



Modern Management of Media Environment: Negative Effects for the Society of Today

Gennadi B. Pronchev^{1*}, Nadezhda G. Proncheva^{2,3}, Inna V. Goncharova⁴

¹Department of Sociological Research Methodology, Faculty of Sociology, Lomonosov Moscow State University, Moscow, Russia

²Keldysh Institute of Applied Mathematics, Russian Academy of Sciences, Moscow, Russia

³Department of Mathematical Modeling and Applied Mathematics, Moscow Institute of Physics and Technology, Moscow, Russia

⁴Department of Sociological Research Methodology, Faculty of Sociology, Lomonosov Moscow State University, Moscow, Russia

Received: 19/06/2019

Accepted: 02/10/2019

Published: 30/02/2020

Abstract

The objective of this paper is analyzing information threats arising for the contemporary society during media globalization. Currently, the most important driver for media environment management is globalization processes. Methodological basis of the research is formed by the comparative law, systemic and structural, logical and semantic analysis. As the empirical basis of the research, secondary data of Russian and foreign researchers, statistical data of the state agencies were used. In the work, a number of methodological aspects of studying the media environment have been analyzed. Classification is given of information threats emerging in the media environment. The state management of the Russian Federation aimed at neutralizing any arising information threats is discussed. As the most important measure for countering the information threats, the authors suggest improving the level of education of media environment users both in the sphere of natural sciences and humanities. The results of the research are of interest for specialists dealing with problems of media environment management and globalization.

Keywords: Media Environment Management, Globalization, Media Threats, Fake News, Information Confrontation

1 Introduction

In the latest decades, the world globalization processes have produced the decisive impact on evolution of the media environment. M.A. Eliseeva (2019) notes: "The contemporary social processes conditioned by globalization increasingly include each individual subject and various social groups into the single world network of social ideologemes, meanings and cultural codes formed and broadcast ... by means of the media environment. In the daily life reality of a contemporary person, the media environment plays the leading part, not only immediately "here and now" registering the social given but also encoding it through the people's consciousness, to a certain extent getting the best of the objective world. The entire number of phenomena announced by the media are perceived by people as a real given, as something "actually happening". Thus, involvement of subjects into the media environment becomes not less important that the association with their own cultural traditions. The processes occurring in the media environment

lead to the change of social reality and transformation of interaction models in it" (5).

Media globalization has both positive and negative effects.

To the positive consequences, one can refer the fact that globalization processes promote faster implementation of technological innovations into the global media environment, they open up boundaries for the fast exchange of large data arrays between countries. Social and cultural exchange is boosted, mutual trust is build up, and the united public opinion is formed. Ultimately, this leads to normalization of international relations between countries. The negative consequences include the fact that globalization processes contribute to the sprawl of data array, which hinders searching for the relevant information. The stream of false information is increased, and the opportunities for manipulating users of the information expand. M. McLuhan (1994) emphasizes that "the media initially aspired to gain power over the human consciousness by means of illusory constructs. On the one hand, man enjoys the broad opportunities of "digital technologies" but on the other hand he becomes weak, controllable and depending" (14). Manipulation can lead to media addiction and deviant behavior. A user can fall a victim to cyber crime etc.

Corresponding author: Gennadi B. Pronchev, Department of Sociological Research Methodology, Faculty of Sociology, Lomonosov Moscow State University, Moscow, Russia. E-mail: pronchev@rambler.ru.

This paper is going to consider information threats arising in the media environment globalization process and to analyze the state management of the Russian Federation aimed at neutralizing the information threats emerging in the media environment.

2 Literature Review

J.M. Dzyaloshinskiy (2001) notes that the "information environment" can be viewed from three various standpoints: the geopolitical, the information and noospheric, and the social one.

The "media environment" is a part of the "information environment", so the same approaches are applicable to it.

