Semantic variability of pseudo-reality

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Abstract

The article deals with pseudo-reality and virtual reality, defines the role of man in relation to them. New conditions of formation of the communicative environment contribute to the reflection of personal interests. The author gives the necessity to compare pseudo-communication with real time. The author of the article faces such tasks as the consideration and correlation of the terms of virtual reality and the discovery of the meanings contained in them. Information in our time requires verification and processing for perception. Scientists, and Th. Schumpeter among them, observed that mass consciousness is a subject to the introduction of some ideas that do not coincide with reality. The author reviewed works by S. Horuzhiy and I.D. Lobanov, in which you can see as the incompleteness and limitations of reality, and some new, full reality. An attempt is made to show the strength of the relationship between reality and pseudo-reality. The ideas are reflected in which the virtual, artificially created reality is necessary for manipulation, in which it mainly will not exist. The purpose of artificially created reality is shown, as well as possible negative consequences to which it can lead without proper control. The roles of the individual in relation to pseudo-reality are found. It is revealed that the term "pseudo-reality" contains in itself and it is shown in what force of interrelation of these two concepts is expressed. It is described with the help of what tools can be applied methods of influence on the participants of communication.

Introduction

Emergence of new operating conditions of the communicative environment promotes personal interests' reflection as well as development and distribution of mechanisms of influence. The opening up spaces are developed for definite purposes and formed with the participants subsequently involved in them.

Modern communication environment is connected with the global information network. Based on this, we formulate the following tasks: to consider and correlate the terms "virtual reality" and "pseudo-reality"; to open the meanings contained in them; to determine the role of a person in relation to "pseudo-reality".

Main part

The term "virtual reality" became popular with the advent of computer equipment. Initially the process of virtual reality creation was considered to be dependent on technical capabilities. But later the idea of virtual reality extended to various spheres of human activity [Lobankov, 2015], so it became perceived as dependent on human thinking and moral substance. And while we can notice imperfectness and limitation of such reality in S. Horuzhiy's work "The kind or unkind", I.D. Lobanov already sees the process of creation of some new, complete reality [Moskovkin, Vakurova, 2017, 100].

The term "pseudo-reality" contains something that does not exist in reality, but at the same time has basis in some idea. As a rule, the concept of pseudo-reality is connected with virtual reality, being developed for a definite purpose. Moreover, while virtual reality is the result of creation and is considered of secondary importance, pseudo-reality acts as a tool and serves the stated purpose, mostly negative.

The relevance of pseudo-communication is tied to time. Disagreements of communicants, misunderstanding, social dissidence, increase of public anxiety come from the metamorphoses occurring in pseudo-reality. This is how the power of interrelation between reality and pseudo-reality is expressed.

The pseudo-reality is sometimes created for formation of artificial isolation as one of the conditions necessary to achieve the results required. Such practice can be discernible in science and technology parks, startups, etc. The virtual reality is capable of creating the "secondary life forms". These forms are expressed in the development of particular areas of activity with conditions different from habitual ones.

V.F. Shapovalov highlights that global communicative space is more and more being filled in with pseudo-communication. This can be seen nowadays in the phenomenon of information wars [Sheinov, 2010]. Virtual, artificially created reality is essential for manipulation, which is reflected by L. Moskovkin and N. Vakurova in their article "The Truth in the fight against pseudo-reality, the state of scientific knowledge" as follows: "…a lot of things depend on who will offer ideas to the society and what kind of ideas will be offered" [Lobankov, 2015]. Virtuality as a stimulation technique can be expressed, for example, in the form of an interview with the signs of interrogation. In this case one can identify certain type of questions, their order and recurrence – methods used to get the answers and denials, necessary to the interviewer. There exists such concept as "audience fatigue"; it is characterized by the lasting process of covering of a certain issue, promoting accumulation of audience fatigue and allocation of a part of "listeners" that are no longer being capable of perceiving a denial. Negative particle "not" in this case disappears and delivered information gets positive meaning. In this sphere

pseudo-reality serves for mass consciousness manipulation, starts the process of self-organization, which is determined by the third parties. Against this background, mass anxiety, extremism and terrorism are displayed.

The Integrated Marketing Communications, as the researcher N.V. Vakurova in the paper "Pseudo-reality as Meta-journalism and the Integrated Marketing Communications System Effect" emphasizes, work by means of the mechanisms described above, globally, similar to the network with the communication circuits, activated in directions given. Information nowadays considers revising and processing as it does not initially coincide with reality.

Mass consciousness is exposed to introduction of some ideas which are not coincident with reality. But these ideas contain the established framework within which some key concepts such as the main moral categories and values responsible for prioritizing of events are formed. Mass media in this case increases its impact due to the width of audience. Thus, it is vitally important to be able to separate a person's own thoughts from these imposed by media. There also exists the term "psychological crowd" (J. Shumpeter), which later transforms to "virtual crowd" (inculcated pseudo-reality). Psychological forum participants emphasize that inculcated pseudo-reality "does not run to destroy and crush, it just approves such actions of its authorities", and therefore provokes people to act in a certain way.

"The estrangement between people is shown, along with the fear to admit that they do not know something, the fear to bruise their own ego, the last shelter and the only true friend of the individual in this distracted society". Selection of moral standards degradation, change of cultural behavior, manifestation of limited thinking take place – all these are the consequences of manipulative pressure.

Conclusion

In conclusion, we can note that the "pseudo-reality" is "augmented" virtual reality. In the course of the research we were able to find two possible roles of the individual in relation to pseudo-reality: active and passive. The maintenance of the active role includes formation of the new reality created for a certain purpose. The essence of the passive role is expressed in the collecting of information, which is the use of an already created model.

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Смысловая вариативность псевдореальности

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Аннотация

В статье говорится о псевдореальности и виртуальной реальности, определяется роль человека по отношению к ним. Новые условия формирования коммуникативной среды способствуют отражению личностных интересов. Автор приводит необходимость сопоставления псевдокоммуникации с реальным временем. Перед автором статьи стоят такие задачи как рассмотрение и соотнесение терминов «виртуальная реальность» и открытие содержащихся в них смыслов. Информация в наше время требует проверки и переработки для восприятия, потому как изначально теперь она не соответствует действительной. Учеными, среди которых Й. Шумпетер, замечено, что массовое сознание подвергается внедрению некоторых идей, несовпадающих с действительностью. Рассмотрены работы С. Хоружего и И.Д. Лобанова, в которых можно увидеть как неполноту и ограниченность реальности, так и некоторую новую, полную реальность. Осуществлена попытка показать, в чём выражается сила взаимосвязи реальности и псевдореальности. Отражены идеи, в которых виртуальная, искусственно созданная действительность необходима для манипуляции, в которой её преимущественно не будет существовать, что отражают Л. Московкин и Н. Вакурова. Показано назначение искусственно создаваемой реальности, а также возможные негативные последствия к которым она способна привести без должного над собой контроля. Найдены роли индивида по отношению к псевдореальности. Выявлено, что содержит в себе термин «псевдореальность» и показано, в чем выражается сила взаимосвязи этих двух понятий. Описано с помощью каких инструментов могут быть применены методы воздействия на участников коммуникации.

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