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**COMMUNICATIVE CULTURE IN THE CONDITIONS
OF DIGITALIZATION AND MEDIATIZATION****КОМУНІКАТИВНА КУЛЬТУРА В УМОВАХ ЦИФРОВІЗАЦІЇ
ТА МЕДІАТИЗАЦІЇ**

The article aims to explore the effects of digitization and mediatization on the evolution of contemporary society's communicative culture. The central objectives are to assess the influence of these processes, pinpoint the primary challenges and advantages they present to both individuals and society at large, and propose strategies for enhancing communicative competence within this changing landscape. The article raises the problem of digitization and mediatization, which involves the transformation of various aspects of life into digital formats and the integration of media into social spheres, which shape the ways of communication and interaction of people. By analyzing these trends, the authors seek to shed light on how communication patterns and norms have been impacted into the process of education.

Furthermore, the article examines the potential challenges that arise from these processes, such as information overload, privacy concerns, and the spread of misinformation. The article outlines the positive aspects of this process, including increased global connectivity, improved access to information, and the democratization of content creation and distribution.

Foreign authors (D. Belshaw, B. Hirsch, G. Creeber, R. Martin, L. Manovich, J. Stommel etc), as well as domestic scientists (V. Bykov, D. Galkin, M. Leshchenko, P. Matyushko, O. Ovcharuk, V. Rebrina, and others) define the categories of "digital literacy", "digital competence", "digital culture" and related concepts, determine their structure and specific features associated with the rapid development of modern information and communication technologies.

Strategies for fostering effective communication skills, media literacy, critical thinking, and ethical digital behavior are discussed in the given study. By enhancing communicative competence, the article suggests that individuals can better navigate the complexities of digitalization and mediatization, while contributing positively to the broader societal discourse.

In summary, the article examines the impact of digitization and mediatization on communicative culture, highlights the problems and opportunities of this process, which aims to provide recommendations for strengthening communicative competence in the context of these transformations, ultimately striving for more effective and appropriate communication in the age of digital technologies.

Key words: communication, education, learning, digitalization, competences, mediatization, globalization, values.

Стаття має на меті дослідити вплив цифровізації та медіатизації на еволюцію комунікативної культури сучасного суспільства. Головні цілі полягають в аналізі впливу таких процесів, визначенні основних викликів і переваг, як для окремих осіб, так і для суспільства в цілому, а також пропозиції стратегій для підвищення комунікативної компетентності в цьому мінливому сьогоденні. У статті піднято проблему цифровізації та медіатизації, що передбачає трансформацію різних аспектів життя в цифрові формати та інтеграцію медіа в соціальні сфери, формують способи спілкування та взаємодії людей. Аналізуючи ці тенденції, автори прагнули з'ясувати, як комунікаційні моделі та норми вплинули на процес навчання.

Окрім того, у статті розглядаються потенційні виклики, які виникають у зв'язку з цими процесами, такі як перевантаження інформацією, проблеми конфіденційності та поширення дезінформації. У статті окреслено позитивні аспекти цього процесу, включаючи розширення глобального зв'язку, покращений доступ до інформації та демократизацію створення та розповсюдження контенту.

Зарубіжні автори (Д. Белшоу, Б. Гіри, Г. Крибер та Р. Мартін (Л. Манович, Дж. Стоммел та ін., вітчизняні науковці (В. Биков, Д. Галкін, М. Леценко, П. Матюшко, О. Овчарук, В. Ребрина та ін.) розтлумачують категорії «цифрової грамотності», «цифрової компетентності», «цифрової культури» та дотичні до них поняття, визначають їх структуру та специфічні особливості, пов'язані зі стрімким розвитком сучасних інформаційно-комунікаційних технологій.

У цьому дослідженні обговорюються стратегії розвитку навичок ефективної комунікації, медіаграмотності, критичного мислення та етичної цифрової поведінки. Підвищуючи комунікативну компетентність, у статті стверджується, що люди можуть краще орієнтуватися в складнощах цифровізації та медіатизації, одночасно вносячи позитивний внесок у ширший суспільний дискурс.

