



УДК 316.77(045)=111

DOI: 10.36273/2076-9555.2022.5(310).20-25

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### ***Communication and social interaction in conditions of increasing sociality as a factor in the development of society***

*Modern society is a multidimensional, multipolar, and fragmented in many constituent aspects, community. The society lacks a unified understanding of historical retrospect and prospects, development strategies, approaches to solving life problems, including global warming, environmental pollution, threats of hunger, and depletion of resources, pandemics and conflicts. However, the most important reason for the imbalance of the world is the inability to agree.*

*The purpose of the article is to present a constructive and conceptual picture of the interconnectedness of social communication and social interaction as medial conditions for achieving integrity and dynamic balance in society.*

*It is noted that systemic violations of public relations and relations between people have formed a global situation of inability to carry out normal interaction in a positive vector. The communication saturation of social interaction is only a consequence of the evolutionary need of society to move to a new level of interaction of social attractors, all elementary and institutional subjects of social action. It is proposed to consider interaction in the social system as a medial factor of integration and development of society and its subsystems in the vector of achieving the necessary integrity and dynamic equilibrium. At the same time, social communication is a systemic tool for achieving the desired state, the possibilities, features and conditions for social interaction to fulfill its evolutionary functional purpose as a medial factor of the functioning and development of the social system are formulated.*

**Keywords:** communication; social interaction; constructive-conceptual synthesis; medial function; integrity; dynamic equilibrium; stability

**Introduction.** Due to the modern achievements of science in the unity of its natural, technical, and socio-humanitarian components, there are grounds for considering social communication and social interaction as interrelated and interdependent phenomena. The entire system of social interaction in modern society is experiencing complex conditions caused by the disruption of the connections of all structural elements. The resulting state of the sphere of social interaction violates its essential purpose — to bring the whole society to co-action as a single mechanism for achieving relative or dynamic equilibrium. Therefore, there are two most important questions concerning the possibility of influencing the deterioration of the planetary climate (natural and social). First question: What is the secret of the continued inaccessibility of dynamic equilibrium in Society and its subsystems? Second question: Can we interact normally in the world? The problem situation is that our community is a multidimensional, multipolar, fragmented in numerous component aspects, has no common understanding of a historical retrospective and prospect, development strategies, approaches for solving life problems, including global warming, environmental pollution, famine, resource depletion,

pandemics, and most importantly the main thing is the inability to agree.

**The aim** of this article is to present a constructive and conceptual picture of the interconnectedness of social communication and social interaction as a necessary condition for achieving dynamic balance in society.

**The methodological substantiation** of the main provisions of the study includes a toolkit of widely used trends in scientific research that reflect the inter-scientific integration of all existing scientific complexes and interdisciplinary connections: historical-evolutionary, systemic, communication approaches. The core of our study is an integration approach, which allows us to identify the dependencies of the results obtained during a multidimensional research, which allowed us to bring an explanatory and evidentiary basis for considering the sphere of social interaction as one of the modes of being. We proceeded from the fact that by the middle of the XXth century, the natural connection and universal integrity of systems of different nature had been clarified. She received a solid evidence base in the natural sciences, including biological and social sciences, forming a cluster of research complexity science [1—4]. However,

thanks to a new level of awareness of the interconnection of all the objects of the Universe and the unified laws operating in it, it became possible to apply a constructive and conceptual synthesis. These laws allow us to trace the cause-and-effect relationships of a particular set of concepts describing the processes of the interrelation of phenomena and the systemic purpose of communication interaction in society. At the same time, we rely on the hypothesis that dynamic equilibrium is achieved through a conscious choice of the path to a balanced, safe, prosperous life for the whole society. The construction of the conceptual integrity of all systems, including nature, society, and humanity, the unity of the laws of the physical, biological and social worlds, unfortunately, had no effect on the activities of the decision-making structures of society. Also, it was not the basis for the revision of the general social policy, and they were not included in the program of reforming the system of human socialization on the eve of significant changes in sociality [4]. It is assumed that the universal principle of interaction can be fully applied in the projection to provide solutions to the problems of survival of systems: social — Society and biosocial — Humanity. First, it is necessary to explain the importance of including the concepts of "sociality" and "society" in the context of our consideration. These concepts make it possible to link together the state of the modern community of people as representatives of a single civilization that is in the process of systemic transformation. From the rudimentary prasoial forms of organization of the life of a natural biological human being, "many interconnected social groups" were formed. They differ from each other by multiple qualitative parameters of the individuals included in them, endowed with peculiarities of mentality, upbringing, religion, racial and ethnonational characteristics, level of education, social statuses, and attitude to the means of production, the position regarding the method of appropriation and distribution of social benefits. At the same time, according to the established scientific, political, ideological, and socio-economic traditions, society is considered the leading system in relation to man and humanity.

