

Social Communications and Their Role in the Development of the Social Sphere

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Abstract: The purpose of the research is to study the role of social communications in the development of the social sphere. The article uses the following research methods: analysis of literary sources, abstraction, graphic method, deduction method, methods of systematization and generalization. Today, ICT has a significant impact on all aspects of social communications for the development of the modern social sphere. It was determined that this aspect becomes a priority direction of modern research. It was found that social communication is a process in which people establish connections with others through mutual contacts, actions and influences. It was determined that social communications contribute to raising people's awareness and mobilizing them. And social communication in the social sphere, in addition to promoting greater accountability of authorities, can serve as a platform for understanding and solving broader needs and problems. Social communications can contribute to the development of social policy and create a basis for expanding the reach of social initiatives. Social communication can also provide a way for informal and permanent participation of citizens in important processes of the social sphere. As a result of the study, the conclusions were made that social communication relies on methods of constant development, which are becoming more and more effective in delivering individual messages to a larger and more diverse audience and collecting feedback from it.

Keywords: social sphere, social communications, social media, vulnerable sections of the population, society.

INTRODUCTION

Communication is the most important factor in shaping human destiny. Historically, human development has been linked to the ability to communicate, as it is through communication that we understand ourselves and others, our environment, our behavior and actions, and can describe our purpose, feelings, and views of the world. So communications play an important role in the life of an individual and society as a whole. Actually, communication is a tool that allows you to remember the past, think about the present and plan for the future. And communications allow us to manage our relationships with others, interpret and interact with our environment. Most of us are born with the ability to communicate and are later exposed to

communication tools. However, society must learn to communicate as well, and the ways in which communication is provided can determine how effectively this process occurs. In this sense, social communication must be seen as a process by which meaning is assigned and communicated in an attempt to create a shared understanding. This process requires a vast repertoire of intrapersonal and interpersonal processing, listening, observing, speaking, questioning, analyzing, and evaluating skills. The use of these processes is developmental and is transferred to all spheres of life: home, school, community, work, society, etc.

The evolution of social communication has reflected broader changes in theories and models of social development. For much of the post-World War II period, social communication was viewed within the context of a "modernization" paradigm that sought to transform "traditional" societies into modern Western developed societies through the transfer of attitudes, practices, and technologies. Accordingly,

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communication initiatives have adopted a diffusion approach that uses communication to carry out information transfer. This includes large-scale media campaigns, social marketing, distribution of printed materials, "edutainment" and other forms of one-way communication from sender to receiver.

However, proponents of diffusion theory recognized the limitations of mass media in promoting permanent behavior change. After all, social communication also includes interpersonal communication: face-to-face communication that can take place both one-on-one and in small groups. The goals are to share information, answer questions, and motivate certain behavioral practices. While mass media enable the learning of new ideas, interpersonal networks encourage the transition from knowledge to further practice.

Criticism of the modernization paradigm intensified in the 1970s and 1980s. At the same time, there was a push for more "participatory" approaches to development in general. This also provoked the emergence of the joint development of social communication, which is aimed at expanding the community's opportunities for collective decision-making and action through the expansion of knowledge and skills for identifying, forming priorities and solving problems and needs of both the community or the individual, and society as a whole.

Social communication has thus come to be seen as a way to amplify voice, promote meaningful participation and drive social change. With this in mind, social communication was defined as a social process based on dialogue using a wide range of tools and methods. It also involves seeking change at different levels, including listening, building trust, sharing knowledge and skills, policy development, discussion and learning for lasting and meaningful change. Such two-way horizontal approaches to social communication include public hearings, debates, discussions and consultations with stakeholders, the involvement of community-based radio and video conferences, and discussion and web forums.

Diffusion and participation approaches are increasingly integrated or used in parallel in social communication development initiatives in the social sphere. Such combinations allow agencies to reach large audiences with large-scale campaigns while promoting local community development and empowerment through participation.

Today, social communications in the social sphere are evolving towards the wide involvement of modern digital channels, which allow to increase the efficiency of both the process itself and the level of involvement of communities and society as a whole. Advances in technology are driving social communications to a new level of development that includes broader engagement practices and increased outreach. This opens up new horizons for the development of social communication and the strengthening of their role in the social sphere, which leads to the need for a deeper study of the transformation of these processes.

