QUID 2017, pp. 1613-1617, Special Issue N°1- ISSN: 1692-343X, Medellín-Colombia

THE ROLE OF KNOWLEDGE AND PEDAGOGICAL COMMUNICATION IN MODERN SOCIETY

(Recibido el 22-06-2017. Aprobado el 20-09-2017)

Alsu Linarovna Mirzagitova
Elabuga Institute (branch) of Kazan (Volga Region) Federal University, Elabuga Institute of KFU, Elabuga Institute

Alksandr Gennadievich Ilin
Elabuga Institute (branch) of Kazan (Volga Region) Federal University, Elabuga Institute of KFU, Elabuga Institute

Aygul Zufarovna Ibatova
Industrial University of Tyumen, associate professor of the Department of Natural Sciences and Humanities, the Branch of IUT in Surgut, e-mail: aigoul@rambler.ru, ul.

Abstract. The importance of information requires giving more attention to its proper consideration. In the modern world, more and more information becomes increasingly important, the role of computer technology grows, but at the same time, it must be understood that technology still performs, or at least must perform a subordinate role in relation to a person. Modern education and the pedagogical process are subject to a strong influence of the information environment. This environment often performs a destabilizing role in relation to a person, but at the same time, one who has integral knowledge is able to withstand this impact.

The use of new information methods in pedagogical communication promotes the rapid exchange of knowledge between the teacher and the student. But along with this, the acquired knowledge does not always reach the student in the right form, often having the form of a simplified scheme of a particular academic subject. Subjects that form an integral world view drop out of the educational process or remain in it in a limited form. A large role is given to empirical data, which does not require verification, since they are obvious. It is necessary to establish a close connection between science and the educational process through pedagogical communication.

Keywords: information society, pedagogical process, pedagogical communication, education.

Citar, estilo APA: Mirzagitova, L, Ilin, G, & Ibatova, Z. (2017). The role of knowledge and pedagogical communication in modern society*Revista QUID (Special Issue)*. 1613-1617.

1. INTRODUCTION

Communication is one of the most important mechanisms for the development of science, a way of disseminating relevant information and new knowledge. Its role in society and in the educational process is great. Now scientific communication creates conditions for increasing the effectiveness of scientific and pedagogical cooperation, intensification of research activities and contributes to the formation of a holistic perception of science by society, as it is an effective way to publicize and popularize the achievements of scientific progress (Mirskaia, 2015).

Modern pedagogical communication has greatly simplified the process of information exchange. Now the researcher does not need to be physically present during the scientific discovery or testing of the hypothesis. To "get involved" in the pedagogical process of remote acquisition of knowledge, it is enough to turn on the computer. Specialists can be on different continents and simultaneously take an active part in scientific research. Geographical, ethnic, national, political borders remain just formal: "The development of the Internet has led to a reduction in information distances, creation of a global communication system based on ultra-fast transmission of information around the world" (Matiushina, 2016). A scientist can announce his/her discovery to the whole world in a matter of seconds.

2. RESEARCH METHODOLOGY

having moved to the Internet, pedagogical communication changed and significantly accelerated its development. "Easy access to scientific information has led to the fact that serious scientific material is used much more widely by the public." (Arefiev, n. d). The number of published scientific works and the level of public interest in various branches of science grows. Based on the complexity of the research, the authors used methods of analyzing the current situation in the information world when constructing the logic of the article. Together with this, the availability of relevant literature on the subject of the research made it possible to apply the content analysis of the sources. New approach is the application of a competence method based on the conformity of the education system with the new requirements of the social environment.