Отже, у статті досліджено вплив цифровізації та медіатизації на комунікативну культуру, висвітлено виклики та можливість цього процесу, що має на меті надати рекомендації щодо зміцнення комунікативної компетентності в контексті цих трансформацій, зрештою прагнучи до більш ефективного та відповідального спілкування в епоху цифрових технологій.

Ключові слова: комунікація, освіта, навчання, цифровізація, компетентії, медіатизація, глобалізація, цінності.

Problem statement. Nowadays, everyone has a smartphone at their disposal, with the presence of the Internet, in which a person in any part of the world can actually become the owner of the widest information possibilities for searching, transmitting, storing and processing information. Moreover, anyone willing, having certain skills, can become the subject of mass communication with millions of audiences from different countries and continents. This state of actions leaves its mark on intercultural communication: there are no more borders and distances, anyone willing can communicate with a speaker of any culture. The digitization of various aspects of life and the increasing integration of technology into our daily routines have indeed played a significant role in fostering globalization and shaping the development of media culture.

Analysis of recent studies and publications. Many studies emphasize the importance of developing digital literacy as a component of communicative culture in today's digital world. This may include an understanding of media platforms, the ability to analyze and evaluate infor-

mation, and the effective use of social media for communication. Foreign authors (D. Belshaw, B. Hirsch, G. Creeber, R. Martin, L. Manovich, J. Stommel etc), as well as domestic scientists (V. Bykov, D. Galkin, M. Leshchenko, P. Matyushko, O. Ovcharuk, V. Rebrina, and others) define the categories of "digital literacy", "digital competence", "digital culture" and related concepts, determine their structure and specific features associated with the rapid development of modern information and communication technologies. According to Ovcharuk O., in the context of numerous discussions about information and communication competence, it is important to analyze it, determine its place in international comparative studies, clarify this concept according to the approaches of domestic and foreign authors in the context of the competence approach in education in the global dimension [9, p. 7].

Scientific studies based on the impact of social media into communication culture include the interplay between face-to-face communication and social media communication, and how these platforms influence the changing communication habits and interactions between individuals.

Researches in the field of media and communication have been carried out by foreign scientists: A. Vittel, V. Crosby, G. Jenkins, G. Reingold, D. Ivanov, D. McQuail, E. Toffler, L. Manovich, N. Boltz, N. Postman, R. Neuman, T. O'Reilly etc, as well as by modern Ukrainian researchers. Furthermore, the studies of V. Sudakova, H. Mednikova, K. Berdnik, K. Nastoyaskaya, L. Skokova, M. Naumova, N. Boyko, O. Kislova, O. Onyshchenko, S. Konoplytskyi dedicated to the analysis of communication processes and cultural practices in the Internet space are considered to be interesting and important for the scientific development.

The aim of the article: to analyze the impact of digitization and mediatization processes on the development of the communicative culture of modern society, to identify the main challenges and opportunities that they pose to individuals and society in general, and to consider ways to increase the level of communicative competence in this context.

For the growing digital generation (Generation Z), the physical world has long gone online: being online always and everywhere is their peculiarity and need. This generation feels comfortable in a world where rapid technological progress blurs the lines between the physical and virtual worlds.

Representatives of the digital generation are constant residents of social media, no matter what purpose they use them for: communication, entertainment, solving educational or professional tasks, self-improvement or satisfying psychological needs. Social networks are a universal tool for them, which provides the possibility of a permanent state of inclusion in the social and communicative context. Effective from the point of view of the solved tasks staying in such a context implies a high level of communication culture development, which, in turn, includes the culture of online identity construction and self-presentation in social networks as a tool for initiating and maintaining relationships in the context of online semi-public communication.

The convergence of the real and virtual worlds has actualized the issue of self-identification and self-presentation in the online space due to the fact that in the existing conditions one had to simply be oneself – now the digital “I” has to declare itself in online interaction. People of the “third wave”, being in the conditions of the impossibility of creating a finished model of reality, are actively involved in its formation and reformation. The Internet space becomes the embodiment of postmodern identity expectations, which implies freedom of choice – access to it is full

of temptations of choice, peculiar possibilities of freedom from the proposed identity. The Internet has become a significant social laboratory for experimentation with the construction and reconstruction of the “I” characteristic of postmodern life. Thus, J. Meyerowitz claims that “the media are not just channels for the transmission of information between two or more social environments, but themselves act as social contexts that facilitate certain forms of interaction and social identity” [6, p. 59].

