THE SHIFT OF MEDIA PROCESSES TO INTERNET COMMUNICATION AND COMPUTER-ASSISTED LANGUAGE LEARNING AS A HIGH-RISK FACTOR OF INTER-GROUP INTERACTION IN APPLIED LINGUISTIC SPACE

AUTHORSHIP

Evgeny A. Slizsky
Post Graduate Student, Platov South-Russian State Polytechnic University (NPI), Novocherkassk, Russia.
ORCID: https://orcid.org/0000-0002-5972-8843
E-mail: slzsky@bk.ru

Vladimir V. Plotnikov
Doctor of Sociological Sciences, Professor of the Department of Philosophy and Sociology, Krasnodar University of the Ministry of Internal Affairs of Russia, Krasnodar, Russia.
ORCID: https://orcid.org/0000-0002-2130-7357
E-mail: inkognito13@inbox.ru

Andrey P. Tyun
Candidate of Sociological Sciences, Associate Professor of the Department of Legal and Socio-Economic Disciplines, Yeisk Branch, Rostov State University of Economics, Yeisk, Russia.
ORCID: https://orcid.org/0000-0001-9811-4134
E-mail: tyun77@inbox.ru

Ekaterina I. Khubuluri
Doctor of Political Sciences, Professor of the Department of State and Municipal Administration, Rostov State Transport University, Rostov-on-Don, Russia.
ORCID: https://orcid.org/0000-0002-4805-8712
E-mail: eubuluri@yandex.ru
Received in: 2021-08-10
Approved in: 2021-09-01
DOI: https://doi.org/10.24115/252446-6220202173D1740p.494-501

INTRODUCTION

Social development is not a progressive and monotonous process. Despite the general trends of social change that do not lose their significance in the course of historical process, there are also some qualitative changes that radically modify the social system and lead to emergence and development of fundamentally new conditions for implementation of social interaction. It is the combination of well-known trends and factors of social development with unique conditions for their implementation (KUTUEV et al., 2017). So, despite the high level of development of social theory on some fundamental issues, the theoretical studies of social existence do not lose their relevance. It should be also noted that the well-studied social principles and mechanisms can be significantly transformed in new conditions, which also requires attention of researchers.

One of the most acute problems of modern social cognition is the aspect of inter-group interaction: the society, being differentiated into groups, seeks to unite the efforts of various social communities, including them in a single interaction system. For this purpose, they implement some integrative mechanisms that contribute to establishment of constructive interaction (and cooperation) nature of the members of society, with their different social characteristics and social groups. In contrast to such an integration there take place (both natural and external) disorganizing processes, the centripetal forces acting at the social level that separate the members of society leading to various conflicts.

If social conflicts between individual members of society, for the most part, lead to destructive consequences at the local level, the conflicts between different social groups entail more devastating consequences (CHERDYMOV et al., 2018). One of the classic examples of an acute group conflict is "rejection" of a certain social group: as a result, the broad masses form destructive attitudes, associated with legitimization of violence against this group. There were many cases when such a kind of group conflict led to open confrontation and human casualties.

German fascism can be treated as the most widespread manifestation of inter-group social destructiveness, which claimed lives of millions (classified as members of a "different group"). In general, it should be noted that the development of inter-group contradictions is an extremely destructive phenomenon that violates the general system of social interaction and, in particular, entails the development of serious social disorders. Any violence within the framework of inter-group conflict development is treated as one of its most acute symptoms, even if it is not scattering or even unable to extend outside of it there are serious social risks associated with violation of group interaction.

In this context, any counteraction to the mechanisms of social disorganization associated with violation of group interaction is based on understanding of society (which is relevant at the time of this study). This is of great importance, as the emergence of new social communication principles and transformation of the existing ones determine modification of social risks
activation. The field of information interaction has undergone one of the most radical transformations in the modern period of social development, which has had a profound impact on the nature of social processes and, in particular, on specifics of group and inter-group social identification. This is one of the transformation factors that, on the one hand, set serious prospects for social integration, and, on the other - led to transformation of disorganized social processes and emergence of fundamentally new social disunity mechanisms. The previously existing mechanisms of social conflict development have been shifted to a fundamentally new level as well.