With the geopolitical approach, the media environment is viewed as a "virtual territory" including various media- and human resources belonging to a particular state. In this case, the media environment "has two main attributes: being a container of something and having boundaries" (Dzyaloshinskiy, 2001), and the procedure of interaction of information and communication technologies, information processes and users is determined by this state's law. The geopolitical approach allows analyzing various political processes taking place in the media environment. These are, for example, political campaigns, information confrontation (15, 16), information wars (10) etc.

With the information and noospheric approach, the media environment is considered as a space incorporating "token information units: knowledge, convictions, beliefs, value-related ideas" (18). This approach is also called the culturological one. Within it, styles, genres and representation forms can be analyzed.

With the sociological approach, the media environment is analyzed from the point of view of relationships between users and social groups in the process of obtaining, processing, storing, distributing and consuming the information. Within sociology of culture, mass communication sociology etc., various social aspects of the media environment can be studied: social structure and stratification of users (22, 23), mechanisms of the media environment influence on socialization of the young people (19) etc.

According to a number of researchers, in conditions of globalization, when the boundary of the "territory" or "virtual territory" is difficult to identify, the "geopolitical approach" to analyzing the "media environment" turns out to be little efficient and little promising (2, 18).

However, in the authors' opinion, the events of the recent years are indicative of the opposite. Commencing from V.V. Putin's Munich speech of 2007 (24), continuous aggression has been pursued in the global media environment toward Russia on the part of the "West". Its objective is the change of political power in Russia (10). The situation was especially aggravated after the Crimea events of 2014 (25). The authors believe the processes currently occurring in the global media environment cannot be studied without taking geopolitics into account.

It is globalization processes that are the main "manager" of the contemporary media environment determining its structure, content and development. Yu.V. Markina (2016) points out that "under the rapid globalization and

development of technologies, change can be seen in the conventional mass media, such as radio, television and printed press. The way information is presented and its content have been changed. This is particularly strongly sensed in the worldwide web. Website-based radio stations can be listened to in any point of the world. This information can be accessible in the printed version, too, which allows finding one's bearings quickly in the information broadcast by radio stations" (12).

Meanwhile, the media environment subject to globalization is itself a tool of globalization. V.V. Fokina (2013) states that "the contemporary mass media are not limited by the local or national spaces and audiences when functioning as actors of the present-day world. CNN, BBC, Al-Jazeera, Russia Today, and Euronews are not only the leading countries of the world's tools of influence but also produce quite an impact on the world public opinion, national politics and world politics" (6).

Thus, media globalization, regardless of its advantages and disadvantages, is the main trend in the contemporary media environment. In order to gain more dividends and mitigate the negative effects of media globalization, special actions have to be undertaken by the state.

At present, two approaches to responding to globalization of the media environment have been formed in Russia (3).

The supporters of the first approach suggest that technological basis has to be developed to a greater extent, and the required information and communication infrastructure has to be created. According to them, for this, the following steps have to be taken (3):

- reorganizing the system of communication enterprises and ensuring the even development of areas;
- developing the competition;
- creating the efficient legislative and regulatory framework for implementing the generally accepted in the world market operators' interaction principles in Russia;
- forming the efficient industry sales markets;
- developing the efficient tariff regulation methods for the communication services;
- developing the mechanisms of supporting the national output in the field of infra-communications;
- ensuring the state support of propagating the Internet infrastructure for schools, higher education institutions, libraries, and social infrastructure objects;
- ensuring the state support of programs of implementing the Internet services into all spheres of life of the Russians.

The supporters of the second approach suggest that the state has to enhance the role of Russia in the global information environment as a priority concern and to guard against excessive expansion of other states. Technological framework has to be developed based on the Russian components in order to reduce the dependence on the West in these aspects. The presence of the Russian mass media in the other countries' markets has to be increased. First of all, this has to be done in the CIS markets within the orbit of Russia's vital interests. Russia can control not only the Russian-language but also non-Russian-language mass media of these countries. Promising markets of business and politics based

on the international standards that are clear to foreign users have to be tapped (3).

