Research article / Научная статья

Personal User's Communicative Competence of "Mediatized World" Construction

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Abstract. The relevance of this article is determined by the growing ubiquitous digitalization of mediatized communications, including under the influence of the COVID-19 pandemic in 2020–2021. The consequence of this process is the transformation of the structure of social space and approval of virtual interaction as a basic method of communication — instead of interpersonal. These transformations entail institutional changes, manifested in axiological and normative transitions of communicative space, semantic restructuring of communications under the influence of changing social reality. Induced by the technological infrastructure of communication, a "mediatized social reality" emerges, which also entails semantic changes in communication. All these circumstances actualize the phenomenon of communicative competence of an individual, which determines the effectiveness of interactions in the context of technological, semantic and institutional changes. The article presents some outcomes of empirical verification of communicative competence in contemporary Russian interaction practices. The phenomenon of hybridization of communicative competence during the transition of a person from the environment of real communications to the environment of virtual communications, contributes to the construction of "mediatized social reality" and expands his social reality. This ability of an individual and his communicative competence for transgression, combined with hybridity, is a factor in the integration of the communicative space of society with its contradictory characteristics.

Keywords: communicative competence of an individual, changing social reality, "mediatized social reality", selfregulation and transgressiveness of communicative competence of an individual

Коммуникативная компетентность личности пользователя в конструировании «медиатизирующегося мира»

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Аннотация. Актуальность статьи определяется повсеместно растущей цифровизацией коммуникаций, в том числе под влиянием пандемии COVID-19 в 2020–2021 годах. Следствием данного процесса является преобразование структуры социального пространства и утверждения виртуального взаимодействия как базового способа коммуникации — взамен межличностного. Данные трансформации влекут за собой ценностно-нормативные преобразования коммуникативного пространства, смысловые перестроения коммуникаций под влиянием изменяющейся социальной реальности. Под воздействием технологической инфраструктуры коммуникации происходит порождение «медиатизированной социальной реальности», также влекущей смысловые изменения в коммуникации. Это актуализирует феномен коммуникативной компетентности личности, определяющий эффективность взаимодействий в условиях технологических, смысловых и институциональных изменений. В статье представлены некоторые результаты эмпирической верификации коммуникативной компетентности в современных российских практиках взаимодействия. Явление гибридизации коммуникативной компетентности при переходах индивида из среды реальных коммуникаций в среду виртуальных коммуникаций способствует конструированию «медиатизированной социальной реальности» и расширяет его социальную реальность. Данная способность личности и ее коммуникативной компетентности к трансгрессии в сочетании с гибридностью является фактором интеграции коммуникативного пространства социума с его противоречивыми характеристиками.

Ключевые слова: коммуникативная компетентность личности, изменяющаяся социальная реальность, медиатизированная социальная реальность, саморегуляция и трансгрессивность коммуникативной компетентности личности

Relevance

Influenced by digitalization, globalization and pandemic, there was a massive movement of most interpersonal contacts into the virtual sphere. This reality reduces the role and share of interpersonal interaction as a cultural phenomenon. Mediated communication is universally becoming the basic way of communication [10]. The social and territorial growth of social networks causes significant changes in the nature and forms of communication, and, therefore, in the nature of the competence of those interacting. The communicative competence of an individual becomes a factor in the personality and stabilization of society, and changes under the influence of the constant sociocultural dynamics of communications.

Under the conditions of fluidity the social institutions are being eroded, the meanings and symbols of communication themselves are subject to changes. Communicative competence strives for self-regulation, rationalization, flexibility, which ensures its transgressiveness in the transition from the interpersonal space of interaction to the virtual.

Media are viewed as the technological basis for these symbolic processes and their transformation, as a transmitter of knowledge, values and norms in the course of communication. The technological infrastructure of communications, which determines communicative practices, includes them in broader sociocultural contexts, which gives rise to a "mediatized social reality" [11]. In this reality the communicative competence of an individual with his self-regulatory resource plays a key role from the standpoint of the integrity and integration of society — this time on a personal level. This method is both promising from the point of view of potential for the integration of society and contradictory from the point of view of its formation and establishment.