In the framework of this article we intend to highlight the specifics of changes in information and communication sphere as a factor of inter-group conflicts development (on example of the field of inter-ethnic interaction). The relevance of this topic is not in doubt: building constructive interaction between representatives of different ethnic groups, overcoming conflicts between them is one of the most acute problems in a number of multinational states. The in-depth understanding of innovative factors of such dangerous processes is treated as a condition for successful counteraction to the emerging destructive trends, which determines the practical significance of theoretical developments.

**METHODOLOGY**

The study has a complex, interdisciplinary character, as it affects several subject areas developed at the level of various disciplines of Humanities. It considers the general principles of social interaction and specifics of social conflicts development. Finally, one of its most significant aspects is the study of communication processes. To understand the specifics of interaction of ethnically marked groups they require some theoretical developments in cultural studies and ethnography. All that contributes to the general understanding of the differences between representatives of ethnic groups, determining the specific aspects of inter-group interaction.

Special attention should be also paid to understanding the mechanisms of forming attitudes towards representatives of a certain group. It requires to understand the general principles of social cognition and turns us to the theoretical tradition of social phenomenology and social constructivism. Considering the main methods of our work, we would like to highlight the following ones:

- the classical methods of scientific knowledge (analysis, abstraction, comparison, deduction)
- methodology of structural functionalism
- historical approach
- socio-phenomenological approach
- constructivist approach

We also used a number of sources, developing the key aspects of the problem under study. The first group of sources includes classical studies in the field of theoretical sociology, conducted by T. Parsons (1998, 2000), R. Merton (2006) and E. Durkheim (1991, 1994, 1995). Within the framework of these works they build a general understanding of specifics of social interaction. The problems of social consolidation forms, group identification and supra-individual factors of building social relations were considered as well.

The second group consists of the works devoted to the specifics of social worldview and its dynamic aspect (which includes both the problems of social cognition, resulting in specific forms of attitude to various aspects of social life, and the principles of the worldview attitudes in social practice). In the course of research, we referred to A. Schutz (2003), P. Berger and T. Lukman (1995), I.A. Gobozov (1999), G.M. Andreeva (2013), A.S. Chuprov (2010), V.P. Filatov (2007) and A.A. Dyakov (2007). Understanding of the sphere of communication, its meaning and dynamics was facilitated by the reference to the works of M. McLuhan (2003), Yu.O. Obukhova, L.I. Evseeva and A.G. Tanova (2017), A.R. Bayanova et al. (2020). Analyzing the inter-ethnic interaction specifics we referred to the research works of N.K. Gramotunova (2016).
and N.F. Belyaeva (2010). Our understanding of inter-group conflicts specifics was formed on the basis of I.P. Sapuzhak’s (2019) works.

RESULTS

Social interaction is based on a set of conventions that determine the main functional contacts of the members of society, as well as their relationships to each other, which reflects the defining importance of the sphere of social worldview. In general, it is the worldview aspect that is decisive here, so the format of relations between two or more participants in public relations largely depends on its characteristics. In other words, the effectiveness of these rules depends on certain rules of interaction accepted at the worldview level. In turn, there are regulators of social relations at the level of the worldview with a stimulating, goal-setting character. There also takes place determination of social relations by ideological attitudes. Finally, if we consider such an aspect of social practice as attitudes to each other, it should be recognized that it also significantly affects the choice of behavior patterns and determines the goals of this interaction.

A typical example is “liking” - a positive attitude towards someone that affects the tendency to show concern for the other person’s situation. And if liking determines empathy and sympathy, then rejection of another person can lead to the opposite: unfavorable situation can cause satisfaction; success or prosperity - on the contrary, can cause negative experiences. It is obvious that the impact of such forms of attitude on the field of social practice determines the incentives for improving the social situation of certain social groups, and destructive, hostile activities aimed at the people acting as the object of hostile attitude.