OBJECTIVES

The goals of the article are the study of social communications and the role they play in the development of the social sphere. In addition, it is appropriate to consider interpersonal communication as a basis for the formation of

social communications. The set goal requires determining the levels of social communication and aspects that allow for the formation of effective social communication in the social sphere. In addition, the article aims to reveal the impact of technology development on social communications in the social sphere.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

Research on the impact of social communications on social development was emphasized at the international level in the context of achieving the goals of sustainable development (hereinafter referred to as the SDGs), which put the need for the development of the social sphere on the agenda. A World Bank study authored by R. Inagaki examines how to promote and improve the use of communication in international aid programs. In addition, the author notes that the communication community should: more clearly articulate why communication is important for achieving the SDGs, demonstrate the positive impact of communication on social development initiatives, and use more effective evaluation mechanisms. Society needs to focus on promoting communication (Inagaki, 2007).

The importance of social communications in ensuring sustainable development is also emphasized in the research of authors M. Wilson, K. Warnock, M. Shoemaker, who noted that communication is important for sustainable development. The authors' report argues that information, communication, media and information and computing technologies (ICTs) are powerful agents that give "voice" to the poor. Open, participatory information and communication processes contribute to inclusive politics, better governance, dynamic civil society, and faster, more equitable economic growth. However, social communication should be put at the service of the most vulnerable sections of the population (especially the categories that are below the poverty line) - at public, national and international levels. A large-scale, holistic and strategic approach to information and communication challenges is needed, as well as - importantly - political will to solve them (Wilson, 2007).

In recent decades, governments and researchers have increasingly recognized the role of social communication as a tool for social policy formation (M. Kanel and V. Luomaha, 2018; J. Frankbanks, C. Pauman and S. Bowen, 2007; A. Lovari, L. D'Ambrosi, S. Bowen, 2020; J. McNamara, 2017; K. Sanders and M. Kanel, 2013, Trusova, N. V., Oleksenko, R. I. 2021, Dmytrenko, M., 2021) which can provide a two-way dialogue with citizens that creates genuine engagement and supports greater transparency and accountability.

Today, moreover, the vector of research into the problems of social communications in the context of cultural changes is increasing. Cultural changes are always at the center of the social sphere. Understanding how and which symbols, values, and behaviors change implies a deep understanding of change and social innovation. Communication is the catalyst and core of these changes, but often due to its characteristic of feigned naturalness, each individual and community tends to overlook and minimize the visible and invisible potential of communicative actions (WPP, 2016).

The role of communication in history does not pass, like a relay, from one medium of influence to another. Rather, it is the continuous and cumulative envelopment of communication in the social world that has led today to an increasingly complex relationship between the media environment, social actors, and thus the social world. This potential and internal characteristic is more important for the communication of the social sphere.

Today, ICT has a significant impact on all aspects of social communications for the development of the modern social sphere. This aspect is becoming a priority area of modern research.

MATERIALS AND METHODS

The following research methods are used in the article: analysis of literary sources, abstraction, graphic method, deduction method, methods of systematization and generalization. The analysis of literary sources made it possible to get acquainted with scientific works on the subject of the study and to determine the main theoretical developments of the scientific community for the implementation of this study. In addition, the analysis of literary sources made it possible to determine the peculiarities of the researched object and reveal its specific characteristics. This method was used in combination with the method of abstraction, which made it possible to focus specifically on social communications in the researched works and to single out the specific features of this phenomenon in the social sphere. The graphic method came in handy when making drawings to facilitate the visual perception of the information presented on them. Using the graphic method, 2 drawings were made to illustrate the information in the article. The method of deduction made it possible to logically single out modern manifestations of social communication in the social sphere. The method of systematization and generalization was used in determining the modern spectrum of opportunities that open up for social communications in the social sphere, with the development of technologies, the Internet, and social media. These methods also made it possible to draw conclusions about the importance of mass media and social media in matters of increasing the effectiveness of social communications in the social sphere. The method of generalization was used to form the conclusions of the conducted research and determine the direction of further research.

When writing the article, scientific articles, OECD materials, Internet World Stats Internet portals (statistical analytics) and WPP Government & Public Sector Practice (international consulting center for government and public administration) were used.

RESULTS AND DISCUSSION

Providing accurate and timely information, along with the opportunity for stakeholder participation and feedback, are important elements of the social development process.

