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# THE EFFECTIVENESS OF INFORMATION AND COMMUNICATIVE PROCESSES: THEORIES AND PROBLEMS

This article considers the main theories of information and communication processes, which have become classics in the field of media research, as well as actual problems related to their implementation in modern institutions of society. The aim of the study is to research the effectiveness of information and communication processes that meet the ideas of humanism, counteracting manipulative technologies of impact on human consciousness. The significance of research lies in its scientific and practical implications, which are influenced by contemporary issues in the application of media technologies. Primarily, these issues revolve around the removal of spiritual and moral experiences from the societal perspective in an increasingly globalized world.

The methodology of the study includes historical and dialogue approaches, directed on the analysis of communicative bases through the prism of humanity development. As a result of the analysis of the selected topic, the author concludes that it is communicative processes aimed at the construction and formation of equal dialogue between communicators are priority to overcome the acute problem of spiritual values in a global society. The effectiveness of information and communication processes is directly related to interactivity practices that focus on dialogue and can help a person overcome feelings of frustration. The value of the conducted research is determined by the author's attempt to apply ethical communicative practices in the development and implementation of modern mass communication technologies, which is the greatest difficulty, because the present conditions of economic competition have intensified the manipulative nature of information flows. The practical importance of this scientific endeavor lies in the potential application of the communication theories investigated by the author. Specifically, these theories can be utilized to address challenges related to the efficiency of information processes in the realm of mass communication.

**Keywords:** communication, information, effectiveness, communicator, respondent, management, civilization.

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### Ақпараттық-коммуникативтік процестердің тиімділігі: теориялар мен проблемалар

Бұл мақала медианы зерттеу саласында классикаға айналған ақпараттық-коммуникативтік процестердің негізгі теорияларын, сондай-ақ оларды қоғамның қазіргі заманғы институттарына енгізуге байланысты өзекті проблемаларды қарайды. Зерттеудің мақсаты гуманизм идеяларына жауап беретін, адам санасына әсер етудің манипуляциялық технологияларына қарсы тұратын ақпараттық-коммуникативтік процестердің тиімділігін зерделеу болып табылады. Зерттеудің ғылыми және практикалық маңыздылығы ең алдымен жаһанданушы әлемде қоғамдық дүниетанымнан рухани және адамгершілік сезімдерді алып тастаумен байланысты медиатехнологияларды қолданудың релевантты проблемаларына байланысты.

Зерттеу әдіснамасы адамзаттың даму призмасы арқылы коммуникативтік негіздерді зерделеуге бағытталған тарихи және диалогтық тәсілдерді қамтиды. Таңдалған тақырыпты талдау нәтижесінде автор коммуниканттар арасында тең диалогты құруға және құруға бағытталған коммуникативтік процестер жаһандық қоғамдағы рухани құндылықтардың өткір проблемаларын еңсеру үшін басым болып табылады деген қорытындыға келеді. Ақпараттық-коммуникативтік процестердің тиімділігі диалогқа негізделген және адамға фрустрация сезімін жеңуге көмектесетін интеракция тәжірибесімен тікелей байланысты. Жүргізілген зерттеудің құндылығы бұқаралық коммуникациялардың қазіргі заманғы технологияларын әзірлеу және іске асыру кезінде автордың этикалық коммуникативтік практикаларды қолдануға талпынысымен

айқындалады, бұл неғұрлым күрделілікті білдіреді, өйткені экономикалық бәсекелестіктің осы шарттары ақпараттық ағындардың манипуляциялық сипатын шиеленістірді және күшейтті. Ғылыми жұмыстың практикалық маңыздылығы бұқаралық коммуникация саласындағы ақпараттық процестердің тиімділігі проблемаларын шешу үшін автор зерттейтін коммуникативтік теорияларды қолдану мүмкіндігінен тұрады.

**Түйін сөздер:** коммуникация, ақпарат, тиімділік, коммуникатор, респондент, менеджмент, өркениет.

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### Эффективность информационно-коммуникативных процессов: теории и проблемы

Настоящая статья рассматривает основные теории информационно-коммуникативных процессов, ставшие классикой в сфере исследования медиа, а также актуальные проблемы, связанные с их внедрением в современных институтах общества. Целью исследования является изучение эффективности информационно-коммуникативных процессов, отвечающих идеям гуманизма, противостоящих манипулятивным технологиям воздействия на человеческое сознание. Научная и практическая значимость исследования обуславливается релевантными проблемами применения медиатехнологий, связанных, прежде всего, с исключением духовных и нравственных переживаний из общественного мировоззрения в глобализирующемся мире.