3. RESULTS AND DISCUSSIONS

The transformation of technology has led to the emergence of electronic scientific communication capable of an ultra-fast exchange of data between scientists, as well as between the teacher and the student. Regardless of geographical location, scientists all over the world, even if they have never met live, can work in one direction, share scientific achievements in real time. Electronic communication makes it possible to intensify the connections between scientists within the so-called "invisible colleges" (Matiushina, 2016) - non-institutionalized groups of researchers who work together on common problems in concert; a communication association that has a certain, fairly stable structure, functions and scope (Kara-Murza, 2003, p.210). The results of empirical studies have shown that "invisible colleges" do exist and their indispensable advantage is that scientists independently form a system of values, choose the most successful method of cognition for themselves, determine the mechanisms for obtaining knowledge (Baudrillard, 2006, p.144). Since this structure is not limited by space and time, it is also deprived of the negative external influence of the authorities, society, and other scientific unions. At the same time, electronic control over members of the "invisible college" is intensified, which is a negative manifestation of electronic communication. Such association pays much less attention to the official status of the scientist and his/her achievement.

This college can become formal and “visible” if its members decide to make their achievements public. British scientist Derek Price believed that "invisible colleges" are more effective than traditional scientific societies because of the way they communicate. Such groups do not have a trend towards inertia in their development, and act only at the active level with constant progress (Collins, n. d p.244) (Gapsalamov, 1950).

Electronic communication assumes a certain level of financial and material security. To become a member of the "invisible college", one needs to have the appropriate digital security. The Internet makes it possible to intensify communicative acts, and this opportunity is mainly used by those who have sufficient technical equipment. Due to the lack of a computer or proper software, a scientist may not know about the discovery of colleagues or simply not be in time to make public their achievements. But the researcher in a prestigious university with the proper technical support will have such an opportunity. "In order to have a competitive advantage, one must be aware of the structural

possibilities that open up and be ahead, otherwise they will close." (Dezhina, 2009). Most of the achievements of science and technology for their legitimization should be made public and communicated to society, because science must serve society. Since the Internet is the main source of information in the 21st century, it can be said that a discovery that is not marked on the global network is not considered perfect, at least for the vast majority of users.

At the stage of promulgating the achievements of the "invisible college" there arises the problem of authorship. After all, under the intensification and globalization of the cognitive process, the scientist is deprived of the right to individuality. In the process of continuous exchange of ideas and inventions, a certain cognitive cycle arises, making it practically impossible to determine the actual author of the theory. Consequently, "collective authorship" replaces the direct authority of a single author, and inventions and theories become impersonal (Kara-Murza, 2003). This may lead to lack of responsibility. If the discovery leads to a negative impact, and the concrete author remains unknown, there will be nobody to answer for the consequences. If the invention turns out to be useful for humanity, the problem of the absence of a single author will become even more acute, because everyone who is related to this research will want to feel all the charms of public recognition and respect.

The modern pedagogical process and modern science are characterized by interdisciplinar nature, integration of methodological and paradigmatic attitudes from one branch to another, aspiration to develop a single tool for various fields of science (Mirskaia, 2015). However, such a development is hampered by the variety of terms and heterogeneity of the categorical apparatus - "various scientific schools, directions are described using a special language that is understandable only to a certain circle of scientists". We need a universal scientific language, understandable for scientists all over the globe. Saturation of scientific works with specialized categories and concepts moves science away not only from scientists but also from society as a whole, because it makes it too complicated and incomprehensible for most people. Consequently, the scientific worldview is forced out of the social context, detached from the real world, which is unacceptable for scientific communication, because one of its immediate functions is the legitimation of scientific achievement, its promulgation and socialization.

Thus, pedagogical communication, having developed from paper carriers through newspapers and magazines, has evolved into an electronic one, which can completely replace the traditional means. However, the time it will happen will depend on the intensity of the spread of technological progress in the world.

An increase in the volume of information a person faces every day increases its value in pedagogical processes and produces a new level of social relations, forming a qualitatively new type of society - information, in which the majority of employees are engaged in the production, storage, processing and sale of information, especially its higher form - knowledge (Ibatova, Ippolitova, Muchametgaliyeva, Rodionova, Yagafarova & Ikonnikova, 2016). The information society is characterized by the growing role and importance of information technologies, which become the trigger for changes and new trends in the social structure, economic, political, cultural spheres, and also enable a person to broaden his horizons - to get into the virtual world in addition to the real one. Information technologies are a set of tools, mechanisms, techniques associated with the expansion of the information space and the formation of new values, traditions and behaviors, which is very important for modern pedagogical communication (Ibatova, Vdovichenko, Mukhametgaliyev, Mukhametgaliyeva & Kuzmenko, 2017).