As it has been noted above, globalization of the media environment entails an entire range of information threats both for individuals and for the whole social groups, which allows speaking about the necessity to ensure security in this sphere. Malicious activity within the media environment can change behavioral and mental condition of people, violate their rights for the freedom of choice etc.

In the Doctrine of information security of the Russian Federation approved by Decree of the President of the Russian Federation No. 646 dated December 5, 2016, information security of the Russian Federation is determined as the "condition of protection of individuals, society and the state against the internal and external information threats, under which fulfillment of constitutional rights and liberties of people and citizens, decent quality and level of life of the citizens, sovereignty, territorial integrity and sustainable social and economic development of the Russian Federation, defense and security of the state are ensured" (1).

3 Methodological Framework

The objective of this research is the analysis of information threats arising in the process of media globalization.

The main tasks of the research are:

1. Analyzing the methodological approaches to studying the media environment;
2. Analyzing the information threats arising in the process of media globalization;
3. Analyzing the Russian Federation state management aimed at neutralizing any information threats arising in the media environment.

In order to complete tasks associated with analyzing the information threats arising in the process of media globalization, the following research methods were used: the comparative law one, the systemic and structural one, and the logical and semantic analysis.

The comparative law method was used for identifying the common and the different between the authorities of law within the legal system of the RF and the system of international law according to the elements of media threats.

The use of systemic and structural method allowed finding out the influence of global processes on the media environment and analyzing them in more detail.

The logical and semantic analysis was used for finding the correct definitions.

In the work, results and secondary data of the Russian and foreign researchers, official statistics data of Russia's state authorities and the international organizations are used.

4 Results and Discussion

The creation of the new Doctrine of information security (1) indicates that the problem of information security of the country in general and of individuals in particular has not only remained on schedule but also aggravated even more due to new information threats having emerged.

One of such threats is the deluge of information, or, as it is also called, the "information flooding", as a result of which an almost uncontrollable surge of incoming information

volume is observed. According to the data of a study conducted by IDC, the volume of the total world's data will have grown up to 175 zettabyte by 2025 from the 33 zettabyte of 2018. Almost 30% of these data will have to be processed in the real-time mode (26).

The information stream becomes a factor jeopardizing the development of personality. This is especially dangerous for children and the young people who due to their age do not have sufficient life experience yet (19).

According to the survey conducted by the All-Russian Public Opinion Research Center (VCIOM) among the Russians aged 18 to 24, the Internet global network is used by 97% (30). Virtual social environments of the Internet are for them the main source of the latest news about the events in the country and in the world. It should be noted that in the recent years researchers have registered a reduction in consumption of printed news media and an increase in the popularity of their Internet versions. In particular, according to the data of VCIOM, in 2014, the Internet sources were used by 54% of the Russians, while it was already so many as 58% in 2017. The percentage of young people aged 18 to 24 actively using the online mass media amounts to 80% (29).

In the case of over-saturation with information, increase of the volume of digital data, there arise considerable difficulties in managing the information (search, obtaining, storage, processing, transfer of the information). Meanwhile, financial expenses for the information system grow significantly, with their efficiency decreasing, the most frequently. So, the problem of unwanted "information garbage" comes up that has severe negative consequences:

- the analysis of a large volume of information is very time-consuming;
- the very analysis requires a high qualification of users for them to separate the necessary information from the useless one;
- the bogus information can be "legalized" in case the user lacks skills.

With regard to this, one cannot but mention the so-called "fake information" or "fake news" that is popular in the contemporary media environment. There can be various reasons behind generating such news: sensationalism, creation of newsworthy events for the mass media, the contemporary web-based press lacking time for verifying content, as well as the deliberate creation and reproduction of knowingly false news, with various goals pursued subsequently (27).

As an example of "fake news", one can cite the planted into the media environment myth about Russia's alleged interference with the 2016 presidential election campaign in the USA and criminal conspiracy with D. Trump. Even after the official inquiry led by the special counsel Robert S. Mueller III has found no conspiracy with Russia of either Donald Trump or his election campaign team at all, a part of the American mass media keeps stirring this topic up (13).