Social communication is a supportive system of interpersonal communication between people. Social communication is the process by which people connect with others through mutual contacts, actions, and influences

(Chen, 2019). Social communication is often associated with political actors and processes, and as a means of advancing agendas and managing reputations through the one-way dissemination of information and narratives. Although this perception (and practice) persists, it is an outdated approach that undermines the potential of social communication to contribute to social development (OECD, 2021).

R. Inagaki argues that modern models of social communication in the social sphere, such as the participatory approach or those focusing on social movements that advocate horizontal or "bottom-up" communication practices, although innovative in many respects, are in practice limited to hierarchical relationships between actors (e.g. donor organizations, international aid agencies, national and local partners and field staff). Moreover, development communication approaches built on traditional models such as the modernization and innovation diffusion paradigm have been institutionalized in academic programs and research centers—sometimes expanding to include newer communication campaign strategies such as entertainment, education, and social marketing (Inagaki, 2007, p. 8).

Interpersonal communication is the single most researched approach to communication and constitutes a core strategy in social projects. Interpersonal communication is often used in conjunction with some form of vertical communication channel. The expected function of interpersonal communication is primarily to amplify and transmit messages. In participatory projects, interpersonal communication (including horizontal group communication) has a generative function, in addition to being a means of transmitting information and knowledge. Thus, horizontal communication between participants allowed people to identify and recognize common community problems, become self-reflective, find solutions to identified problems from below, and increase commitment to social causes to improve their well-being. Vertical transmission of information through mass media remains a popular strategy. This communication strategy, despite its affinity with the widely criticized modernization paradigm, not only prevails in many recent communication interventions, but also proves to be a viable approach, as demonstrated by the many studies that demonstrate positive outcomes of using such interventions. Repeated exposure to media messages is important for direct exposure. In this mode of communication, entertainment and educational activities and social marketing are the two most systematically researched strategic communications. Studies of media-based development communication seem to indicate that the parallel use of vertical and horizontal modes of communication is widespread (Inagaki, 2007, pp. 37-38).

So social communications in the social sphere are carried out on two levels: horizontal and vertical.

In modern society, communications are different (transfer of information, emotional reciprocity, experiencing experiences, education and socialization). And an important communication feature is that they are social-regulatory and social-forming factors. Modern social communication forms form special subcultural environments. They are social and everyday discourse methods. These forms also demonstrate social differentiation, social stratification, social

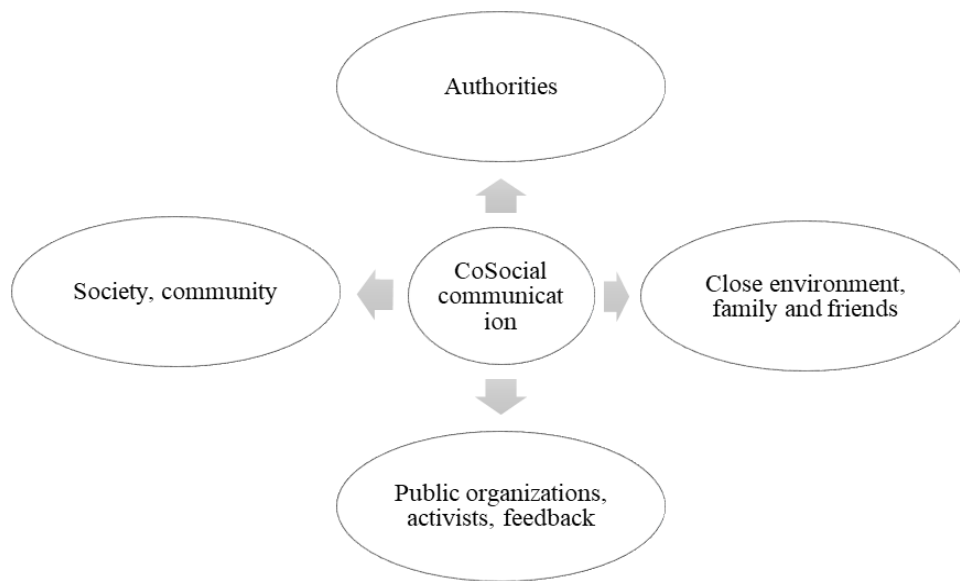


Fig. (1). Horizontal and vertical levels of social communications.
Source: compiled by the author.

hierarchization, and categorization of relationships and associations. Therefore, modern communication society is characterized by constant growth and communications globalization. The quality and quantity of communication is constantly increasing. Most people are involved in its process. The connections between certain communications are strengthened, the communication work is growing, and network is reaching a global level. The social communications expansion opens up new opportunities that make people free from any restrictions, any social control and coercion systems. This creates a new framework for personal representation. Social communications influence the activity and behavior of an individual. They build communication social levels in conditions of various communicative cross-effect forms. A today's feature is the formation and development of an open civilized society. In this social type, new communication forms based on social and personal partnership emerge. In addition, these forms are based on rivalry, legal and social formal equality principles for all citizens and proper management of social interactions (Bilan, 2015).