Information technologies increasingly expand the boundaries of their influence in the modern world, spreading to various spheres of social life and creating a new reality called the information space. There is a total informatization of society, the information impact on each person is gaining global scales. The necessary amount of information is one of the essential conditions for the evolvement and development of each individual, through which we receive the necessary knowledge in order to survive in this world. The information shall be understood to mean "documented or publicly announced information about events and phenomena occurring in society, the state and the environment" (Baudrillard, 2006).

Informatization of society has a number of positive characteristics, the main of which are the creation of optimal conditions for receiving and implementing information needs of citizens and the use of necessary information resources. In the educational process, the student receives reliable information that allows improving various spheres of human life, achieving goals and desires, thereby ensuring the development and progress of society as a whole (Lebedev, 2014). Thanks to modern information technologies, information is processed quickly enough and spreads to virtually all corners of the

world, giving every person the opportunity to observe events that occur in another part of the planet or continent. Information is also able to integrate into various spheres of human life, thereby speeding up their progress and development. The pedagogical process that turns information into knowledge, also gets many benefits.
The information itself poses no danger, and is inherently neutral, but in the process of using it and spreading it through various methods, for example, repeatability, combination with audio and video material and other schemes, it becomes a powerful force or even a weapon in hands of the manipulator. That is why, in our time, "the use of information has become targeted and aggressive" [5, p. 62], that is the purpose of information companies and all kinds of advertising was not only the sale of a particular product or service, but also knowledge. It should have an open and transparent form and, first of all, the formation of public opinion.

Modern technologies, especially computers, tablets, phones, being attributes of the modern civilized world, bind to themselves both a child and an adult, reducing the degree of their activity, replacing live communication with virtual, moving books, theater, friends and relatives to the background. Thus, the value of interpersonal relationships and kinship is lost. The need for customs, traditions, cultural and religious norms also disappears, their spiritual content fades away, leaving only external attributes [13].

Information technologies, operating with verbal and non-verbal symbols, influence a huge mass of people through well-developed media capable of delivering a significant amount of necessary information. Their action in the modern world is unlimited, since it affects not only the conscious, but also the unconscious, primarily the reflexes and instincts of the student who perceives certain knowledge.

The modern world, where new values and ideals are being formed, gives rise to new goals and needs, new requirements for professional activity, appearance and behavior of a person who wants to be competitive in the labor market or have a certain advantage in obtaining one or another vacancy. A vivid demonstration of this process is that "in advertising and other media we deal with a fetish body, a commodity body; a person is encouraged to watch over his body, because his beauty, harmony, grooming constitute a sign of prestige, a weapon in status competition" (Arefiev, n. d, p. 261).

With the advent of the Internet, in addition to the press and television, the problem arises of crowding out interpersonal communication as a source of information acquisition and transmission. This is also dangerous within the pedagogical process. People are locked in their virtual world with their virtual interlocutors, which causes the destruction of their living space, values and ideals that are the basis for the coexistence of people in society; thereby media influence the culture "by passing it through their filters, singling out individual elements from the total mass of cultural phenomena, giving them a special meaning" (Kara-Murza, 2003, p. 276). Therefore, the essence of the media is reduced to "neutralizing the living, unique, inimitable character of the world, in the replacement of the world's variety of media homogeneous for each other" (Arefiev, n. d, p. 160).

The Internet and commercial being the tool of media influence on the mass consciousness, as well as each individual, form certain values, ideals, and beliefs. This makes the education system less suitable and meaningful for the formation of values in a person's worldview. However, as a result of this influence, differences arise between the ideals and values of the individual and society. The greatest danger is the manipulation of human consciousness through the surrounding it with the artificial virtual information space able to influence its mental activity. The consequence of such a process can be the erasure of a person between the virtual and the real, artificial and natural, and it cannot adequately perceive reality and make the right decisions.