In current scientific discourse, communicative competence is represented to a greater extent at an interdisciplinary level and is reflected in a wide subject field of social and human sciences — pedagogy, psychology, linguistics, management [3, 5], in different forms, types and methods of communication — real and virtual, political, mass [6, 7], the problem of ruptures of communicative space and other. Keen research interest is indicative of the totality, versatility and ambiguity of the processes of transformation of communications and the need to turn to sociological meta-instrumentation for non-object comprehension and generalization of communicative competence as a sociocultural phenomenon.

Research methodology

Let us dwell on the conceptual foundations of the analysis of communicative competence of an individual in contemporary Russian reality.

In the proposed theoretical and methodological approach to the analysis of the communicative competence of an individual, classical and contemporary

sociological theories are applied, which make it possible to study communicative competence from the viewpoint of sociocultural self-regulation. These are the theories of social reality [4, 8], changing social reality [2], the theory of media construction of reality [11], the theory of virtual reality [1].

Social reality is interpreted as an objective reality reflected in the consciousness of an individual, formed in the process of his interactions with others for the purpose of cognition. Communicative reality is seen as part of the changing social reality of an individual, and his communicative competence is a changing self-regulating phenomenon.

Mediatization is a "two-way" concept that allows to connect the transformation of society and culture, on the one hand, and specific changes in media and communications, on the other [11]. Media are the technological basis of these symbolic processes, a key transmitter of knowledge, values and norms, internalized in the process of socialization [10].

The theory of an information society [1] allows us to take into account how the special features of virtual reality affect the construction of meanings in the changing communicative space of a person and, as a result, in the communicative competence of an individual.

In accordance with the presented methodological foundations, the communicative competence of an individual in a changing social reality is understood as: "the ability of an individual to maintain his sociality through movable values and the construction of a flexible individual sociocultural norm of communication based on the following principles: 1) interiorization of variability as an immanent characteristic of the space of communicative reality; 2) identification and typification of the expectations of actors; 3) rationalizing one's own expectations and actions, taking into account the changing norms and expectations of others; 4) reflection on the sociocultural foundations of communicae interactions; 5) development of new norms of communication and communicative practices; 6) self-regulation of communicative interactions based on the reflexive choice of its optimal mode [9].

Here, the transgressiveness of communicative competence manifests itself as the ability, through self-regulation and self-control, to overcome the boundaries between the virtual and the real world of interaction in order to build or expand the space of the lifeworld. In this regard, the transgressiveness of communicative competence of an individual is a factor in the integration of the society in transformation.

Analysis of communicative practices of constructing a mediatized world

The empirical measurement of communicative competence of an individual in contemporary Russian practices is represented by the results of the author's research in Moscow region in 2012 (N = 360, purposive sampling) in collaboration

with The Institute of Socio-Political Research under the Russian Academy of Sciences, of a pilot survey in Moscow universities in 2020 (N = 100, snowball sampling).

The obtained data on the nature of contemporary communicative practices in Russia is represented by the following outcomes.

The nature of self-regulation in the construction of a mediatized changing world is reflected in the respondents' perceptions of a change in the norm of interaction in the structure of their communicative competence. Thus, 98% of respondents believe that changes are required in the norms of communication not only in the Internet, in virtuality, but also in real interpersonal interactions.

The respondents from the metropolitan universities demonstrated a tendency to revise and change the norms of communication drastically — both from the viewpoint of uniting all sociocultural types of environments under one denominator of the need for change, and from the viewpoint of the percentage of consonants. In real interpersonal contacts, traditionally regulated by social institutions and setting the parameters of interaction in accordance with established regulations — in situations seemingly devoid of sociocultural axiological-normative conflict, young people demonstrate the need to rethink and reevaluate the imperatives established by culture.