Or else, the test tube allegedly containing mass destruction weapon that was shown by Colin Powell (2003), the former Secretary of State of the USA, during his speech at the session of the UN Security Council on February 5, 2003, alone says a lot (21). Essentially, this test tube became

the "proof" of guilt of the leaders of Iraq and the reason for military intervention into the country.

The far-fetched "Case of the Skripals' poisoning" in Great Britain is from the same range: the guilt of their poisoning is ascribed to the Russian security services without evidence" (11). So, sanctions were introduced against Russia.

In order to make it seem plausible, authors of the fake news frequently use parenthetical words or word combinations such as "obviously...", "highly likely", "a well-known expert/official said...", "according to credible sources...". This simple trick can mislead inexperienced users of information, for example, the young people.

The foreign anti-Russian fake news is very frequently used in the information warfare against Russia (11). They have quite clear tasks: discrediting the image of Russia, Russian organizations or Russian citizens in the eyes of the world public. Based on its own fake news, the "West" makes managerial decisions at the top level. For example, there are contrived pretexts for introducing various anti-Russian sanctions which ultimately harm not only Russia but also the very countries having introduced them.

As A. Dughin (2003) notes, "in the majority of the modern societies, functions of the mass media are quite comparable with the power of some authorities and they exceed the latter in some aspects. While some time ago the mass media were considered as a tool of independent public control over the activity of the authorities, currently they ... are the obtrusive planting of certain preset clichés – imagery, psychological, fragmented and conceptual ones. The mass media actually influence the society, shape its priorities, tastes, and to an immense extent predetermine its demand – the economic, esthetic and political one. The mass media seek the complete independence in order to render their power, the might of their influence autonomous. All other branches of power – the legislative, the executive and the judicial ones – restrict each other" (4).

Currently, a serious problem in the media environment is media addiction that consists in the situation when "the more one depends on one's needs being satisfied as a result of using the mass media, the more significant their role in one's life is, therefore, the more sought after these mass media are" (9). In a particular situation, the media-addicted users can face the need to choose a valid information source between the authorities and the mass media, if the standpoints thereof are not the same. Evidently, it is the mass media that have an opportunity to respond to recent developments more readily than the authorities. The mass media sense the users' moods and feelings more keenly, too.

The consequences of media addiction are the user's absorbing social values and norms propagated in the media environment. However, these values are not always up to the moral and legal standards adopted in the "real" society where the user lives. In the media environment, network communities have become widespread that host materials of slanderous, false or hostile nature toward individuals or social groups. It is very frequently the case that in these communities' deviant behavior of users is observed, as well as manifestations of violence and aggression in various forms: digital verbal aggression toward other users or groups of users in the Internet; online gaming of aggressive and

violent nature; extremist information, including that of the terrorist, religious or nationalist tenor (28).

Deviant behavior in the media environment can lead users to cyber crime. In the recent years, regrettably, the quantity of cyber crimes has been increasing, with the harm thereof looming. So, for example, on June 27, 2017, dozens of companies in Russia and the Ukraine suffered the attack of the Petya computer virus. In Russia, computer servers of Rosneft, Bashneft, Evraz companies, Russian branches of Mars, Mondeles and Nivea companies were attacked. In the Ukraine, these were computers of Kievenergo and Ukrenergo companies, Oschadbank and Antonov concern. Due to the virus, automatic monitoring of industrial platform in Chernobyl nuclear power plant was also switched off temporarily. The Petya virus was spread through links in e-mail messages and locked the user's access to the computer hard disk drive, demanding a Bitcoin ransom (20).

Technologies of malware spreading evolve quickly. The transition from sending malware via e-mail to online attacks via malicious web applications and social networks is in progress.