4. SUMMARY

Thus, education plays an important role in the new information world. The institute of education turns information into knowledge. Knowledge can increase the amount of information, however, on should know the direction to move this information. The leading role belongs to those who possess true knowledge and a true understanding of reality.

Empirical evidence is important in research, but it should be borne in mind that empiricism is created by certain people and it is important to understand how these people intend to continue to act at a pace that would avoid possible negative consequences.

The original being must be reflected in pedagogical communication; in this case, educational and pedagogical activity will be successful.

5. CONCLUSION

The activity of TV and computer networks in popularizing a cult of cruelty and violence has grown, which leads to a distortion of the perception of reality in adolescents, a sense of freedom from public control not extended to virtual reality. The norms, taboos and prohibitions lose their ability to regulate behavior, the level of limiting restrictions decreases, leads to the emergence of various forms of deviant behavior and leveling of legal laws, contributes to the destruction of moral and value orientations, which in turn affects the cultural level of society as a whole, violates it peace and harmony.

All these factors together can lead to "a world of pseudopods, pseudoculture, pseudo-history. The events, history and culture here are concepts not developed on the basis of contradictory real experience, but produced as artifacts based on the technical manipulation of the medium" (Baudrillard, 2006, p. 164), therefore, any value of the real world is lost, becomes an element of the system of mass information consumption. Thus, we can say with confidence that information technology today plays the role of the main engine of social progress. Social informatization acquires global scales, affecting the consciousness and psyche of almost every member, leads to a change in its behavior and moral values, is not always positive since it often leads to the spread of the process of dehumanization in various spheres of human activity, the decline of morality, and affects the basis of the human and society being.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

Arefiev P. Integration of the Russian academic community into global communications [Electronic resource] / P.G. Arefiev / Access mode: www.nir.ru/sj/sj/sj2-01aref.html.

Baudrillard J. Consumer society. Its myths and structures / J. Baudrillard ; [Trans. from French; Afterword and comment by E.A. Samarskaia]. – M.: Cultural revolution; Republic, 2006. – p. 269.

Collins R. Networks through the generations: why the personal connections of philosophers are important for their creativity [Electronic resource] / R. Collins. - Access mode: http://www.nir.ru/socio/scipubl/sj/sj4-01col.html.

Dezhina I.G. Trends in the development of scientific schools in modern Russia / I.G. Dezhina. – M.: IEP, 2009. – p. 164.

Gapsalamov A.R., Ilin A.G., Vasilev V.L., Bochkareva T.N. Beginning of the end: the ussr economic development in 1950s – 1960s // The collection includes 7th International Conference «Recent trend in Science and Technology management» by SCIEURO in London, 23-29 January 2017. 7th_International_Conference__Recent_trend_in_Science_and_Technology_management__2017__V.2.pdf

Ibatova, A.Z., Ippolitova, N.V., Muchametgaliyeva, S.K., Rodionova, A.E., Yagafarova, K.N., Ikonnikova, L.N. (2016) Lifelong professional education in the Russian federation: Personal aspect. International Journal of Environmental & Science Education, 11(16), 9426-9436.

Ibatova, A.Z., Vdovichenko, L.V., Mukhametgaliyev, I.G., Mukhametgaliyeva, S.Kh., Kuzmenko, V.I. (2017) Non-normativeethnonymsandinformaltoponymsasmeansofverbalaggressiveness. Man in India, Volume 97, Issue 2, Pages 65-72.

Kara-Murza S.G. Manipulation of consciousness: Textbook / C.G. Kara-Murza. – M.: Orion, 2003. – p. 500.

Lebedev S.A. Philosophy of science: a vocabulary of basic terms / S.A. Lebedev. – M..: Academic Project, 2014. – p. 320.

Matiushina A.V. Information technologies: from information impact to information protection / A.V. Matiushina // Bulletin of Taras Shevchenko Kyiv National University. - Series "Philosophy. Political science". – No. 81-83. – 2016. – p. 60-64.

Mirskaia E.Z. Scientific schools: history, problems and prospects / E.Z. Mirskaia. – M.: Logos, 2015. – p. 265.