Методология исследования включает в себя исторический и диалогический подходы, направленные на изучение коммуникативных основ сквозь призму развития человечества. В результате анализа выбранной темы автор заключает, что именно коммуникативные процессы, направленные на конструирование и построение равного диалога между коммуникантами являются приоритетными для преодоления острой проблемы духовных ценностей в глобальном обществе. Эффективность информационно-коммуникативных процессов напрямую связана с практиками интеракции, фокусирующимися на диалоге и способные помочь человеку преодолеть чувство фрустрации. Ценность проведенного исследования определяется попыткой автора применить этические коммуникативные практики при разработке и реализации современных технологий массовых коммуникаций, что представляет собой наибольшую сложность, так как настоящие условия экономической конкуренции обострили и усилили манипулятивный характер информационных потоков. Практическая значимость научной работы заключается в возможности применения исследуемых автором коммуникативных теорий для решения проблем эффективности информационных процессов в сфере массовой коммуникации.

**Ключевые слова:** коммуникация, информация, эффективность, коммуникатор, респондент, менеджмент, цивилизация.

### Introduction

Communication research includes a large amount of scientific works dedicated to mass media and informational spheres, among them are "Understanding Media: The Extensions of Man" by Marshall McLuhan, "The Language of New Media" by Lev Manovich, "Media and Modernity: A Social Theory of the Media" by John B. Thompson, "Communication in History: Technology, Culture, Society" by David Crowley and Paul Heyer, "Media, Society, World: Social Theory and Digital Media Practice" by Nick Couldry and Andreas Hepp, "Media and Society: Critical Perspectives" by Arthur Asa Berger and "The Shallows: What the Internet Is Doing to Our Brains" by Nicholas Carr. All these works considered perspectives of the relations between human being and media technologies in an attempt to discover an affirmative pattern, which still is not found. For this reason, this study has an aim to investigate the efficacy of information and communication processes aligned with humanistic principles, countering manipulative technologies that influence human consciousness.

Currently, many scientists are increasingly aware of the fragmented approaches to communication processes in society and are taking active steps to overcome them through the organization of interdisciplinary research. Lately, there has been a notable surge in intellectual and professional interest towards the challenges of social reality within various forms of mass media, including print, radio, television, and the Internet. Globalization is communication at a new technical and social level. Exploiting new communication opportunities within the framework of their own strategic and

selfish objectives increases the economic and political influence of the leaders of globalization. However, these changes also displace and, in some cases, destroy the nature of media. The question of dominance in the context of global communication has become an issue of the survival for many mass communication channels. That's why the study of modern communicative processes and their efficiency is significant for contemporary social structures and institutions.

**Materials and Methods**

During the study of effectiveness of informative-communicative processes, the author applies a historical approach to move beyond a static understanding of communication in contemporary global processes. The method of analysis and synthesis had a significant impact in the examining of contradictions in researched communication theories. The method of quantitative content analysis, as well as a scientific comparative method to the problem of communication, allowed to disclose the meaning of this research.

**Literature review**

This research analyzes two main communication theories including M. McLuhan's concept of the historical process development by communication evolution, and D. Robertson's main steps of information revolutions and informational capacity of civilizations.

During the research, the author referenced to the communication management concept developed by S. Black, M. Mescon, M. Albert, and F. Khedouri to disclose main problems of informative communication. Modern sociological theories by the American researcher George Ritzer are one of the used research ways to get deep analysis of informative-communicative processes' effectiveness.

**Results and Discussion**

*Theories of information and communicative effectiveness*

The study of communication is certainly fascinating. That's why there are many different views on the evolution of communication types in human history. One of the most famous is the opinion of the Canadian researcher Marshall McLuhan. Over the span of approximately four decades, M. McLuhan dedicated his studies to culture,

viewing it as a historically evolving "ensemble of communication methods" that shape individuals merely through their existence. Beyond various forms of mass media, he delves into communicative functions encompassing not just spoken and written language but also extending to aspects such as clothing, housing, money, games, automation, and computers. He characterizes shifts in historical epochs as revolutions in cultural development, marked by changes in communication paradigms. M. McLuhan, explaining the development of the historical process by communication revolutions and the emergence of new communication means, divided the history of mankind into four periods:

1. Tribal society;
2. Millennium of phonetic writing;
3. "The Gutenberg Galaxy" – 500 years of printing technology, which arose on the basis of phonetic writing;
4. Modern "electric" civilization (McLuhan, 2003: 77 – 114).