Mediatization, on the other hand, actualizes such values:

1. The desire for new things and the search for innovation. Mass media in the modern world constantly fill a person with new information, developing in him the need for constant novelty of what is happening around him. However, there is also a negative side: the media daily reproduces information about disasters, crimes and social problems, which entails the neurotization of society and the growth of anxiety within it.

2. Digitization of culture. Cultural institutions are already quite widely digitalized; people can visit famous museums of the world virtually. Moreover, augmented reality technologies make it possible to create the effect of presence. Nowadays, it is not necessary to come to the Louvre to view the world's masterpieces. It is enough to go online at a convenient time. There is a problem in this aspect as well. It consists in the fact that in contact with culture there is no longer a sense of authenticity, presence. Familiarization does not take place with physical exposure.

3. Freedom to choose identities. In cyberspace, absolutely every person has access to the resources of any culture and its achievements. Similarly, it can create its own culture, uniting people by interests and a number of criteria. Each person can become the bearer of a certain list of identities that he chooses himself, producing them or joining those that already exist.

4. Increasing the degree of emotionality in communications. The line between personal and public space is blurring, every action, be it a word, a photo, taking a survey or watching a video, becomes the property of the public, which is often not even noticed. Visualization of communication through pictures and videos, replacing emotions with emojis reduces the quality of communication, replacing it with digital templates. At the same time, mobile communication and the worldwide computer network gave new tools for communication between people of different ethno-cultural communities who live both close and far from each other. The prevalence of the Internet enables the unification of cultures

and the integration of various social associations, their involvement in the achievements of world civilization. Today, it is enough to click a key on a computer or use other devices to carry out intercultural communication, which has gone far beyond territorial, cultural, religious, ethical and other differences between people.

Modern high-tech Internet communication makes it possible for a multicultural personality to create acquaintances, friendships, and build a dialogue both with the carriers of his culture and with representatives of other nations and cultures. Any communication necessarily involves certain rules of etiquette, generally accepted norms of behavior that correspond to the traditions, worldview, and life principles of a certain society. The bearer of these cultural values is the individual, his worldview and degree of inculturation contribute to effective intercultural interaction.

5. The emergence of the Internet influenced the development of intercultural relations, erasing the boundaries of sociocultural differences in relations, erasing the boundaries of sociocultural differences and prejudices between people, and therefore, contributing to the construction of new relations within the framework of intercultural interaction. Internet communication is characterized by greater activity of people in learning about foreign culture and language, the desire to learn everything new, to learn about the worldview and language resource as an increase in the level of self-education and general language competence. The worldwide computer network is a universal space for virtual, network, interactive intercultural communication, provided certain software is available: browsers (software browsers such as Internet Explorer, Google Chrome, Opera, etc.), messengers (Skype, ICQ, etc.), mobile applications (WhatsApp, Instagram, Viber, etc.).

However, it's important to acknowledge that the influence of mediatization is not always positive. Negative aspects include sensationalism, misinformation, and the potential for media to perpetuate harmful stereotypes. The power of mediatization comes with responsibility, and media producers and consumers alike should critically assess the content they create and consume.

In summary, mediatization can indeed play a significant role in actualizing values by shaping public discourse, influencing cultural norms, and driving social change. Because values will "determine the social and cultural development of the individual and his ability to live in a multicultural environment" [11, p. 133]. The impact of mediatization on society is complex and multifaceted, requiring careful consideration of both its benefits and challenges.

The digitization of all aspects of life has indeed had a profound impact on globalization and the development of media culture. Let's break down how digitization has influenced these aspects:

Globalization: Digitization has facilitated the rapid and seamless exchange of information, ideas, and goods across geographical boundaries. Here's how it has contributed to globalization:

Communication: Digital technologies have connected people worldwide through various communication platforms such as social media, email, instant messaging, and video conferencing. This has enabled real-time interactions between individuals, businesses, and cultures, breaking down traditional barriers of distance and time zones.