The "society" is understood as a human community, the specifics of which, ultimately, are people's relationships with each other, their forms of interaction, and association [5]. The content of the concept "society" is close to the description of a social system, characterized by the unity of living conditions in some essential respects and, consequently, the community of culture [ibid.]. Thus, the "society" is its highest form of the integral social system. [ibid.]. Thus, the concept "society" is

adequate for the systemic results of psychological, anthropological, and evolutionary research. Human individuals (individuals, personalities) are the main elementary particles in the space of social interaction. They form the subjects of social action as the unification of individuals in social groups, associations, and organizations for various social purposes and constitute the organizational and functional framework of society and its institutional basis.

Sociality is currently the most substantial part of the description of the inherent properties of society and man. The adjective "social" has been added to the descriptions of facts, processes, and phenomena related to the activities of people in the natural and social environment, including the sphere of interaction and relationships between people. Sociality manifests itself not just as an additional property of individuals but also because of human evolution in an artificial in relation to Nature environment. The modern global society is currently acquiring the features of a single subject of social action and determines the nature of the functioning of the entire human civilization. The society also becomes a single social institution, subjected to the global unification, standardization, establishment of uniform rules and norms of social life, and uniform behavioral stereotypes. The formation of signs, which characterizes sociality, occurs due to the emergence and institutionalization of its various forms. Integration processes in society have affected all aspects of sociality, including man as a carrier of this sociality. The violation of public relations, established traditions, and norms affects the quality of sociality itself, which represents the desired result of human activity.

Thus, the significance of the universal principle of interaction is revealed in the conditions of integration processes, which explains the increasing role of social interaction in the life of society. The vector of integration of its forms concerning the aspirations of the social system is determined by the "+" sign for achieving system-wide goals or the "-" sign for their absence. Social interaction, accordingly, can fulfill its evolutionary function to contribute to the achievement of the system of its integrity and dynamic balance.

The use of universal laws in our consideration of phenomena related to human activity makes it possible to make significant progress in understanding the processes of interaction and communication in their highest form [6]. In our reasoning, we rely on the philosophical understanding of the concept "interaction" as an objective and universal form of movement and development, which determines the existence and structural organization

of any material system, including social. Interaction occurs at the level of aggregation of systems of different nature and manifests itself through a specific mechanism of connections between elementary particles. It is a factor and condition for the integration of systems and develops with the formation and development of the system. The determining factor in the formation of interaction processes is the connections and relationships of those elementary formations of matter that determine its nature and qualitative states. All of them are subordinated to ensuring the implementation of the system's program, which initially provides for its progressive development and its development in co-evolution with other systems.

Thus, social interaction is a process and the result of unification between people when it leads to an integral state of the subjects that participate in it (groups or communities of people, the whole of humanity). Just as in natural systems, interaction in the social system should be considered as a systemic medial factor of integration and a condition for society to reach a new level of social organization. The forms of interaction acquire their specific parameters, identified in accordance with cultural and historical epochs. At the present stage, these forms are integrated into the media space system.

Considering different forms of interaction regarding the evolution of sociality, we attribute interconnection and communication to the main forms of social interaction in society [6; 7]. The difference between interconnection in society is the presence of language, thinking, and freedom of choice. Communication is considered as a form of social interaction preceding communication, as a condition and a way to achieve understanding between members of groups and communities, coordination of joint actions, and activities of social organizations. By communicating, we acquire one level of language and understanding. Communication has a communicative function but does not provide deep, internal connections between interacting subjects. Communication manifests itself as a way and condition for achieving common goals for groups and communities. Only with communication interaction, we expect changes in the state of the participants in the communication process, achieving a relatively stable equilibrium of relations between people for a long period.

According to the ideas of the integration of social and communication process, the main elements in it are content, goals, and intentions of its dissemination. In the communication process, there is purposeful dissemination of information, knowledge, and a new state of consciousness of people is formed based on the unity of the universe and

humanity as a single organism. It refers to the formation of co-knowledge that has been acquired in the existing system of upbringing and education based on the traditions of serving people's consumer properties, competition for material goods, using everyone to achieve their personal or small-group goals, and considering Nature only as a resource habitat for people.

No coincidence that there was a recognition that communication is an accomplished act if its participants achieve unity in their states and feelings. This is also its characteristic feature. It ensures the integrity and survival of any system. Violation of the communicative chain, its orientation, and quality, as compliance with the life program of the social form of human existence, causes violations in society and all its subsystems. This reveals the root of the problems of social interaction, which by definition is a factor and condition for the integration of society and, under certain conditions, ensures that it achieves a state of dynamic equilibrium of functioning and development.