The emerging modes of communication, viewed as a "technological extension" of the human body's organs, exert a profound opposite influence on individuals, fundamentally altering the "sensory balance". This shift involves a transformation in the interplay of senses concerning the perception of reality, lifestyle, values, and forms of public organization.

As per Marshall McLuhan, the "era of tribal man" is marked by the prevalence of oral communication, where words and actions merge seamlessly. Sensory perception, emphasizing hearing and tactility, is characterized by a simultaneous and interconnected experience. This amalgamation shapes a new worldview, blurring the distinction between individuals and society and fostering a mythological unity of thought. The advent of the phonetic alphabet marks a pivotal shift towards a millennium dominated by written communication, transforming auditory expressions into visual forms. Tribal individuals not only gained an "ear" but also an "eye" as knowledge and experiences transitioned from oral traditions to written and visual mediums across generations. Consequently, direct control over societal events waned, replaced by literacy that introduced visual linear values and contributed to the development of fragmented consciousness. The introduction of writing marked the emergence of an individualized, accountable persona capable of challenging societal norms.

Johannes Gutenberg's invention of printing in the mid-15th century, deemed by M. McLuhan as a paramount revolutionary development in

communication, played a pivotal role in shaping the subsequent evolution of European culture. This influence persisted until the advent of electricity and communication networks like the telegraph and telephone. Following McLuhan's concepts, the dissemination of printed books marked the ascendancy of visual perception, fostering the perception of linear perspective as "natural". This, in turn, contributed to the establishment of national languages, the formation of nation-states, and the advancement of industrial development.

The introduction of printing disrupted the traditional bonds between individuals and their customary groups. Additionally, the rise of Protestantism found support in the advent of printing, offering individuals a medium to independently apprehend and internalize truths. Marshall McLuhan's "The Gutenberg Galaxy" highlighted a shift towards organizing and categorizing information, acknowledging the necessity for systematization to improve comprehension. The innovation of printing not only influenced cognitive processes but also catalyzed technological progress, including the mechanization of crafts. Typography, in particular, played a crucial role in producing the first standardized and reproducible products, signifying the commencement of mass production. An industrial person appeared because of "The Gutenberg Galaxy". It should also be pointed out that means of communication are not simply transmitter of information. They themselves, regardless of the transmitted information, actively influence the human consciousness by structuring and codifying reality.

Marshall McLuhan directed his focus primarily towards electricity, recognizing it as a crucial element. Electricity, acting as an immediate link between individuals, stands out as a dominant force challenging the preeminence of visually oriented perception and accentuating the significance of hearing and touch. The period portrayed in "The Gutenberg Galaxy" underwent a significant disruption in 1844 with the introduction of the Morse Telegraph, marking the initiation of the electronic age. The telegraph eroded individualism, promoting unity among people and turning them into collaborators in global events. It intricately connected remote areas, accelerating the transmission of information at the speed of light, akin to the pace of nerve impulses.

Once again, the response becomes instantaneous, creating a state of extensive inclusion. Through the utilization of communication technologies, mass media, and computers, it extends the central nervous system to the point of establishing a "global embrace", erasing the constraints of space and time on our planet, creating an interconnected world. Emerging communication tools disseminate information about the human environment, essentially linking every new individual to the global information network from birth. By immersing themselves in this information-rich environment, individuals gain the ability to encompass the entirety of humanity and integrate various spaces and times across the world. The interwoven network of contemporary electronic communication means is evolving into a unified nervous system for humanity, hinting at the eventual unity of all mankind into a singular collective entity.

Reestablishing a lasting connection with the environment through electronic means has the potential to rejuvenate ancestral communities, giving rise to the concept of a "global village" and, paradoxically, ensuring "maximum disagreement on all issues". It becomes evident that the primary way to maintain awareness in this constantly evolving mosaic-communication reality is through myth, marking the advent of the "new tribal man" era. Marshall McLuhan reiterated the notion that emerging communication methods, by externalizing the human nervous system, bring about new possibilities for manipulating and influencing consciousness. The danger lies in the potential invisibility of this threat without a comprehensive understanding of these communication tools.