E-Commerce: Online shopping and digital marketplaces have made it possible for businesses to reach a global customer base without the need for physical storefronts. Consumers can purchase products from different parts of the world with ease.

Information Sharing: The internet allows for the dissemination of information, news, and knowledge to a global audience instantaneously. This has led to greater awareness and understanding of different cultures, issues, and events worldwide.

Global Collaboration: Digital tools and platforms enable collaboration on projects, research, and initiatives across borders. This has fostered international partnerships in fields like science, education, and technology.

Development of Media Culture: The digitization of various aspects of life has played a crucial role in shaping modern media culture:

Content Consumption: Digital platforms have revolutionized the way we consume media. Streaming services, online news outlets, and social media have become primary sources of entertainment and information for many. This shift has led to the rise of on-demand content and personalized experiences.

User-Generated Content: The proliferation of social media and digital content creation tools has empowered individuals to become content creators. This has democratized media production, allowing diverse voices and perspectives to be heard.

Virtual Reality (VR) and Augmented Reality (AR): Digitization has paved the way for immersive experiences through VR and AR technologies. These technologies have the potential to reshape storytelling and media consumption by providing interactive and engaging content.

Media Convergence: Digitization has blurred the lines between traditional forms of media, such as television, radio, and print, leading to

media convergence. Content can now be accessed across multiple devices and platforms, influencing how audiences engage with media.

Data-Driven Insights: Digital platforms collect vast amounts of data about user preferences, behaviors, and interactions. Media creators and businesses can use this data to tailor content and advertisements to specific audiences, enhancing the overall media experience.

While digitization has brought about many positive changes, it's important to note that challenges such as digital divide, privacy concerns, and information overload also accompany this transformation. As the world continues to evolve in the digital age, the relationship between digitization, globalization, and media culture will likely continue to evolve as well but in this process virtual mass and interpersonal communication will always be present. Because such virtual communication is carried out using all those media that are used for real communication: e-mail, chats, web forums, social networks and blogs. What's more, virtual communication makes it possible to conduct several conversations at the same time, which do not overlap with each other, with people with whom it is not possible to communicate during live communication, being in the same company or in the same room. Virtual intercultural communication contains not only various means for communication on an individual level, but also provides the opportunity to integrate the communicative environment in an interactive multi-user mode including social competences that refers to an individual's ability to effectively interact with others, navigate social situations, and communicate in a way that is appropriate and respectful. According to A. Lew-Koralewicz it involves a combination of social skills, emotional intelligence, and understanding of social norms. Social competence is crucial for building and maintaining relationships, collaborating in various contexts, and functioning well in society [3]. Internet users can publish their personal data, have the possibility of receiving a feedback, discussion and commenting. Internet services provide unlimited resources for engaging participants in cross-cultural contacts. Each participant in the communication can get all kinds of information not only within the native culture, but also learn about another culture, thereby increasing the effectiveness of intercultural communication. The mass of such communication is determined by the prevalence of Internet technologies, quick access to various online communities, overcoming language barriers through the use of third-party services or increasing one's own language competence.

The Internet environment can be defined as a mass communicative space for acquiring intercultural connections and increasing the overall effectiveness of intercultural interaction. The problems of mass intercultural communication in the conditions of digitization and mediatization acquire special significance because they change the consciousness of a person. One of the problems of intercultural communication is the understanding of one's own and another's culture, which are constantly in motion, since cultural activity does not stop in its development.

In general, it is safe to say that there is a direct relationship between the level of development of online impression management skills and digital competence, that is, the abilities and skills to effectively use digital technologies in everyday life, as well as the skills to critically evaluate technologies.

