

*Materials of Conferences***SOCIAL ASPECTS OF INFORMATION  
OF THE SOCIETY**

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Research of social aspects of information of a society assumes consideration of methods of the analysis of problems of intellectualization of various social subsystems. A role of new information technology all-important: it is a question of creation of base structures of new social formations, technological reequipment of industrial and non-productive spheres in economy, efforts on acceleration of development of productive forces, formation of new system of a society. However the social parties of corresponding transformations as shows experiment, appear the most difficult, demanding a deep theoretical substantiation.

Now it became clear that specificity of universal progress, anyway, its major line consists in transition from industrial to a postindustrial (information) society. An information civilization – the objective stage of world-wide and historical process meaning an exit of mankind on qualitatively new boundaries of development of productive forces.

The concept of information of a society is the global social problem demanding qualitative transformation of economic, political, cultural bases of ability to live of a society, radical updating of all system of its motivational mechanisms. Information processes, having the general technological, in many respects an organizational and cultural basis, at the same time submit to specific laws of various social and economic formations, have various social consequences. They are objectively caused by a social and economic information need, in introduction of new information technology. The civilization is guided in the development by information model.

It is a question of the information resources of a society developed in sphere of spiritual manufacture which are considered as the basic value of the modern world.

There is essentially new type of the expanded reproduction depending in the solving measure from intellectual factors. Therefore the fundamental principle putting all parties of public life in dependence on economic relations (relations of production of goods), has lost the universality. In general division of public subsystems into spheres of material and non-material, productive and unproductive work became problematic.

Have radically changed, have become complicated character of productive forces and a condition of their development. Has arisen and quickly

the special kind of a social production – information manufacture increases.

On this base has developed and quickly the special kind of public relations – information relations extends. These are relations which people concerning manufacture and use with a view of development of intellectual values (knowledge, the information enter). Paramount value in ability to live of a modern society has got intellectual (in particular information) the market. Now this market on goods turnover volume exceeds the traditional market of material services in a number of the countries. But the most important thing that information relations essentially influence shape of all public system. They in the increasing measure determine social dynamics, including level of economic development.

All is a concrete embodiment of the social information which theoretical substantiation should become the major practical function of social studies.

However it is necessary to note, what not all in a society are ready to successfully to carry out this practical function. Serious theoretical advancements in respect of judgement of new mechanisms of social dynamics, understanding of specificity of information relations in a context of social progress, laws of functioning of the intellectual market, including pricing for the spiritual blessings, criteria of an estimation of results of intellectual work are necessary. Without it not probably to create enough effective mechanism of an intensification of a social production, and economically effective public reproduction taking into account domination of non-material (information) manufacture in volume and qualitative relations and the new concept of consumption and a standard of living. The place and a role of such consumer component, as the spiritual blessings in many respects reduced to the information considerably changes.

Occurrence of the information as a part of the consumer blessings conducts to qualitative shifts in consumption, a way of life, gives rise to new model of ability to live of individuals, social groups and a society as a whole. In modern conditions not simply blessings (material and spiritual), and organizational – information factors start to play especially important role.

Especially the great value in respect of social information has increase of intellectual level of various social systems. Until recently in a science and practice it was a question of intellectualization of technical systems. To it basically problems of development of system engineering at the present stage are subordinated. Intellectualization of means of information technology became the major direction of scientific and technical progress. Now there

is not less important and difficult direction – intellectualization of social systems.

Society information assumes increase of intellectual level of those or other social subsystems. As an indicator of level of functioning of this or that social subsystem the structure of use of time acts. Special value in respect of intellectualization of social systems is defined by a role of each individual intelligence (each person) in system.

It is a question of formation by methods of social engineering of the information environment as bases of the intellectual environment. It becomes the major problem of the applied sociological analysis.

There are concepts of the social and economic environment, and also intellectual, and information. All is different «cuts» of the social systems, different foreshortenings of their consideration. The concept of the information environment doesn't substitute for itself other kinds of social environments.

If the concept of the intellectual environment characterizes operating conditions of all potential of knowledge (information) concept of the information environment (narrower) concerns operating conditions of only social information (knowledge in the form of messages).

At different historical stages in a society there was this or that intellectual environment – more or less favorable for development of spiritual processes. This or that information environment – conditions of development of intellectual communications, transfers and uses of messages (information) was an element of this environment. But never earlier in the history of mankind the information environment (as an element of the intellectual environment) didn't play such important role, as in second half XX-th century – the XXI-th century beginning.

Now on the basis of modern computer and telecommunication means there is a revolution in the information environment, that is in the field of social communications that considerably changes not only all intellectual, economic, but also the social environment. New technological revolution (creation of information technology) has begun in the field of the information environment. And these technological transformations strengthen value of an information resource in society life, give it a new, defining role.

Intellectualization of public systems means increase in their ability to live of a role of an information resource that is reached, first of all, by development of telecommunication both in considered system, and in sphere of its external relations.

Noted versatile analysis of problems of intellectualization of various social subsystems can be spent successfully only under condition of connection to it of sciences of a public cycle.

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The work was submitted to international scientific conference «Fundamental and applied research. Education, economics and law», Italy (Rome, Florence), September, 12-19, 2011, came to the editorial office on 26.07.2011.

### THE PUBLIC INFORMATION: KINDS AND PROPERTIES

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To allocate kinds of the public information is means to give certain classification by any bases. If to start with position as some authors do that the information is only a cybernetic category the question on classification of kinds of the public information would dare the same as in cybernetics. As marked A.D. Ursul, «it is characteristic that the cybernetics is interested mainly in information processing» [1]. V.M. Glushkov wrote that «the cybernetics studies operating systems from the point of view of information transformation» [2, with. 225-230]. Actually, the cybernetics subject is usually defined through concept of management. Hence, classification can go by various kinds of administrative activity.

However such approach to classification of kinds of the public information was useful only at the first stage and most of all just to that has shown limitation of purely cybernetic approach and has raised the question about necessity of other bases of classification.

The scientific information is connected with manufacture of new knowledge. On spheres industrial and to other kinds of activity it is possible to distinguish also such kinds of the public information, as industrial, trading, bank, financial, scientific and technical, theatrical, sports; on requirement degree – long-term, flowing; on the importance – essential, insignificant; on carried out functions – communicative, scientifically-informative, orientationno-adaptive, kontrolno-operating. Each kind of the public information differs on subspecies.

The public information possesses corresponding properties. It is possible to allocate such parameters of the public information, as an urgency, novelty, reliability, completeness degree (insufficiency, redundancy), intensity or quantity (in bits, bytes), an optimality (the optimal value of course of certain information process), efficiency, reliability, availability.

Let's stop on consideration of some of them. For addressees the validity of the information expresses reliability as something already established by the subject during public practice. Reliability transforms true, but not proved logically and practically, so to say, the information «in itself» into the information for the subject of an information work [3]. Degree of development of the true information a society expresses reliability which is connected with its such characteristics, as completeness, depth, accuracy, definiteness.

The above-stated properties of the information express degree of the adequacy received by the consumer of pithiness of the information. With quantity of the information it is not necessary to mix them,