The quality of communication interaction, that is, its compliance with the parameters of achieving the integrity of society through a positive vector of connections and relationships, affects the quality of the entire system of interactions that supports society. Violation of ties and relationships between people is considered the most serious "disease" of society in its "biosocial essence" [8].

The peculiarity of communication in the social space is manifested in the most direct connection with the social consciousness of disparate individuals and social associations. At the current historical moment, the direction of communication determines the vector of formation of a unified social consciousness of the global superorganism [9]. The connection between communication and consciousness is repeatedly mentioned in theoretical discussions. In particular, it is possible to cite statements by J. G. Mead about the fact that "communication arises as a relationship between the consciousness of one individual and the consciousness of another" [10, p. 10], as well as the statement of Yu. Habermas says that "communicative action is based on a common (or unified) interpretation of the circumstances of interaction" [ibid.]. Communication in the social space is a controlled process and can either contribute to or inhibit the formation and qualitative characteristics of public consciousness. In the modern media space, all conditions have been created to block awareness of the behavior of subjects of social action. This situation multiplies depending on the expansion and strengthening of network contacts. It is reproduced in the interaction in the network environment of the modern media space.

In this context, significance of media communications only from the point of view of their technical aspects leaves in the shade their essential significance regarding the importance of their consideration as a necessary condition for the release of the integral force of interaction between people based on the effect of communication unity [6]. The emergence of the modern media system of society indicates a new level of social interaction, which means the emancipation of its integration function, which can potentially provide a new state of social relations and new qualitative parameters. This was facilitated by the emergence of the phenomenon of "social media", which significantly expanded the possibility of communication [11—13]. Social media researchers are generally unanimous in assessing their importance in liberating the activity of the mass user in creating content, expanding the communication space, and achieving a high level of communication by creating network communities. At the same time, the expansion and strengthening of communication and information exchange in the horizontal plane of the media space is a very important characteristic of social media [13].

In the new social and communication situation, it becomes predictable to implement the law of reducing information entropy by increasing the conservation of social energy spent on overcoming contradictions that arise between communication participants. The modern media space has formed the conditions for the functioning of society, in which the uniqueness and limitations of human perceiving and reflective capabilities are overcome. The new trend gives hope for achieving dynamic balance in society, which is not just a collection of communicating disconnected individuals and groups of people, but as emerging new integrity, the appearance of which is inevitable according to the law of development. It is clear that these elements of the interaction system coexist and function in a non-linear complementarity.

The cultural and civilizational parameters of the elements of social interaction currently correspond not only to the level of development of human abilities and capabilities for interaction. In their expression, they owe everything to the preceding period of socialization and to the fact that the entire system of social interaction is in the same crisis state as other modes of social life. It, in particular, is evidenced by the increasing disruption of connections between people who, thanks to communication media technologies, have a high level of equipment, but at the same time lead to the opposite effect — the destruction of natural-intuitive, natural-genetic connections in human society. It is manifested primarily in violations of family-generic, gender, biological and genetic relationships.

The essence of human atomization moves from the material-objective sphere of status possession in the hierarchy of social structures and manifests itself at the level of atomized consciousness of individuals seeking and satisfied with their comfort. The following *unity indicators* determine the new states of the participants of the interaction:

- all interaction agents feel their common world equally (local living environment, the influence of internal and external factors);

- identify themselves with common values (despite their race, gender, age, language and other characteristics);

- understanding the unity of tasks, roles, equality in relation to obtaining a common result;

- recognize the same goals and ways of their achievement.

The convergence of these states ensures the internalization of human relations as a condition for achieving dynamic equilibrium in society and the necessary level of visibility of the social system as a whole. This process is the opposite of the disintegration of relations between the subjects of communication interaction.

The growth of the virtual conflict results in very concrete actions on the streets, on the fronts of military operations, in sanctions relations in the economy. It gives us grounds to consider social interaction as a strong biosocial signal about violations in the system of interaction in society, requiring a qualitative transformation of the entire system of connections and relationships. In the traditional race for leadership in the physical and virtual spaces of people's lives, the world is striving to turn the latest technological developments into instruments of domination not just over every human being but also over all humanity. Manipulation of public consciousness is currently the most harmful weapon against humanity. It leads to a gradual polarization of opinions on the verge of Good and Evil in defining cultural oppositions, the ultimate states of social consciousness.

Of course, we can hope that the balance of social relations, as a manifestation of equality of all parts of a single social organism, can be achieved through special communicative practices covering the entire spectrum of necessary skills to identify, establish the right connections in the multicultural, multi-functional, multi-mental living space of modern society. Given the speed of changes in the socio-cultural landscape of global society, it should be noted that the very possibility of implementing interaction functions and communication principles of interaction between the parties is under attack. We observe this online in the media space of society. Social interactions are not "frozen" social forms but "living" social practices of people who are condi-

tioned, guided, structured, and regulated by social relations but can influence social forms of relations and change them. In a global society, interaction reaches the value of a regulator of the social life of all mankind as a single subject of social action.