The difference between individual and inter-group interaction is as follows: if individual social contacts form the targeted attitude of the members to each other, then the inter-group social interactions have a general character. In fact, they ignore the individual characteristics of specific representatives of interacting social groups. Sometimes, this may be treated as a constructive or, at least, neutral aspect. For example, within the framework of functional interaction, the group division (by functional feature) is accompanied by priority consideration of this feature (e.g. relationships between students and teachers, interaction of suppliers and sales representatives and so on). Deactualization of the personal aspect against the background of actualization of general group membership becomes the key point in this case. At the same time, it should be noted that functional interaction of the group commonly ignores individual aspects rather than forms impersonal generalization, while the group stereotypes lead to impersonal consideration of its representatives (the “carriers” of stereotypically attributed qualities and social characteristics).

Considering the specifics of inter-group interaction and its ideological component, we singled out the two key aspects of inter-group relations:

- collective representations at the level of each interacting social group;
- generalizations in the social worldview that characterize these groups.

The first aspect is related to commonality of worldview attitudes in a particular social group. We are not inclined to categorical generalization and do not claim that representatives of the same social group will necessarily have identical worldview attitudes. In fact, even in conditions of powerful external influence aimed at formation of certain social worldview, there can be preserved individuality of a social group’s worldview. At the same time, the presence of certain “main current” in this case becomes a registered trend that can be recorded and further conceptualized.

The second aspect is related to generalizing activities directed by representatives of other social groups at representatives of the particularly perceived group. Moreover, in this case, one of the key aspects of “generalized image” becomes a reflection of certain qualities, frequently (or, at least, quite often) encountered at the level of public consciousness in communicative process, with their further inherent attribution in representatives of a particular group.
In the process of forming a generalized image of a certain group, the key point is the difference between individual generalizations and stable representations of a certain social environment. In the second case, communication (as a result of which there spread ideas about the members of a certain group in social environment) becomes one of the key factors. At the same time, it is very important to understand that representation in social and communicative space is treated not only as a subject to certain generalized ideas about social qualities of representatives, but also as a subject to the ways of treating them. Moreover, the experience of interaction with representatives of a particular group can be transmitted, acting as an empirical justification for certain ideas and judgments. The key factor is that the experience of participation in a certain situation undergoes a kind of transformation (from a single case in its nature to a general factor in formation of social representations) and is perceived indirectly.

It is obvious that the more developed the mechanisms of social experience are, the greater becomes their impact on the situation (information about which is subject to dissemination). This principle is the basis for a serious distortion of social perception of relations, since the latter are unevenly reflected in the social worldview: when one situation of social interaction affects the worldview of a narrow circle of people involved in it, and the other becomes “the public domain” it is difficult to talk about uniformity of the influence of social processes on the worldview. Here it is necessary to pay attention to the fact that active dissemination is subject to the information environment: mainly the events and phenomena that go beyond the norm and therefore may be of interest. As a result, actualization and reflection of abnormal becomes the norm at the level of social and communicative environment. This is fraught with serious social risks, since a significant proportion of the social experience in communicative sphere is negative.

There is a well-known psychological principle: people tend to pay attention to what threatens or does not suit them and ignore all the neutral aspects of reality. As a result, the content of social communication is not quite representative.

The key point in this case is the nature of information and communication processes and, in particular, the presence or absence of balancing factors that contribute to normalization of reflecting social reality. It is necessary to pay attention to the fact that the nature of the subject of information relations becomes one of the determining factors in deployment of information processes, spreading certain ideas, judgments, informing about certain events, etc...

As a part of development of such communication channels as the printed word, radio, and television, there took place active institutionalization of the main media related to these channels of information exchange. This means that access to information activities that affect the general public was available to organizations with sufficient material resources for replication and distribution of their information products.

In this case, the centralized nature of the main media determined the possibility of forming a certain socio-ideological course at the level of various active media, and the possibility of limiting certain (clearly destructive) forms of information activity. It is important that the media institutions themselves showed their interest in ensuring that the content of the published information products did not go beyond the established social restrictions (since otherwise there was a possibility of penalties). The key point here is that within the framework of media activities, there was evaluated the content aspect of information products, which significantly limited publication of destructive, provocative materials.

In recent decades, the information processes have been actively shifting towards network communication, which is associated with the active development of public access to digital Internet gadgets. On the other hand it is associated with development of numerous network services that provide the members of society with the opportunity to carry out unhindered information interaction in various formats (video calls, chats, forums, social networks, blogging, video blogging, and so on). One of the key differences in network communication is that the ordinary users are not treated just as consumers of information products: they can publish copyrighted materials of various contents, access to which is acquired by unlimited number of users.
Such an ability makes it possible for individuals to share events of their lives, ideas and problems with thousands (sometimes tens or even hundreds of thousands) of people. The experience of an individual, thus, acquires potential to influence thousands. This determines the growth of potential for deformation of social worldview (in relation to the real situation).