Social communications contribute to raising people's awareness and mobilizing them. Social communications can become the most important tools for identity, integration, respect and strengthening democracy in view of achieving social openness and security. The main transparency element should be the accessibility principle.

Social communication in the social sphere, in addition to promoting greater accountability of authorities, can serve as a platform for understanding and solving broader needs and problems. Through social listening practices, including monitoring and analyzing online and offline audience comments and attitudes, governments can be well positioned to respond appropriately to citizen feedback. Thus, making a more sustained and dedicated effort to listen to and understand public sentiment, and to go beyond influential media headlines, can foster greater accountability and responsiveness (Macnamara, 2017).

In addition, public communication is an asset for creating and expanding opportunities for the participation of individuals and stakeholder groups in social policy-making and for expanding the reach of social initiatives. Along with the development of consultative, consultative and other innovative participation processes, social communication plays an important role in disseminating these opportunities to citizens and providing the necessary information about the content of their participation so that they can contribute constructively to the process. It can also communicate the process results to the wider public, enhancing the social initiative and closing the feedback loop legitimacy (OECD, 2019).

In addition to these structured conditions, social communication can provide an avenue for informal and ongoing citizen participation in important social processes. Digital channels, primarily social media, can facilitate direct interaction between institutions and a large number of citizens. Doing so, they open up opportunities for engagement on an "always-on" basis, rather than limiting it to specific government-initiated initiatives to meet specific social needs particularly (Macnamara, 2017). If this type of two-way communication is integrated into political cycles, it can further contribute to the development of the social sphere.

Finally, in addition to external communication, internal communication is equally important for the development of the social sphere. Indeed, internal communication is the most important tool for raising the awareness of civil servants across government about the importance of relevant social reforms, understanding the potential problems, and ensuring their support for such efforts.

In addition, the successful development of the social sphere also requires a thriving civic space. Civil society, special interest groups, academia and the private sector are among the most important groups that inform and shape the debate on social policy and should therefore be able to meet, discuss

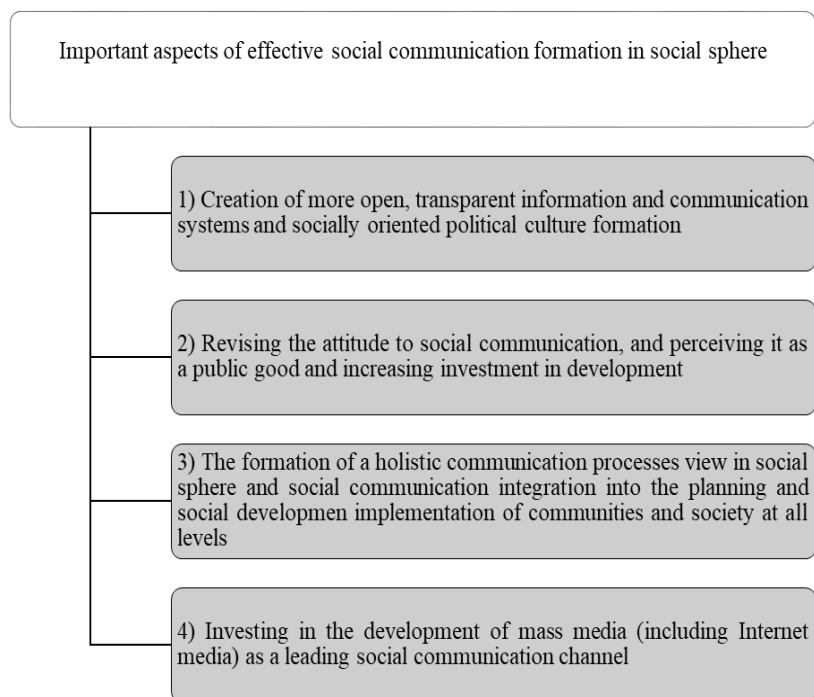


Fig. (2). Aspects of effective social communication formation in the social sphere.

