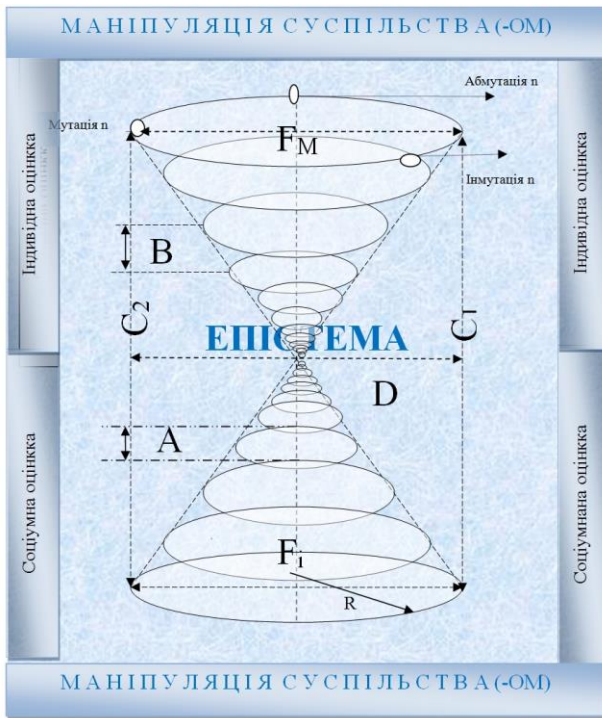


Fig. 5. Metamodel manipulation of society with indication 4 problem areas in search of units and measurement procedure

Remarks:

- A – distance between the points of intersection circles spiral;
- B – the distance between the points of peak (peak a certain age);
- C1, C2 – the distance between the beginning and the end and inmutation mutational processes in society;
- D – a range of knowledge epistem (the calculations is taken as 100 % for a certain period);
- FM – the range of mutational changes based epistem's indicators;
- Fi – range inmutation changed to reflect epistem's indicators;
- R – radius epistem's changes (required to calculate the possible assessment of the individual and society degree or inmutation mutational changes).

LITERATURE

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Холод А.М.

Трансформация сознания общества при помощи телевидения

Аннотация: Статья посвящена анализу телевидения как метареальности и артефакта, трансформирующих сознание современного общества. Предлагается авторская метамодель манипуляции общества, объясняются отдельные проблемы его трансформации. Мы считаем, что существует корреляция между телевидением как искусственным продуктом духовной жизни общества (артефактом) и путем создания этого артефакта, близкого к реальности (матареальности). В свою очередь изменения (преобразования) сознания индивидов в обществе (это трансформация сознания общества). Указанное превращение происходит в трех направлениях, а именно: мутации, абмутации и инмутации. Целью дальнейших исследований мы выбрали поиск причинно-следственных связей между телевидением как метареальностью и артефактом и трансформацией сознания современного общества. Объектом исследования в данном случае следует считать трансформацию сознания современного общества, предметом - телевидение в качестве материальности и артефакта, которые трансформируют сознание современного общества. М. Маклюэн говорит: "При использовании технологии вы расширяете свою собственную нервную систему, она выходит за рамки вашего тела". И далее: «Мы позиционируем себя внутри своей собственной нервной системы». "Это означает, что любой оператор может получить часть нашей нервной системы" через телевизор или компьютерные устройства, любой гаджет. Он (оператор) "может двигать любую часть вашей сущности". "На самом деле это новое достижение человечества, а человечество все еще не имело опыта работы с ними". "Теперь у нас есть средства связи, которые потрясают все, что в нас, но у нас нет средств борьбы с ними". Мы поддерживаем глубокое замечание М. Маклюэна об отсутствии анти-ТВ. Даже больше, мы ощущаем сопротивление М. Маклюэна. Во-первых, почему надо противопоставлять телевидение? Поскольку отдельные беспозвоночные улавливают в синий экран и определяет программу, которая является новой для них. Возможно, что нет, по словам профессора, новая, для среднего потребителя, информация является новой. Может быть, технически одаренному зрителю реалити-шоу о выживании на необитаемом острове не ново, не интересно. Но трети зрителей приключения участников реалити-шоу интересны. Поэтому логичен, на наш взгляд, вопрос о том, кто смотрит телевидение, которое производит телевизионные проекты, программы и новости? Целью сегментации телевизионных средств массовой информации является способ решить противоречие, в котором сообщалось во время М. Маклюэна, намекая, чтобы найти средства борьбы с телевидением.

Ключевые слова: телевидение, артефакт, метареальность, трансформация общества, метамодель.