At the same time, it is important that for the active distribution of a certain information product created by a user, it is not necessary for the latter to be a popular media figure with a huge audience. It is enough for the publication to be favorably received by the audience, which determines the possibility of active network distribution of the liked product through reposts, cross-links, copying and self-posting materials, links, etc.. This is how the so-called viral (actively distributed around the world in a short time) videos appear.

In addition to the potential for avalanche growth in the number of people familiar with certain resonant information, it is no less important that in the modern society individual media persons with a large audience have no less influence than centralized media. At the same time, as in the case of the spread of “viral” videos or professional information activities, one of the key factors in dissemination of information becomes the quantitative indicator of user approval, which affects the digital algorithms of key services that offer to view publications that have already been positively evaluated.

The peculiarity of targeting the masses is that, on the one hand, the authors of information content strive to surprise the audience, but, on the other hand, try not to go beyond user preferences. That is why mainstream information products become predominant (in terms of content). In socio-cultural terms, this means that the authors of information content focused on mass opinion consolidate it, sharing the “ready to accept” information products. An alternative is treated as attempts to “surprise the audience”, which is associated with publication of shocking information, demonstration of alternative values, socially disapproved (and, in many respects, suppressed by members of society) behaviors, harsh ridicule of certain public life aspects, etc.

Considering these trends in the nature of inter-group social perception, it should be noted that information products of the first type contribute to consolidation of stereotypes, while information products of the second type (all kinds of shock content, etc.) contribute to contradictions between carriers of different social characteristics, radicalization of social worldview and so on.

Since mediated social cognition (due to the extreme complexity of social structure and diversity of its states) is treated as the dominant way of forming the worldview of members of society, there is increasing the level of influence of various media on the nature of social worldview and, in particular, on the nature of social expectations formed by the representatives of different social groups in relation to each other. These expectations, in turn, contribute to the change of interaction models, as well as to interpretation of the received social experience based on initial ideas about the subjects of interaction. In such conditions, the presence of developed information prerequisites for the negative perception of specific groups contributing to the negative interpretation of their actions and leading to “confirmation” of the original negative attitudes.

This creates serious prerequisites for development of an inter-group conflict. At the same time, it should be noted that modern network technologies allow to form large-scale communities (on a certain basis). As a result, the scale of social groups identified by a certain marking feature is now significantly increasing, which affects, among other things, the level of risks associated with inter-group confrontations. At the same time (statistically) in a large community there take place significantly more conflicts and negative situations than in a small community.

Taking into account the fact that any conflict (in conditions of the modern technologies) can become “the property” of a wide group of people, within the framework of large social associations, there increases the probability of a conflict between a representative of one social group and a representative of another social group. There is an extreme intensification of prerequisites for development of inter-group conflicts, provided that the members of designated groups have developed self-identification on a group basis.

Considering the situation on example of the sphere of inter-ethnic interaction, it should be noted that the conclusions made when regarding the influence of information factors on the
nature of inter-group interaction substantially correspond to the current trends in development of inter-ethnic relations. Currently, there is a serious potential for development of inter-ethnic conflicts. It is fueled by active dissemination of negative ethnic stereotypes in information space, the use of derogatory designations of representatives of different ethnic groups, incorrect coverage of conflicts between representatives of different ethnic groups, provoking transition of conflict situations from individual to the inter-group level. At the same time, the current situation is accompanied by the tendency to consolidate small ethnic groups with the help of network communication mechanisms, which determines the growth of inter-group interaction and increases the social risks associated with possibilities of inter-ethnic confrontation.

**DISCUSSION AND CONCLUSION**

One of the important issues of discussion is the permissible policy of influence on the field of network communication, which does not contradict civil liberties and helps to overcome the social risks associated with the uncontrolled flow of destructive information processes. The issue of regulating the network sphere is extremely acute, and in this case, an important task is to develop the adequate legal framework focused on regulating information relations and limiting their destructive potential. There is a need for detailed study of the problems related to assessment of the current state, development trends, current and emerging social risks associated with network communication.