Source: Adapted from (Wilson, 2007).

and express their views freely. Furthermore, as an important pillar of this space, a free, independent and diverse media sector facilitates the unrestricted flow of information and the open exchange of thoughts and ideas. These stakeholders are essential to the sustainability and viability of the information ecosystem. Thus, they also belong to the key groups with whom public communicators communicate in the social sphere.

Effective social communication in the social sphere involves the formation of dialogue. All sections of the population targeted by the message should be able to receive it and their voices should be heard. Supporting communication in the sustainable development context involves facilitating a dialogue in which those in power listen to, take into account, respect and use the knowledge and views of the most vulnerable population segments. A free, pluralistic media environment is important for such dialogue. The media provide a forum for political debate and accountability, and help shape public attitudes – for example, towards women's equality. While media freedom and ownership pluralism do not guarantee a "voice" for the marginalized, they are rather prerequisites if the media is to hold those in power accountability. Accessibility (including for the poor and marginalized) and quality content that is accurate, informative and reflects diverse perspectives are key public media elements. The media, information and communication in general can contribute to four key areas of development in particular (Wilson, 2007):

- Inclusive political processes: they require open communication environments and can benefit from the use of ICT. For example, mobile phones are increasingly being used to strengthen the integrity and credibility of elections.

- Effective governance: Responsive, accountable and capable governance requires effective communication between government and citizens. Accessible information about government and public services can help citizens monitor government performance. Better communication can also improve administrative interaction and the efficiency and effectiveness of social services.

- Vibrant civil society: information and communication are fundamental to formal and informal networks between individuals, groups, institutions and organizations that contribute to public debate and build social capital. Where people participate and discuss issues that affect them, societal attitudes and individual behavior are more likely to change.

- An efficient and fairer economy: By improving communication processes, governments can make bureaucratic and regulatory business processes simpler, faster, cheaper and more transparent. Mobile phones and the Internet offer new opportunities for small-scale and large-scale economic activity, allowing small farmers to know what price their produce fetches in local and national markets, for example, giving them a stronger position in negotiations with middlemen. This, in turn, will contribute to the development of communities and their social sphere.

The impacts, given above, support for communication processes should be focused on strengthening the channels used by the most socially vulnerable population groups. This may include establishing and implementing expressive and access legal rights to freedom information, media support, and the development and use of new opportunities offered by ICT. For this, at the state and local body levels, activity should be focused on the following aspects, which are presented in Fig. (2) (Wilson, 2007):

Therefore, the forming effective social communication process in the social sphere includes the following main aspects:

1) the creation of more open, transparent information and communication systems and socially oriented political culture formation: governments and institutions must accept the reality of a networked world that will shape politics and civil society in ways that are just beginning to emerge, and adapt to citizens' transparency expectations and free information flow;

2) revision of the attitude to social communication, and perceive it as a public good and strengthen investment in development. Governments should invest in strengthening areas that the market alone may not provide, such as telephone access for the poor or high-quality public interest journalism.

3) The formation of a holistic communication processes view in social sphere and social communication integration into the planning and implementation of social communities and societies at all development levels: the communication role must be defined in all analyzes and development planning, and sufficient funding resources, experience and planning must to be implemented.

4) investment in the media development (including Internet media) as a leading social communication channel: requirements for diverse, dynamic and free media include regulation; strengthening of media infrastructure, capacity and professionalism; and support for improving the quality and diversity of media content.

Global informatization processes of the postmodern world, which began with the beginning of the scientific and technological revolution and still maintain their positions in modern society, affected various social life spheres. The mass media segment plays a decisive role in spreading information process. It is the mass media institution that defines the communicative modern social space. The media transformation initiated by the Internet and digitalization in no way leads to dismediation or dissolution of socio-evolutionary crystallized role differentiations and choice stages in the social reality construction. On the one hand, modern society requires, because of its temporal, factual, and social diversity, a description of the present that reduces complexity, that acknowledges the "broad commons," and that ensures basic compatibility in communication. For this reason, it cannot do without permanent media synthesis and distribution services (or functional equivalents).