Indeed, the more actively a person participates in online interaction and uses Internet technologies, the more competent he becomes in terms of the possibilities and nuances of self-presentation in the network. General characteristics of the self-presentation culture of the digital generation include:

- a high level of awareness of the possibilities of social media tools from the point of view of self-presentation;
- correlation of self-presentation strategy and tactics with age, as well as social status and social role characteristics of representatives of the digital generation;
- impact on self-presentation of psychological processes: self-evaluation, self-determination, self-organization;
- variability of self-presentation for different target audiences and depending on the time and situation of self-presentation;
- focus on the authenticity of the representation of the individual in the Network, the formation of identity through the demonstration of important characteristics for the subject;
- a formed idea about normatively dictated formats of self-presentation on various social media sites;
- mixing aspects of public and private life within one profile, their regulation at the expense of network capabilities (restriction of access, settings of displays, neutralization of content, use of personal correspondence) with a tendency to close personal space (health, family, relationships, bad habits) from an external audience;
- the dependence of the self-presentation strategy on the distance between its subject and the audience: the smaller the distance, the truer the created image;

- gender conditioning of giving preference to tools of self-presentation, which is expressed in the high importance of aestheticizing the visual range for girls and giving preference to means of broadcasting personal qualities – among young people.

Thus, the social media context forms the prerequisites for changing the order of communication, which includes impression management. The possibilities of the social digital environment from the point of view of identity formation for the purpose of self-presentation in the online space are well understood and used by representatives of the digital generation. An account in a social network becomes a tool for socialization, establishing contacts and adaptation, while it reflects age-related changes in identification, personal growth, being a subject of reflection and self-reflection. Identity completeness is determined by the goals, motives and competence of the user in terms of the ability to possess the technical and editorial capabilities provided by modern social media platforms, as well as the knowledge of self-presentation formats specific to the contexts of various social networks.

To understand culture, a person has to immerse himself in all its valuable content and define it for himself, interpret, which is practically impossible without taking into account cultural, socio-psychological, religious and, of course, linguistic aspects. The linguistic component of intercultural communication refers to language as a means of mastering a foreign culture, which makes it possible to understand the way of life and behavior patterns, traditions and values inherent in a foreign-speaking society.

For successful intercultural communication (real or virtual), the participant must possess intercultural communicative competence, which is understood as “the mastery of the basic background knowledge of a typical representative of the studied linguistic and cultural community, as well as the willingness and ability to use this background knowledge to achieve understanding in situations of indirect and direct intercultural communication; knowledge of language units with a national-cultural component of meaning, readiness and ability to adequately apply them in the situation” [10, p. 142].

In the conditions of globalization, culture is a powerful factor in interpersonal communication, it is transformed into a boundless mass culture, and cultures gradually merge (unify). Thanks to the Internet, there are interactive forms: dialogic (conferences, chats), one-way (announcements, advertising, feedback), which create the possibility of communication both in real time

and offline, which makes it possible to transmit information when the addressee is unavailable. So, mass communication, interaction and fusion of cultures, their globalization is a natural stage in the development of all mankind. The presented aspects are a historical and technical process of creation, storage, distribution, unification and development, which has historically formed and develops, storage, distribution, unification and perception of information, transformation of a person in general. Modern technologies make it possible to create, reproduce and replicate culture in unlimited volumes, to provide it to the subjects of exchange and communication in any part of the planet, which entails certain risks for the further development of the individual and humanity in general as a species and imposes responsibility on the mass media, on other producers and distributors of information, which have their own goals in informing the population to solve certain tasks, both of their own and of a specific social system. The needs of the audience should be formed in such a way that they consist in obtaining information about the surrounding world for the purpose of socialization of the individual, its integration into the social system, as well as for individual development and self-realization.

Digital means of communication, such as social networks, messengers, video calls and other tools, significantly influence the development of communication skills in today's world.

Consider several positive aspects of this influence:

1. Accessibility and Globality: Digital means of communication make it easy to communicate with people regardless of their geographical location. It helps to expand the circle of communication, increase the diversity of perspectives and open up opportunities for interaction with representatives of different cultures and nationalities.

2. Development of writing skills: The use of e-mail, messaging and social networks promotes the development of writing skills. People learn to express their thoughts in a structured way, to express ideas concisely and clearly, and to use language tools to achieve the desired goals in communication.

3. Visual communication: Social networks and other platforms provide an opportunity to share visual content such as photos, videos and infographics. It develops the ability to express ideas clearly through visual means and increases the importance of visual communication in today's world.