Another important problem requiring consistent study relates to the trends in development of ethnic identity in the framework of communication between representatives of small ethnic groups in the network space. The issue of the need to create conditions for overcoming stereotypical perception of small ethnic groups in the socio-cultural space of Russian society also deserves attention. All that indicates the broad prospects for research activities in the subject area.

In modern conditions there are extensive prerequisites for aggravation of inter-group interaction associated with information risks of network communication. The emergence of network media and increase in their influence on the field of social worldview is combined with the lack of elaboration of social mechanisms that balance the destructive potential of uncontrolled information influence on the field of public knowledge (implemented at the level of Internet communication).

Intensification of network information entails a significant increase in the social risks associated with inter-group confrontation. On the example of inter-ethnic interaction it was determined that the current state of information environment affects the situation in two ways, determining intensification of inter-ethnic confrontation risks and increasing the scale of possible confrontation. All that indicates the need for social mechanisms able to neutralize the destructive factors of inter-group interaction in modern information and communication environment.

**REFERENCES**

ANDREEVA, G.M. Social Cognition and Social Problems. Nacional’nyj psihologicheskij zhurnal, 2013, 1 (9), p. 39-49.

BAYANOVA, A.R.; SIVOVA, I.V.; KAMASHEVA, Y.L.; POPOVA, O.V.; SEMYANOV, E.V.; SHAGIEVA, R.V.; YUSUPOV, I.M. Student online services consumption: Routine practices or mistrust to digital service? Contemporary Educational Technology, 2020, 11 (1), p. 47-54.

BELYAEVA, N.F. Ethnic Culture in the Processes of Ethnic Identification and Cultural Dialogue. Regionologija, 2010, 2, p. 145-156.

BERGER, P.; LUKMAN, T. Social Construction of Reality. Moscow: "Medium", 1995.

CHERDYMOVA, E.I.; VOROBYEVA, K.I.; ROMASHKOVA, O.V.; MASHKIN, N.A.; GRIGORIEV, S.M.; ROMANCHENKO, L.N.; KARPNKO, M.A.; BAYANOVA, A.R. Photo Exhibition Influence on Student Environmental Consciousness Formation. Ekoloji, 2018, 27 (106), p. 1271-1278.
The shift of media processes to internet communication and computer-assisted language learning as…

CHUPROV, A.S. Apriorism in Social Cognition. Socium i vlast’, 2010, 2, p. 95-96.

DURKHEIM, E. On Division of Social Labor; Method of Sociology. Trans. from Fr. DURKHEIM, E.; HOFFMAN, A.B.; SAPOV, V.V. Moscow: Nauka, 1991.

DURKHEIM, E. Sociology. Its Subject, Method, Purpose. Trans. from Fr., compilation, afterword and notes by A.B. Hoffman. Moscow: Kanon, 1995.

DURKHEIM, E. Suicide: A Study in Sociology. Trans. from Fr., shortened, ed. by V.A. Bazarov. Moscow: Mysl, 1994.

DYAKOV, A.A. Social Cognition and Everyday Consciousness. Vestnik VI MVD Rossii, 2007, 4, p. 55-61.

FILATOV, V.P. Social Cognition and Values. Epistemology & Philosophy of Science, 2007, 2, p. 5-47.

GOBOZOV, I.A. Social Cognition. Filosofija i obshhestvo, 1999, 2, p. 98-127.

GRAMOTUNOVA, N.K. Ethnic Identification and Ethnic Identity. Simvol nauki, 2016, 7 (2), p. 140-141.

KUTUEV, R.A.; MASHKIN, N.A.; YEYGRAFOVA, O.G.; MOROZOVA, A.V.; ZAKHAROVA, A.N.; PARKHAEV, V.T. Methodological Guidance of Educational Monitoring Effectiveness. Modern Journal of Language Teaching Methods, 2017, 7 (3), p. 405-41.

MCLUHAN, M. Understanding Media: External Extensions of a Person. Moscow: Kanon-Press, 2003.

MERTON, R. Social Theory and Social Structure. Moscow: AST, 2006.