When the "Direct line with Vladimir Putin" was broadcast on June 20, 2019, the call-center of the program was DDoS attacked. Due to this, there were malfunctions during some calls of the Russians. The attack led from abroad was fenced off successfully (7).

5 Conclusion and Recommendations

Currently, the most important driver of media environment management is globalization processes. These processes have both positive and negative effects.

Globalization processes promote the implementation of technological innovations into the media environment, they open up boundaries for the fast media content exchange between countries. Social and cultural exchange takes place, as a result of which mutual trust is build up among nations, and the united public opinion is formed. All this leads to release of tension in the international relations.

On the other hand, globalization processes contribute to a disastrous surge of the information stream. In this stream, finding the necessary information is becoming difficult for users. They frequently face false information which can be targeted at them deliberately by some ill-wishers. As a result, there can be situations of manipulating the people, with the manipulation being able to lead to media addiction and deviant behavior. A user can fall a victim to cyber crime. All these are negative effects of media globalization.

Every state is trying to guard its citizens against the information threats arising. As it has been noted above, the recently adopted Doctrine of information security of the Russian Federation (1) provides for an entire range of special managerial measures in various areas for countering the information threats arising in the media environment.

In the authors' view, alongside with technical and administrative measures being taken, it is improvement of the media environment users' education level that has to be the paramount task of the state. In particular, this is true not only from the standpoint of mastering the state-of-the-art information and communication technologies which was repeatedly addressed by the authors in their previous works

(8, 17), but also from the standpoint of education in the humanities.

The users of the contemporary media environment have to find their bearings in historical processes, have good knowledge about the historical processes current in the world and in their countries, as well as about moral and law. In this case, they will not be vulnerable to the effect of "fake news", it will not be possible to use them "in the information warfare", and they will not practice deviant behavior and commit cyber crimes. As for processing a large data array, it is their good knowledge in the area of information and communication technologies that will have to help the users.