With this choice, young people demonstrate a position characterized by a high degree of activity and enterprise, striving for modern forms of self-expression in communication situations, regardless of the nature of the environment in which the communication took place. These ideas about the need to renew the norm are the result of redesigning the meanings of interaction in the conditions of the electronic, virtual representation of the interaction partner with possible distortions of his real image, entailing a change in the way of interaction, the nature of expectations. The norm of interaction in communicative competence, constructed and fixed in virtual reality, also affects the communicative competence of real interactions by transferring ideas and communication experience, where a different, changing image of interaction and a picture of the world is formed. In the structure of an individual's communicative competence, this reverse interconnection of coexisting ideas takes place and forms the basis of the transgressiveness of an individual's communication competence in a changing social reality.

In what way do changing ideas about norms and parameters of communication manifest themselves in specific communication skills? The empirical data obtained is illustrative in juxtaposing the types of skills in real and virtual interactions. Thus, in real interactions, the ability to understand and exchange meanings is significant for more than 80% of respondents, and in virtual interactions, the significance of this skill is approximately 40%. This distribution indicates that those changes in communication parameters that occur in the Internet: the replacement of a real partner by his electronic image, the blurring of institutional regulators of interaction, the decrease of the function of social control in the communicative space — lead to a change in the image of interaction,

interacting parties and a change in the meanings of communication. In particular, this is manifested in a decrease in the necessity, and, accordingly, in the ability to understand the other. It should be noted that the ability of understanding is an immanent sign of communication and its decrease leads to violations of the communication itself, the generation of simulacra, semantic substitutions, game scenarios associated with the destruction of normativity.

Changes in the understanding of the meanings of communication in virtuality, of the constructed worldviews in the media space, lead to a change in both the image of interaction and the manifestation of personality traits in interaction. Thus, in real interactions, the respondents demonstrate honesty, conscientiousness, sincerity, responsibility. And in virtual reality being cunning, unreliable and mobile is in demand. The significance of the qualities traditionally approved in social life is more than halved. This phenomenon is an illustration of the manifestation of gamization as a means of simplifying the increasingly complex world and the manifestations of these qualities themselves should be considered function-wise. Through gamization, it is possible to preserve the integrity of the communication space.

Argumentation and conclusions

It is noticeable that the construction of a mediatized world is developing multidirectionally — in the direction of constructing new norms, meanings, greater freedom of self-expression, and self-regulation. And in the direction of destruction, normalization of deviation.

The changing social reality becomes an everyday life-purpose contour, and the transition of an individual from one sociocultural field of interaction to another requires from him often incompatible communicative skills and behavioral efforts. In this sense, the transgressiveness of communicative competence creates semantic supports in conditions of contrariety, as well as for the construction of new forms and methods of communication as a means of resolving this contrariety.

In a single picture of the complex social life of contemporary Russian society, the coexisting two types of communicative competence of an individual, which have different mechanisms of formation (institutional and self-regulatory), overlap within one carrier. A person turns out to be the carrier of two types of communicative competence, and the type of communicative competence that is relevant for a given situation of interaction is realized. This feature forms a "hybrid" social reality in the consciousness of a person, allowing him to adapt in the modern conditions of the communicative space and integrate into society.

Hybridity is manifested in the central role of virtual reality in the production of new modes of communicative competence. As M. Castells notes, "paradoxically, virtual life is more socially diverse than physical," [1] pointing at this shift in emphasis in the creation of new cultural models of communication to the domain of virtuality. In this sense, virtuality is a "platform" for the construction and

testing of new communication models, and in real interactions they are shifted, mixed, assimilated, replaced, etc. Such shifts of online formats of interaction to offline formats impart internal mobility to communicative competence, the ability to amortize, situational redesign, and thus to sustainability.

Communicative competence of different types is manifested in one individual, and the transgression of communicative competence, which allows a person to make the transition from one environment to another within these different types of communication, is a factor steadinessin of the modern social space in transformation.

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