OBUKHOVA, Y.O.; EVSEEVA, L.I.; TANOVA, A.G. New Communication Technologies in Perception of a Modern Human. Teorija i praktika obshhestvenogo razvitija, 2017, 12, p. 43-47.

PARSONS, T. On the Structure of Social Action. Moscow: Academic Project, 2000.

PARSONS, T. The System of Modern Societies. Translated by L.A. Sedov and A.D. Kovalev. Edited by M.S. Kovaleva. Moscow: Aspect Press, 1998.

SAPUZHAK, I.P. Features of Intergroup Conflicts. Vestnik Moskovskogo informatsionno-teknologicheskogo universiteta - Moskovskogo architekturno-stroitelnogo instituta, 2019, 1, p. 36-43.

SCHUTZ, A. The Semantic Structure of the Everyday World: Essays on Phenomenological Sociology. Comp. A.Ya. Alkhasov. Translated from Eng. by A.Ya. Alkhasov, N.Ya. Mazlumyanova. Sc. ed. of translation by G.S. Batygin. Moscow: Institut Fonda “Obshhestvennoe mnenie”, 2003.
The shift of media processes to internet communication and computer-assisted language learning as a high-risk factor of inter-group interaction in applied linguistic space

A mudança dos processos de mídia para a comunicação na internet e o aprendizado de linguagem assistida por computador como fator de alto risco de interação entre grupos no espaço linguístico aplicado

El cambio de los procesos de los medios de comunicación hacia la comunicación por Internet y el aprendizaje de idiomas asistido por computadora como un factor de alto riesgo de interacción entre grupos en el espacio lingüístico aplicado

Resumo

A questão do desenvolvimento de conflitos sociais entre grupos é um dos problemas mais agudos da sociedade moderna. No âmbito deste artigo (sobre o exemplo da interação interétnica) é considerada a questão das modernas tecnologias de comunicação no campo da interação intergrupal. O estudo comprova que com o intenso desenvolvimento dos modernos meios de comunicação, ocorre uma intensificação significativa dos riscos sociais associados aos conflitos intergrupais (intensidade dos fatores agravantes e aumento da escala dos confrontos intergrupais). No nível da interação interétnica, tudo isso se deve principalmente aos estereótipos negativos de diferentes grupos étnicos, bem como à replicação de experiências de interação negativa em diferentes grupos étnicos (com ênfase na etnia).

Abstract

The issue of inter-group social conflicts development is one of the most acute problems of modern society. Within the framework of this article (on the example of inter-ethnic interaction) there is considered the question of modern communication technologies in the field of inter-group interaction. The study proves that with the intensive development of modern means of communication, there takes place a significant intensification of social risks associated with inter-group conflicts (intensity of aggravation factors and increase in the scale of inter-group confrontations). At the level of inter-ethnic interaction, all that is primarily due to the negative stereotypes of different ethnic groups, as well as to the replication of negative interaction experiences in different ethnic groups (with an emphasis on ethnicity).

Resumen

La cuestión del desarrollo de conflictos sociales entre grupos es uno de los problemas más agudos de la sociedad moderna. En el marco de este artículo (sobre el ejemplo de la interacción interétnica) se considera la cuestión de las modernas tecnologías de la comunicación en el campo de la interacción intergrupal. El estudio demuestra que con el desarrollo intenso de los medios de comunicación modernos se produce una intensificación significativa de los riesgos sociales asociados a los conflictos intergrupales (intensidad de los factores agravantes y aumento de la escala de los enfrentamientos intergrupales). A nivel de interacción interétnica, todo eso se debe principalmente a los estereotipos negativos de diferentes grupos étnicos, así como a la replicación de experiencias de interacción negativa en diferentes grupos étnicos (con énfasis en la etnia).

Palavras-chave: Aprendizado de idioma assistido por computador. Linguística aplicada. Grupo social. Interação entre grupos. Tecnologias de comunicação.

Keywords: Computer-assisted language learning. Applied linguistic. Social group. Inter-group interaction. Communication technologies.

Palabras-clave: Aprendizaje de idiomas asistido por ordenador. Lingüística aplicada. Grupo social. Interacción intergrupo. Tecnologías de la comunicación.