In the modern era, communication tools have transformed into the very environment in which humans exist, becoming an essential condition for their existence. It is imperative for individuals to grasp the nature of these tools, primarily for the sake of self-preservation. The key insight involves abandoning the illusion surrounding how communication means are utilized and, instead, concentrating on the impact they have on individuals.

A slightly different view of the communication evolution in historical way is offered by the American mathematician D. Robertson. His concept is based not only on the formal and procedural dimension of communication, but also on the communication process's information content. D. Robertson establishes a direct link between civilization and information processing, demonstrating that the nature of civilization is contingent upon informational constraints: "Civilizations are basically information limited... Limit of information production was the decisive factor hindering progress in the period before each informational explosion" (Drikker, 2000: 38). D. Robertson suggests the feasibility of estimating the informational capacity of civilizations

by using the primary information revolutions as a foundation:

1. Transition from pre-language to language (109 bits);

2. Emergence of writing (1011 bits);

3. Invention of printing (1017 bits);

4. Computerization of information (1025 bits).

Each innovative method of capturing and disseminating information acts as a catalyst for profound shifts in civilization, and the introduction of printing notably led to the emergence of the New Time culture. The computer revolution not only brings about a higher level of information accessibility but also, in certain respects, makes traditional storage and processing systems like libraries obsolete. It demands fundamentally different lifestyles within this information system. If language, which played a crucial role in previous human civilizations, symbolized objects, concepts, matter, and space, then numbers represent relationships and time.

As a result, the intellectual world experiences a consolidation and formalization in the "civilization of number", facilitating the understanding and replication of the world. In this new rationality, the importance of "objects and states" diminishes in favor of "relationships and processes", prioritizing information. Within consciousness, space and time gain significant autonomy, resembling modern architecture or art. Culture undergoes a transition from physical halls and museums to the domain of electronic information, where natural elements such as sound, color, and text are replaced by their digital counterparts. Ultimately, cultural products evolve into pure digital information and processing tools (Drikker, 2000). These products may find a challenging fit in traditional storage spaces like libraries and museums but can seamlessly reside in electronic data repositories.

The concepts mentioned earlier: information, communication, and virtual revolutions allow us to forge a conceptual connection between globalization and the innovative elements that enable its realization. Each of these concepts requires further clarification.

To delineate certain boundaries within the domain commonly referred to as the "media" and which is primarily connected with mass perception, the author will try to emphasize the fundamental difference between audio-visual communication culture and traditional verbal-written. Among the views of researchers on the specificity of audiovisual culture stands out "eccentric" position of some authors. Hence, the Canadian scholar M. McLuhan, previously mentioned, anticipated the onset of an era characterized by the sensory integration of humanity into the utopian realm of a mystical, mythological cultural body-universe through the absolute development of audio-visual and other electronic communication (McLuhan, 2003: 103 – 109).

In contemporary times, audio-visual communication, predominantly through multimedia systems, not only complements but also provides an alternative to the once-dominant verbal and written modes of communication. Presently, there is a phenomenon termed "cultural environment doubling", where all human achievements, previously fully articulated in written texts, now find expression through audio-visual means. In the foreseeable future, any significant text is likely to exist not only in a hypothetical form but substantively as verbal and audio-visual inter-translations, representing equivalent expressions. The modern cultural landscape showcases a facet of free choice in how cultural information is consumed, contributing to the plurality of contemporary culture and adding complexity to the relationships between texts of different natures. The specificity of audio-visual communication arises from its semiotic nature, incorporating visual, audio, and verbal elements. Consequently, experiencing the world through audio-visual communication, as opposed to verbal and written forms, is psychologically more extensive and facile but less systematic and rational. Socially, it is more widespread and accessible, although less stable and unidirectional.

The escalating complexity of the cultural and communicative landscape, fueled by the integration of audio-visual communication, holds immense cultural significance. This complexity allows us to discern shifts in the cultural paradigm by observing alterations in the balance of audio-visual communication. The condition and state of associated arts emerge as notable stylistic features defining a historical and cultural era. In today's context, audio-visual culture, primarily represented by mass media, including social networks, stands as the predominant mass communication medium. It not only assumes associated social and regulatory responsibilities but also undergoes institutionalization, participating in political-ideological and structural-economic connections that profoundly shape its evolution (Lacan, 2000).