Therefore, an important role in increasing the effectiveness of social communications in the social sphere definitely belongs to the mass media. The media play an important role in social change, energizing the social sphere. The mass media, the Internet and especially social media allow people to publicly discuss and express their opinions on events of wide public interest. At the same time, today social networks are increasingly regaining the position of an effective platform in social communication field. If you compare the constant growth of social media number users around the world with the constant newspaper circulation decline or the traditional media audience in general, it becomes clear that

we are now living in a new information and communication era. Social media and the virtual sphere in general attract more and more people, which, on the other hand, directly affects their behavior in non-virtual reality. The communication of social messages is now mostly transmitted through virtual environments. This new trend at the moment seems to be satisfactory for both sides, for the one who produces this information and for the consumer of this information (its user), on the other hand. Thanks to social networks, the boundaries between information provider and the consumer of this information are completely invisible. Meanwhile, on the other hand, this new phenomenon has made communication more democratic, empowering ordinary people who were very passive in the past.

Social media on the Internet facilitate exchanges within specific communication contexts or specific meaning and facilitate user-centered dissemination domains of content and opinion, thereby expanding the visible variations pool of meaning to which functional systems at higher social reality construct selection levels can respond (or in some cases must match). Social media is a powerful communication medium that has a wide impact on both urban and remote areas. However, this is only part of the digital revolution we are witnessing. Digital transformation has not only affected business and made the world more accessible, but also changed the way we communicate.

According to Table 1, by the beginning 2022th, the number of Internet users has increased to 5.3 billion, which is 67.9% of the population by the middle 2022th. These statistics are evidence of the growing dominance of digital media in our daily lives, leading to social media rise as a powerful communication means. After all, online communication conveys information to people and audiences that was previously impossible to reach. However, social media has brought people face to face with humanitarian issues. Many social work organizations, such as animal welfare and fundraising, also use social media to draw attention to societal issues.

Social media allows people to raise their voices against injustice and helps people unite for social causes. Social media influence has given rise to a new social communication type, in which communication processes occur quickly and information is easily transmitted. In fact, social media as a social communication channel is rapidly developing and accelerating the digitalization development processes in social sphere.

In this respect, the current media transformation structures is characterized not so much by replacement, competition, and resolution as by differentiation, complementation, and coexistence. Against this background, the potential for mutual complementarity increases, namely between communicative dynamics in the social network and mass media messages; between selectively involved non-specialists and professionals; as well as between specific communicative contexts and the so-called "general public", the latter essentially remaining a cascade product of communicative attributes, or a signifier that acquires meaning only from a specific point of view. However, despite this increased permeability between different social

Table 1. World Internet Usage and Population Statistics as in June 22, 2022.

Regions of the World	People (2022)	% of the World Population	Internet Users on December 31, 2021	Penetration Level (% People)	Growth 2000-2023
Africa	1394588547	17,6 %	601940784	43,2 %	13233%
Asia	4352169960	54,9 %	2916890209	67,0 %	2452%
Europe	837472045	10,6 %	747214734	89,2 %	611%
Latin America / Caribbean region	664099841	8,4 %	534526057	80,5 %	2858%
North America	372555585	4,7 %	347916694	93,4 %	222%
Middle East	268302801	3,4 %	206760743	77,1 %	6194%
Oceania / Australia	43602955	0,5 %	30549185	70,1 %	301%
The world in general	7932791734	100,0 %	5385798406	67,9 %	1392%

Source: Internet World Stats, 2023.

communication and the construction social reality arenas, one should not speak of a general media structures or the "social sphere".democratization.

CONCLUSION

At this core, social communication must be seen as the strategic packaging and information delivery to achieve the greatest impact. Thus, social communication relies on constantly evolving methods that, especially thanks to technological innovation, are becoming increasingly effective in delivering individualized messages to and gathering feedback from larger and more diverse audiences. At the same time, today social communication ceases to be exclusively the power sphere; rather, organizations and individuals in all media sectors and information ecosystem practice social communication and interact with each other. Importantly, these actors play a prominent role in facilitating the evolution and innovation of the social sphere by developing new practices. Transformations associated with digital technologies, as well as changes in media production and consumption, have created new imperatives for social communication and opened up unprecedented opportunities for its application.

The Ukrainian reality shows that social and public discourse today mostly takes place in a virtual environment. These processes continued until 2022, but with the war there was a deepening of social communications at all levels due to the increased need to unite in order to resist the Russian invasion. Today, processes aimed at increasing the social communication effectiveness are being intensified in Ukrainian social sphere. This is actively facilitated by surveys implemented in the digital platform "Diya", which quickly provides an opportunity to obtain people's views on important social changes. But it is important to emphasize that further research should be focused on studying the possible negative transformation consequences.

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