

**INFORMATION SOCIETY:  
THE ANALYSIS OF  
MODERN CONCEPTS OF  
SOCIAL MANAGEMENT**

Information society is an absolutely new public formation at which the infrastructure and the social relations correspond to the socialized essence of «information genotype» mankind. Information society is a natural social environment which allows the person to open completely the information nature, to use intelligence for joint creation with other people of new information on the basis of knowledge earlier saved up by previous generations.

At the heart of all these deep transformations is more increasing, almost defining role knowledge and information as play substrata of «information society». The mankind opened for itself and actively exploits a new resource – information. Information society puts forward on the arena new type of the power, at the heart of which activity – mastering by a new resource: information and knowledge. The password of the new power – intelligence as synthesis of knowledge, information and communications, the strength of mind, fundamental sociocultural values. Information should become a material for knowledge, and then knowledge the maintenance of professionalism, intelligence of shots as bases both economic, and political, both social, and spiritual creativity.

Modern civilization has come in recent decades into a new phase in its development, called the information society. The concept of «information society» has become one of the most common. Therefore, the attempt to understand what exactly the society we live in, what are its essential features, and possible future scenarios, is important to the social and philosophical analysis.

In a postindustrial society, the power of knowledge and information is crucial in the management of the company, pushing into the background the influence of money and state coercion.

The XX century was not only the age of information but also the age of psychology. When it was discovered that human mind can be susceptible to convincement, information in the form of propaganda became a major instrument for controlling people. It gradually replaced force and violence, which have long been considered the sole and indispensable governing tools.

The fast development of mass media for the last half of the century didn't just increase our personal opportunities and cultural space, but it also had its influence in changing our civilization. Nowadays, with a birth of electronic informational media this social

institute completely had changed a modern society and all the issues of the political govern. Computer and internet, the most powerful of the developing mass media, is leading far ahead from the rest of the media. Holding the world, it's able to be connected with any information. On the one hand, it's one of the requirements of the time we live in that brought the process of «communicational revolution», from which we cannot be left behind.

The development of the informational relations has been bringing new qualifying changes that spread the frames of social information. «Nowadays, the development of informational society is divided into three world module: Europe, Latin American and Asian» [1].

The idea of «informational society» firstly appeared at the end of 60<sup>th</sup> and at the beginning of 70<sup>th</sup> years of the last century in the work of several scientists, like D. Bell and A. Toffler. They were considering that humane civilization will take a step to a new informational period after the agrarian and industrial developing periods. Scientists are explaining the meaning of informational society with this statement «technological innovations are bringing cultural and social changing so that the world is going to be completely different».

As it was said by the scientists, the term «global informational society» first of all according to the political, economical and social-cultural aspects consists of determination of the wide spread information industry, that's developing with high level of information and education. This phenomenon is connected with global computer net, firstly with internet. A cheapness of communicational service, which is the result of the birth of these and development of the world market, is considered as two main factors for fast-development of information field and its social role.

The theory of informational society and the social practice of electronic society took place in works of many foreign scientists, like Y. Masuda, A. Toffler, G. Bekhman, D. Bell, K. Aker, B. Loudner, A. Mackintosh. Education and science is on the significant place in informational society. Informational society firstly is «the society of knowledge», «the society of mind», «intellectual society». Japanese sociologist, the author of the National program for creating the informational society, Y. Masuda wrote this: «informational society will become a new kind of society which is going to be completely different from the previous one» [2].

E. Fromm wrote this: «In cybernetic time, a person is on the manipulative wave as far as he goes. Job, certain needs, free time of men is under

the total control with a help of advertisement and ideology. A person loses his active work in social space; it makes him uncomfortable to be in embrace of «control» under behavior, action, mind or feeling; actually, it's a person who is mend to be. If he admires to walk by himself, then he puts on the risk his freedom and even his life in police governments; in democratic society he is on the risk of the lost of job, and above all, he is under the risk of tearing off the relations» [3].

Mass-media is the power, representing social opinion and taking an influence under the active power in some cases even limiting its possibilities. Therefore, media-cultural society and government are shown as a transaction between power and person.

The significance of mass media in controlling the social relations is getting much higher. It's impossible to imagine nowadays society without any media service. It's not just controlling relations but also developing connections. Taking into account these occasions, it's very important and leading issue to make a research of social service of media culture.

It's not said in vain that media culture is considered as a «forth power», which is holding its wide-spread power in order to influence on person's mind and feeling. On the opinion of N. Lumann, the service of mass-media «consists of managing a social system self-control» [4].

«The term media («media», «medium» lat. – supply, analyst, informative) – firstly has been brought to show the phenomenon of «many» at the end of XX-th century». To give the full meaning of «media-culture, it's a masterpiece of modern theory of culture that's considered as a connection of power and society» [5].