4. Communities and connections: Social networks help to create virtual communities with similar interests, goals or hobbies. It allows

people to find a common language, exchange experiences, ideas and support.

5. Immediate response and reaction: Digital means of communication provide an opportunity for instant response, which promotes the development of quick response skills and adaptation to changing situations in communication.

6. Development of critical thinking: The use of digital media helps to develop critical thinking, as users need to analyze and evaluate information, distinguish between true and false information, and recognize manipulation in content.

7. Development of intercultural communication: Digital communication tools help to develop intercultural communication skills, as users can interact with representatives of different cultures and nationalities, expanding their cultural horizon.

In conclusion, digital means of communication play a significant role in the development of communication skills, contributing to the formation of a wide range of competencies in the modern world. It helps to improve written and visual skills, increase opportunities for interaction and communication, and promote critical thinking and intercultural education. The gradual development of digital technology and the growing influence of the media have led to a number of negative aspects that can significantly affect the communicative culture of modern society. Some of them include:

– Spread of fake information: Digital means of communication create a quick and easy way to spread unverified and fake information. It can lead to large bursts of misinformation that affects public opinion, decisions, and trust between people.

– Echochambers and filter bubbles: Social networks and content curation algorithms create echo chambers where users are surrounded only by information and opinions that match their own perceptions. It can limit the diversity of views, the uniqueness of individual thinking and the ability for objective analysis.

– Loss of personal privacy: Digital media can collect large amounts of personal data, leading to a loss of privacy. The tracking, monitoring and use of users' data may violate their rights to privacy and security.

– Toxic and online bullying: Anonymity and remoteness on the Internet can lead to toxic and aggressive forms of communication. Online bullying can massively disrupt communication culture, creating a negative and dangerous environment for users.

– Digital division: Unequal access to digital technologies and skills can lead to a digital divide.

– People who do not have the opportunity to use digital tools are left behind in communication, access to information and the opportunity to express their opinions.

– Decreased attention and internal reflection: Constant access to information and distraction in the online environment can lead to a decrease in attention and the ability for deep internal reflection, which affects the quality of communication and the ability to analyze complex issues.

– Distortion of self-image and others: Social networks can contribute to the creation of an idealized image of oneself and change the perception of reality. It can lead to a distortion of communicative exchange and contribute to the emergence of inferiority complexes.

These negative aspects of the impact of digital means of communication can significantly undermine the communicative culture of society, disrupting trust, balance and harmony in relationships between people. To overcome these challenges, it is important to actively work on improving media literacy, ethical standards in digital communication, and implementing practices that promote responsible and positive use of digital means of communication.

Conclusions: In modern world, against the background of the rapid development of digital technology and the media sphere, communicative culture plays a key role in maintaining high-quality and mutually beneficial relationships between people and forming structured communication. Digitization and mediatization have significantly changed the ways in which we communicate, causing a shift from traditional means of communication to digital platforms that offer a wide range of opportunities for information exchange and interaction.

However, along with the undoubted advantages, this transformation has led to a number of challenges. Decreasing attention span, spread of fake information, loss of personal privacy, blurring of boundaries between reality and virtuality are just a few of the problems people have faced in this new digital society. The development of digital literacy and communication competence is one of the key aspects of solving these problems. Media education, critical thinking skills and the ability to effectively filter information become necessary in conditions of information overload and the spread of misinformation. The development of communicative culture in the conditions of digitization and mediatization requires joint efforts – both of individuals and of society as a whole. It is important to find a balance between using technology to improve communication and maintaining important core values such as real

communication, consideration for others, and healthy interpersonal relationships.

So, the conclusion is the realization that changes in the communication environment require attention, responsibility, constant improvement and further research. A more balanced, efficient and harmonious society can be built only by strengthening the communicative culture and actively participating in the processes of digitization and mediatization.

Prospects of further research. In the reporting period of research on this topic, it

becomes obvious that the requirements for the development of communicative culture in the conditions of the digital age will continue to grow. The rapidly changing technological landscape requires us to constantly adapt and learn. Initiatives on media education, development of digital literacy and implementation of ethical standards in online communication play an important role in ensuring the positive impact of digitization and mediation on our communicative culture that must be discovered in further scientific studies.

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