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PSYCHOLOGICAL ASPECTS OF INFORMATION SECURITY IN THE COMMUNICATION SPACE OF SOCIETY

The interest of researchers in different scientific fields and directions to the phenomenon of information and psychological influence in the modern world is caused by a number of reasons. First, the crisis state of society, both at the global level and individual social systems requires rethinking the system of information influence and its means in the communication space of modern man to overcome the crisis. Secondly, the confrontation of socio-political systems at the geopolitical level due to the use of information and psychological methods and tools of influence. Third, there is a transformation of technical and technological means of communication that invade the personal space of a person, which transform social relations and processes.

The role of psychological knowledge in understanding the impact of information in politics, business, social relations in view of the increasing role of information technology management in these areas. More and more attention is paid to the problems of psychological security of information impact on the individual and society as a whole, reducing the likelihood of conflict at different levels: the individual – society, society – power elites, as well as in the system of international relations.

The modern stage of development of communication technologies actualizes the problem of correlation and functional features of visual and verbal in the process of communication. Advertising, PR, Internet communications (social networks, computer games, social journalism, for example, blogs, etc.) are saturated with visual and verbal information. Literature, cinema, television are different ways of representing cultural meanings. Researchers assign a special role to the figurative sphere of a person in the description of psychological effects of information impact. In the era of virtual reality dominance, created by the QMS, psychological knowledge of visual and mental images in relation to the verbal component becomes popular. The "language" of modern information and communication technologies is a complex composition of visual and verbal, which allows to transform ideas about persons (political leaders, public figures, historical figures), phenomena (poverty/wealth), about significant historical events for society, etc.