It was Marshall McLuhan, who firstly analyzed a media culture as a philosophical and cultural aspect. Because of the overweight of mass-media, he split up the human history into four periods:

1. «Before writing» period is unique with people's simple connection with environment;
2. The period of writing codification breaks up a moral dignity of «common human being» and its «sensor equality»; farther it comes to the first place the communication written in a code way.
3. The period of Gutenberg totally stops the dignity of human and nature. It starts «the period of topography», that gives a possibilities to have a relations with «nonperson» media audition;
4. Modern period – is a synthesis of «the listening person» and «watching person». According to M. McLuhan, the electric and electronic devices

had made a «communicational revolution». The unique meaning of modern communicational devices is that it doesn't just influence on a certain feeling parts, but also has its influence for the whole nerve system.

Relying on prediction of M. McLuhan, the developing world civilization – is going to become a society of «animated mind» and «dignifying communication», which will create all conditions for high culture development [6].

Concluding the previous statements, the media culture is an informational society ruling culture, which existence is tight connected with oral, visual and acoustic images connecting with traditional and electronic social informational devices that bring a social-cultural issue.

Fast development of mass media makes up the informational placement of global society, which is based on the number technology of the XX-th century. Today, there are many online newspapers and magazines, those that are on the wide measured information basis with the multimedia descriptions have been brought. According to the research of scientists, with the help of system of the computer informational relations are going to be a process of inflicting and connecting of those three: temporary publish, radio and television.

A rational beginning, education, modern concepts, scientific technology is taking an important place in culture of management. Nowadays, it's impossible to reform non-educated society or to lead a government management in a proper way. Informed people are not dangerous for government, backwards, if the information gets in time, then it's profitable for government as well as for common people.

Today, the issue of management in information managing society didn't lose its actuality and is to take power in nearly future.

Management is a unique action of managing and developing a society. Management consists of the following periods: exploitation and analysis of information, systematization, research and its diagnosis, as a result of this the predictions are made and aims are determined. Farther the planning, organizing and control of the action is realized to create decisions by choosing and using a professional. That's the way the management system is being created.

The realization of political management in society uses it, guaranteeing various issues on it. In scientific literature it's called the sources of power. The sources of power are divided into these types of it:

- 1) economical (material needs);
- 2) social (the issue of changing a status);
- 3) the sources of power (army, weapon, police);
- 4) informational (education and information devices);
- 5) demographic (men – is the main social issue).

According to the opinion of A. Toffler, education and information devices are getting more important in the world around the sources of power.

Information has become none – exhaustive global human fund that took step to the continuous motion period managed by information. According to the determination of American sociologist W. Daizard, the information is a phenomenon that doesn't know either national borders or barriers [7].

Today, a phenomenon of management is on its high opportunity level. Informing, managing and organizing are the main leading forces of the progress in the new civilization period.

Information in social management is a connecting feature between the management of object and the management of subject, which takes an important place in analyzing management decision and its conclusion. In general, a government must build proper scientific requirements in developing a research of the problem in information field, its scientific structure and the system of information safety. In this case, it would be best to realize progressive society programs or to lead active information politics. We have to give more materials setting a position of favor according to the motherland. It's not dangerous for government to have an informed people, vice-versa, it's useful and fruitful. If to be informed means – to be into the information, then the materials must comprehend the information of governing.

In XXI-st century, it's being created a new method of management in Kazakhstan. Its main purposes are: information, education, scientific plan, social modeling. Under this it's carrying out a transaction service between society and government, as well as an individual and power.

Kazakhstan informational wave can be compared with a spot which gathers several informational sources. The most powerful is the informational flood from Russia. Their high-quality TV programs, some news spreading radio stations, newspapers with permanent readers and its comparatively well developed Runet are embracing a big volume of Kazakhstani space. First thing to do for today, is to strengthen our government policy in order to stop foreign information flood and improve competitive

local mass-media. Nowadays, Kaznet is giving some opportunities to realize it.

A spreading of Kazakh language in audio-visual space of Kazakh culture opened the opportunity for reappearance of Kazakh ethno-cultural dignity. The appearance of the Russian news speakers speaking Kazakh is leaving the rest of us to think off about our language.

Well known A. Toffler featuring our time is giving this estimation: «Interaction, mobility, the opportunity to connect with each other, collectability, globalization. This shows the significance of new power – information power» [8]. Learning new information communicational technology and using it in political system or in social life, Kazakhstan is not leaving behind the world information globalization and is to be on a permanent development way of informational time.

Today, the development of new media technologies and media replaced the paper in

the background. The emergence of radio, film, television, computer, and today – the Internet has made the newspaper about the «legacy» type of communication. Functions that have made the once so popular newspaper – news, information, education, entertainment, now serve other media, and perform much more efficiently.

Thus, the social-philosophical analysis of some aspects of developing a new information society enables us to draw some conclusions. First, the information society – is a practical social reality of global and local order. Second, a number of modern science have created a strong new management concept, the information society, dynamic, especially in the leading countries of the world. Thirdly, the modern Western concept of management information society made a significant contribution to the modern science of control and are of practical importance in building the society in different countries.

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