There is a comparative analysis of the considered theories dedicated to the communication evolution through the history of humanity (Figure 1).
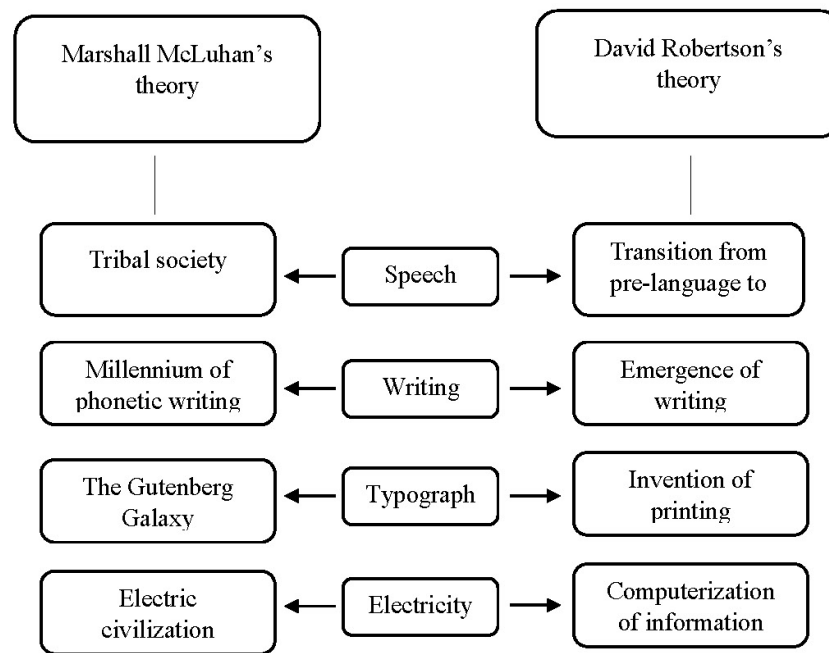
**Figure 1** – Comparison of information and communicative theories

As we can see, the stages researched by two scientists (M. McLuhan and D. Robertson) have the similar points of view since main historical periods of the communication evolution, described by them, overlap with each other but presented in different ways: in cultural by M. McLuhan and in mathematical by D. Robertson.

*Problems of information and communicative effectiveness*

Problem of communication is presented in social theories, where the starting point of analysis is the technical and managerial level of society organization. A special place is given to the study of the communication role in a business organization (Black, 1990; Korolko, 2000). The researchers focus on technologies, methods, procedures that allow them to influence and manage communication, united by a common concept – communication management. Communicative management, also known as "public relations" (PR), encompasses all deliberate forms of communication, whether external or internal, between an organization and its public. The objective is to achieve specific goals geared towards fostering mutual understanding. Communication management today is an essential part of the society and any organization management. The goal of the organization communication management technologies is to help the PR manager in analyzing problem situations, selecting strategies, planning and implementing communication programs. According to the authors of the popular book "Management", 73% of American, 63% of English, 85% of Japanese leaders believe that communication is the main obstacle to the effectiveness of their organizations (Mescon, 1992: 166).

The foundational worldview that shaped the development of modern communicative management was the system theory of society, manifested through various frameworks such as structural functionalism, the theory of interaction, the theory of social exchange, and others (Ritzer, 2002).

Turning to the detailed discussion on the communication role in business organizations, it is seen as a specific form of management that is intrinsically and organically linked to information processes. Therefore, communication in the organizations is seen primarily in terms of the action approach. According to this approach, in any communication process, it is necessary to distinguish:

- Subject of Communication: this refers to the individual or group attempting to influence others, seeking to persuade them and establish the validity of their claims, assumptions, or decisions.

- Object or Addressee: this involves the recipient or audience targeted by the communication, the intended group or person for whom the message is intended.

- Scheme or Structure of Activity: this encompasses the overall plan or structure of the communication process, outlining the purpose of communication and the potential means by which it will be executed.

- Methods and Techniques of Influence: these pertain to the strategies and approaches employed to impact the communication object. These methods and techniques aim to persuade the audience and encourage acceptance of the presented claims, theses, or decisions.