**Conclusion.** Thus, social interaction is considered by us as a system of interdependent social actions connected by cyclic dependence, in which the action of one subject is both the cause and consequence of the response actions of other subjects. Social interaction involves mutually directed actions in a vector in which goals, understanding of action, chosen ways, and means of achieving the goal merge. If this is not the case, there are hidden motives and goals of participants in social interaction, the result will be doubtful and will inevitably cause conflicts. The communication saturation of modern society is a consequence of the evolutionary need of society to move to a new level of interaction between social actors, all elementary and institutional subjects of social action. Therefore, communication interaction in the social space manifests itself as a process of establishing purposeful, actually programmed (consciously controlled communication between interacting subjects) communication relations, the result of which is a change in behavior or state of consciousness [6]. This understanding of communication interaction explains the fact that social communication is the subject and technology of management in all social structures and institutions of society and is used in the struggle for the mastery of public consciousness for manipulation and seizure of social consciousness by opposing parties. Therefore, it is impossible to ignore the possibility of further strengthening the manipulation of mass consciousness with the help of network technologies.

The study of communication and social interaction in conditions of increasing sociality as a factor in the development of society allows us to draw certain conclusions and approach the answer to the questions posed at the beginning of the article:

— interaction at this stage of the development of society is considered a medial factor of integration and development of society and its subsystems in the vector of achieving dynamic equilibrium and a condition for solving urgent and urgent social problems. Social interaction, which implements a medial function in a social human-sized system, is evolutionarily designed to bring society to a new level of social organization, functioning, and development;

— we continue to cooperate and unite when we want to implement some global project or group against someone who hinders the achievement of any personal goals. They are completely unable to connect in order to balance their condition. The whole society is simply obliged to realize the importance and the need to unite in the immaterial, to unite in the knowledge of the laws of nature and the nature of their desires, which no longer receive fulfillment and are transformed into different types of anti-social actions. Without correlating the goals and means of achieving them with a single benefit for the whole society, it is simply a waste of society's resources and aggravation of crisis conditions in all social agglomerations without exception. It is the effect of the universal law of development, under which all-social objects and societal subjects fall;

— we need to know how its laws work in our relations and within the human system and relations with the system of the Universe. Our inconsistency with universal laws manifests itself in the form of natural disasters, signals of environmental degradation, pandemics, collective ecstasy or schizoid states. In general, this is the result of our negative interactions with nature and between people;

— carrying out further negative communication interactions, those that do not lead to unity in all the common indicators of unity, society is practically doomed to constant and growing manifestations of the crisis states of society as a social institutional system that contradicts the laws of nature in its development.

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### **Спілкування та соціальна взаємодія в умовах зростаючої соціальності як фактор розвитку суспільства**

Сучасне суспільство є багатовимірною, багатополлярною та фрагментованою в багатьох аспектах спільнотою. У суспільстві немає єдиного розуміння історичної ретроспективи й перспективи, стратегій розвитку, підходів до вирішення життєвих проблем, зокрема глобального потепління, забруднення навколишнього середовища, загрози голоду та виснаження ресурсів, пандемій і конфліктів. Найважливішою причиною дисбалансу у світі є нездатність домовитися.

Мета статті — репрезентувати конструктивну й концептуальну картину взаємозв'язку соціальної комунікації та соціальної взаємодії як медіальних умов досягнення цілісності та динамічної рівноваги в суспільстві.

Зауважено, що системні порушення суспільних відносин і відносин між людьми сформували глобальну ситуацію неможливості здійснення нормальної взаємодії в позитивному векторі. Комунікаційна насиченість соціальної взаємодії є лише наслідком еволюційної потреби суспільства перейти на новий рівень комунікації соціальних аттракторів, усіх елементарних та інституційних суб'єктів соціальної дії. Запропоновано розглядати взаємодію в соціальній системі як медіальний фактор інтеграції й розвитку суспільства та його підсистем у векторі досягнення необхідної цілісності й динамічної рівноваги. Водночас соціальна комунікація є системним інструментом досягнення бажаного стану. Розглянуто можливості, особливості та умови соціальної взаємодії для виконання її еволюційного функціонального призначення як медіального чинника функціонування й розвитку соціальної системи.

**Ключові слова:** комунікація; соціальна взаємодія; конструктивно-концептуальний синтез; медіальна функція; цілісність; динамічна рівновага; стабільність

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Надійшла до редакції 10 травня 2022 року