References

- Decree. Decree of the President of the Russian Federation of December 5, 2016 No. 646 "On approval of the Doctrine of information security of the Russian Federation". 2016. URL: <http://static.kremlin.ru/media/acts/files/0001201612060002.pdf> (Retrieved on August 17, 2019).
- Dzyaloshinskiy JM. The information space of Russia: structure, features of functioning, prospects for evolution. Moscow: Moscow Carnegie Center. 2001.
- Dzyaloshinskiy JM. Media globalization's calls. Theoretical and Practical Issues of Journalism. 2013;2:32–40.
- Dughin A. The art of watching TV. ZONAKz. Jan 6, 2003; URL: <https://zonakz.net/2003/01/06>. (Retrieved on August 17, 2019).
- Eliseeva MA. Media Space: Socio-Philosophical Analysis. Izv. Saratov Univ. (N. S.), Ser. Philosophy. Psychology. Pedagogy. 2019;19(1):4–7.
- Fokina VV. Mass media as actors of world politics. MGIMO Review of International Relations. 2013;1(28):61–64.
- Gerasukova M. Ukrainian trace: a direct line with Putin was subjected to a DDoS attack. Gazeta.ru. 2019; URL: <https://www.gazeta.ru/tech/2019/06/20/12429181/ddos.shtml> (Retrieved on August 17, 2019).
- Goncharova IV, Pronchev GB, Tretiakova IV. Innovations in the field of mathematical and informational training of sociology students in the context of globalization processes. Education and law. 2017;8:241–253.
- Kirshin BN. Region Newspapers: Practice Aspects of the Mediadependence Theory. Bulletin of the Chelyabinsk State University. 2009;13(151):66–71.
- Krylova I. Information war and Russian security. Information war. 2016;3(39):63–70.
- Manoylo AV. The Case of the Scripsals as an Information Warfare Operation. Bulletin of Moscow Region State University (e-journal). 2019;1:72–97. URL: <https://vestnik-mgou.ru/ru/Articles/Doc/939>. Retrieved on August 17, 2019.
- Markina YuV. The impact of globalization on media space. Actual areas of scientific research: from theory to practice. 2016;1(7):247–249.
- Mazzetti M, Benner K. Mueller Finds No Trump-Russia Conspiracy, but Stops Short of Exonerating President on Obstruction. The New York Times. March 24, 2019. URL: <https://www.nytimes.com/2019/03/24/us/politics/mueller-report-summary.html?searchRe-sultPosition=2> (Retrieved on August 17, 2019).
- McLuhan M. Understanding Media: The Extensions of Man. London: MIT Press. 1994.
- Mikhailov AP, Petrov AP, Proncheva OG. A model of information warfare in a society with a piecewise constant function of the destabilizing impact. Mathematical Models and Computer Simulations. 2019;11(2):190–197.
- Mikhailov AP, Petrov AP, Pronchev GB, Proncheva OG. Modeling a Decrease in Public Attention to a Past One-Time Political Event. Doklady Mathematics. 2018;97(3):247–249.
- Monakhova GA, Monakhov DN, Pronchev GB. Problems of Russian teachers in hyper-information society. Representative power – XXI century. 2016;2:59–66.
- Monastyreva OV. Media space: an overview of representations and approaches to understanding. Bulletin of the Amur state University. Series: Humanities. 2010;50:56–62.
- Osipova NG, Elishev SO, Pronchev GB. Mass information media and propaganda mouthpiece as a tool for manipulating and social inequality factor among the young people. Astra Salvensis. 2018;6:541 – 550.
- Petya. Petya virus attacked companies in Russia and Ukraine. TASS. Russian news agency. Jun 27, 2017; URL: <https://tass.ru/ekonomika/4368929>. (Retrieved on August 17, 2019).
- Powell. A Policy of Evasion and Deception. The Washington Post. February 5, 2003; URL: http://www.washingtonpost.com/wp-srv/nation/transcripts/powelltext_020503.ht-ml?noredirect=on (Retrieved on August 17, 2019).
- Pronchev GB, Monakhov DN, Kovalchuk VK. Contemporary Internet as a Means for Leveling Social Inequality in the Context of Relationships between Civil Society and the State. International Journal of Environmental and Science Education. 2016;11(17):9959–9967.
- Pronchev GB, Monakhov DN, Proncheva NG, Mikhailov AP. Contemporary virtual social environments as a factor of social inequality emergence. Astra Salvensis. 2018;6:207–216.
- Putin VV. Presentation and discussion at the Munich security policy conference. February 10, 2007; URL: <http://www.kremlin.ru/events/president/transcripts/24034>. (Retrieved on August 17, 2019).
- Putin, V.V. (2014). The signing ceremony of the laws on the adoption of Crimea and Sevastopol in Russia. March 21, 2014; URL: <http://www.kremlin.ru/events/president/news/20626>. (Retrieved on August 17, 2019).
- Reinse D, Gantz J, Rydning J. The Digitization of the World – From Edge to Core. IDC White Paper. Doc# US44413318. November 2018. 28 p. URL: <https://www.seagate.com/www-content/our-story/trends/files/idc-seagate-dataage-whitepaper.pdf> (Retrieved on August 17, 2019).
- Sharonin PN, Efimenko MG. "Fake news" - information challenges of the modern media space. 21st Century Media Economics. 2018;4:54–59.
- Vasenina IV, Kuleshova NS, Pronchev GB. Verbal aggression in virtual social environments. Astra Salvensis. 2018;6:29–37.
- VCIOM. Media consumption today: five basic facts. Press release VCIOM No. 3284 of January 13, 2017; URL: <https://wciom.ru/index.php?id=236&uid=507> (Retrieved on August 17, 2019)/
- VCIOM. Personal data on the Internet: digital threats or opportunities? All-Russian representative poll VCIOM. September 24 – 25, 2018; URL: http://d-russia.ru/wp-content/uploads/2018/11/personal_data_wciom_opt.pdf. (Retrieved on August 17, 2019).