In decision-making in practice, communication is geared towards changing people's attitudes and perceptions that may encourage them to take actions or behaviours. Numerous research findings indicate that agenda-setting effects are influenced not only by how individuals perceive the media agenda but also by their individual assessments of news media performance, including factors such as adequacy, accuracy, and trustworthiness of coverage (Fahmy & Johnson, 2007; Tsfati, 2003).

Given the inconsistent findings, a pertinent question arises regarding the meaningfulness of solely focusing on media usage. Instead, it becomes crucial to comprehend the extent to which individuals are exposed to specific content through individual and selective use of media. Therefore, in the examination of agenda-setting effects, it is essential to investigate how individuals perceive the salience of issues in the media (Geib, 2022).

The mass media serves as a primary conduit for indirect experiences, offering the public crucial information and assessments of the current situation (Sellnow & Seeger, 2021). In accordance with agenda-setting theory (McCombs & Reynolds, 2002), individuals' societal concerns are molded by both the volume of media coverage on specific issues and how these issues are assessed in the media (Vliegenthart & Damstra, 2019). During times of limited personal experiences and heightened uncertainty, there is a greater likelihood of stronger media effects (Shafi, 2017).

The ultimate goal of a subject or communicator is to obtain the consent or acceptance of the respondent (audience of listeners, readers, spectators or individuals) not only statements or decisions, but also those arguments, which support, confirm or justify them. In order to reveal the specificity of communication as an information management activity, an organization should at least briefly consider what is meant by management and organization in the modern literature (Polikarpov, 2001).

Management is the most informative sphere of social and interpersonal relations and their regula-tion. The quality of social management really depends on the level and growth of human intelligence, the ability of the individual to informational rational processing. Information and management influence can both reduce and increase the degree of the individual freedom, interpersonal and social relations. Management is multidimensional in that it is intertwined with objects of various natures: material, social and spiritual.

On one hand, management exhibits a stable procedural structure, encompassing defined goals, means, outcomes, and involving both the initiating and concluding phases, along with identifiable subjects and objects. On the other hand, it is multifunctional, as it serves various roles, including instrumental, projective, cognitive, axiological, conceptual, and methodological functions, along with social integrative and transformative functions. Management is and can be defined through the concepts of "impact", "coordination", "regulation", "intervention", "interference", "suggestion", "motivation", "stimulation".

These concepts provide not only basic or specific definitions of management, but also a broad understanding of management as a phenomenon. Management as a social institution is the coordination of large masses of people who are not directly connected to each other; it is an information-mediated rational coordination and communication of interacting people driven by a rational goal.

Organization and information management are interrelated. Management is, above all, a system of goal-setting, coordinating impacts that the organization needs. An organization is a set of people who have freely united or forcibly united individuals to achieve their goals. The term "organization" simultaneously means:

- established structure of something: enterprises, factory, etc.;

- system of people relationships involves the hierarchical arrangement of individuals and the establishment of connections between a manager and their subordinates;

- structural processes occurring in the environment of united elements encompass activities such as reorganization, self-organization, and structuring.

Of course, all these sides of the organization are interconnected. It is in humanity nature to seek and experimentally discover the optimal structure of social organization to survive.

The highest form of management art lies in guiding and regulating individuals' actions as though they are acting based on their own free will. This kind of cohesion can only thrive in an era of

freedom, where the coercive influence of society is minimized.

"No sales, no market, no democratic elections are possible without effective targeted communication. Only professionally managed communication will provide reliable understanding and cooperation between seller and buyer, banker and depositor, candidate and his voters, local and federal authorities with their public" (Zverintsev, 1995: 7). This is a pattern for most of the communication management and public relations works. Communication, according to modern management, is the first condition of the existence of any organization, because it fulfills a fundamental and vital role in sustaining life.

Given that the primary role of an organization is to manage resource utilization and engage with the external environment, communication acts as a tool for integrating the organization into its external surroundings. It guarantees a requisite level of interaction with diverse stakeholders vital for the meaningful existence of the organization, including consumers, suppliers, financiers, and voters. Within the organization, a pervasive network of channels is established to collect, analyze, and organize information about the external environment, enabling the transmission of processed messages back into this external milieu. For instance, a specific department within the organization may provide insights into external factors affecting market conditions, such as economic, political, and technological influences. Subsequently, the organization identifies the most critical factors that could impact its competitiveness, responding constructively to these external signals.

Communication holds significance within the internal workings of the organization, influencing interpersonal relationships, the formation of organizational structure, its objectives, technologies, and tasks. The organization's structure can be visualized as a depiction of the arrangement of its components, delineating both formal and informal structures. The formal structure is established during the organization's inception and provides a structured representation of interdependencies and relationships among its entities. Characteristics defining the organization's structure include the degree of formalization, centralization, democracy, delegation of rights and powers, among other factors.

The differentiation of power and authority, alongside specialization, serves as a structural determinant. A democratic structure emerges through the extensive delegation of authority, extending to every member of the organization, typically enhancing possibilities and sociability. However, in extreme circumstances, the democratic structure tends to be less robust than a neutralist one. Organizational structure imposes constraints on individual behavior, rendering it more predictable. Communication both revitalizes the organizational structure and dictates its configuration. The informal structure is shaped by the configuration of communication channels that evolve during the organization's operation. Aligning the informal structure with the formal organization facilitates the smooth flow of management information. Given that information loss is inevitable within the organization's communication networks, the primary task of a communications manager is to minimize these losses.

Communication can be represented as a set of message-enabling components. Basic communication comprises three essential components: the communicator, the message, and the communicant. These elements form the fundamental building blocks of any communication process. Depending on the situation and available resources, the composition of these components may vary within the communication process. (Figure 2).

The impact of communication is influenced by both controlled and uncontrolled factors. The key elements of the communication process, often categorized as controlled factors, include selecting an authoritative communicator, utilizing channels popular among the target audience, fostering expressive and motivating behavior, minimizing interference, and ensuring effective feedback. However, certain aspects, such as the communicant's environment, social memory, attitudes, system of views, sympathies, and antipathies, remain beyond control and cannot be altered.

The effectiveness of communication is significantly influenced by valuable feedback, playing a crucial role in identifying and rectifying deficiencies within the communication process. Feedback can be conceptualized as the interaction between a communicator and a communicant, a communicant and the source of information, and a communicant and the channel transmitting information. The success of communication is also contingent on the communicator's understanding and consideration of the specific stages within the communication process. Each stage demands varying levels of meticulous professional development. For instance, the layout stage of newspaper material, a pivotal link in the communication chain between journalist and reader, necessitates a qualified approach equivalent to the literary processing of a conception or the analysis of factual material collected by a journalist. The systematic structuring of communication into components and stages significantly enhances the planning process.
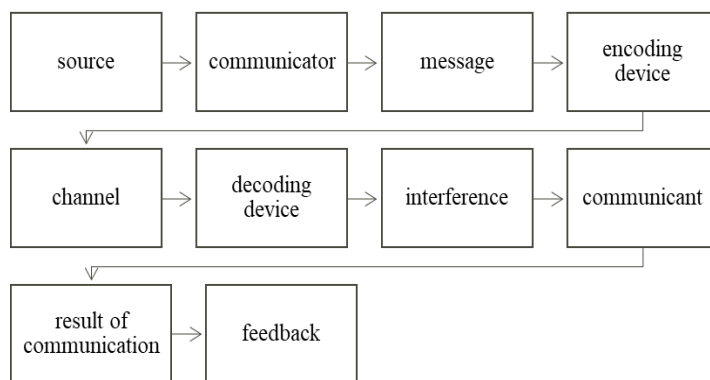
**Figure 2** – Construction of information and communicative processes

When a practical case has an explicit programme of action and is preceded by a clear hierarchical distribution of roles, the importance of communication is reduced to the level of transmission, the effectiveness of which is measured by the speed and quality of transmission (communication management). In such cases, communication is seen as a necessary information management tool for social interaction.

**Conclusion**

Based on the considered aspects of communication theories and its expansion into globalized world in different media form, the author can make a next conclusion: the intensive development of communication tools is changing the very content of communication and its meaning, which is living and ethical communication.

Dialogue, as the foundation of communication and an essential element of life "with others", is now inherently linked with technical communication means such as phones, the Internet, and others. Under the influence of globalization processes, contemporary communication methods tend to overshadow the substantive aspects of human interaction, replacing direct, vibrant, and meaningful forms of communication with external, superficial forms. At the same time, we cannot deny the fact that modern mass media are accelerating the process of communication. Another issue is the effectiveness of such communication in terms of meaningful dialogue. The potential for implementing ethical communication practices depends on the application of communication theories that have been studied to address the efficiency challenges in information processes within the realm of contemporary mass communication.

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