

## **Mass-media in the Context of the Problem of Ecological Transformations of Thinking**

The aggregate of global problems, including ecological, that have appeared before humanity, forced research workers and philosophers to pay attention to the subject of human consciousness transformation, and change its main orientations and revaluation of values. The author viewing the classical ideas about the connection of practice, knowledge and consciousness states his own vision about the ways mass-media could be attached to this process.

Of another issue of *Freeside Europe*, I had the honor to express my own reflections in connection with the actuality of the modern human ecological style of thinking formation [1]. Then it was highlighted that under the influence of ecological knowledge achievements there is a new open ecological style of thinking formation in modern science (in the broad sense of the word), which is based on tolerance, the dialogue of different forms of cognition of outward things, and related to a search leading out of the modern global crises. At the same time it was admitted that such a thinking style of formation is protracted, a difficult process which needs considerable effort from specialists in the different spheres of human activity. The opinion of Erwin Laslo was mentioned in that article. He said, that information and education nowadays are the substantial elements of steady human development: We need more information in essence, to knock until masses, adults, young, and old people of all ages answer The second idea is, probably, education, to make contact with young people, with those, who will come to the world in the role of leaders and active members of the society in ten or twenty years [2]. Today within the framework of another issue of *Freeside Europe* [online] *Journal - Culture of the Information Age*, it is desirable to express some reflections concerning the role and context of information technologies and mass-media in general in ecological transformations of thinking.

Therefore, one of the most popular subjects of the scientific and philosophical reflections today is the problem of the so-called revolution of consciousness the revision and transformation of modern human aims and values that must become a key moment for overcoming crises of the modern world [3]. Actually science and philosophy have come to the stage of concretely working out effective, technological and productive schemes for ways of activating the mechanisms of forming new, more humanistic and ecological conditions for consciousness in the modern world and a proper style of thinking, as well. And in this case, to our mind, this can considerably help modern civilization. Human dependence on information and mass-media, as its basic guide at certain circumstances, will probably become the very desirable life-buoy in the stormy sea of global problems. To substantiate my opinion I will allow myself to analyze certain general mechanisms that lead to human thinking transformations.

First of all it is quite obvious, that any knowledge has its practical genesis. Practice can also be considered today as a brainwork concerning consumption and assimilation of certain informative product. Speaking otherwise, if practice were traditionally defined as a sensual-subject human activity, in our opinion, today in the period of information it is possible to speak about practice as an intellectually-informative activity with its substance of natural and social objects of assimilation. In the other words, it is possible today to talk about the informative practice.

At the same time, it should be remembered that knowledge is the interiorization of practical actions, because the pre-condition of a cognitive thinking process, which is developed from practice, is the transmitting into the internal plan of operations with an actual object. Paying attention to this point and attracting the concept of informative practice, we can create a certain chain: informative practice - interiorization of informative practical experience - vital knowledge - system of orientations and principles of world perception and behaviour in it practice ( on the base of knowledge objectifying) objective reality (certain social relations). This scheme, in our point of view demonstrates evidently, that human knowledge, the system of orientations and principles, and lastly, the method of behaviour in the world and the selected model of public relations depend on the informative product, which the human uses. Therefore, if an informative product has the powerful humanistic and ecological load, it is as pre-condition of cognitive and thinking process will be able to generate steady and practically useful ecological knowledge, which afterwards can be realized during new practical activity concerning objective reality which occurs through this (in certain sense) abstract ecological knowledge. V. Il'yin wrote that: Practice, when it is based on the abstract action, is an activity with the real subject and in fact is founded on the objectifying knowledge to, so to speak, further transmit reality, which is carried out already through an objective reality and not a subject-mental or physiological one.

On the other hand, certain image building that absorbs the peculiarities of certain kind of knowledge (ecological knowledge in our case) is the result of an objectively gained ecological knowledge through informative product consumption. Thus, informative practice, both on scientific-theoretical and everyday level, is able to influence thinking processes and human consciousness by using the system of ecological knowledge and its results that is always determined by certain historically-cultural terms. So talks about the transformation of ideological and moral ideas of the human view of the world can be placed from the theoretical sphere to a practical one. Using a powerful potential of modern mass-media (both as the classically printed form, and, foremost, electronic) it is possible to attain a real reorganization of effective and mental human attitude to the world, a human position in the structure of social and natural life. This process viewed outwards will be similar to that one framed by V. Zvihlianych as a transformation of a certain knowledge process of the world views on the orientations of human actions, on the one hand, and as an exposure of social-institutionalized forms of human activity, that maximally open space for comprehensive activation of the personality creative potentials, and determine the rationalization of the humanistic orientations of the process of the human vital functions, on the other hand.

However having expounded the possible scheme of ecologization of thinking of modern man and the transformation of his consciousness we have two other problems: first, and foremost, mass-media representatives and owners of informative resources can make ecological and humanistic subjects interesting; and, secondly, it is necessary to give answers to the question on the ecologically loaded informative product, which must remain for a long time interesting for people of different ages, social and economic position, cultural traditions and, at last, give the desirable result - humanization and ecologization of thinking.

Solving the first problem obviously goes beyond scientific frames and reaches into the economic and political sphere. Only by joint efforts of the public, the politicians and public officials is it possible to convert informative space from the means of material welfare and political dividends into the effective instruments of global problems of today by solving the whole circle of problems.

Concerning the second problem, it is foremost necessary to consider the fact that the task must consist not only of the mechanical distribution of the humanistically exposed and ecologically orientated information. The problem is that in modern terms through the increase of the original role of the individual in all spheres of public life, the encouragement of the capacity for self-education, self-perfection, the aspiration for self-realization has been acquired. It has primary importance because this finds a reply in the different cultural and social traditions. Due to certain warnings the concepts of self-realization and self-perfection are close and clear to both western man with his deep individualism and progressiveness, and representative of east civilizations with its original religiousness and patriarchal character. Thus, one of the principal aims of creation, as we say the ecological informative product, must be the stimulation of processes of our own, personal reflection of either problems of human existence and social relations in the humanistic and ecological key. However, it is obvious, that principles, and aims, and methods of the ecologically loaded informative product creation need special research and can become the subject of separate scientific research.

Taking into consideration the above mentioned we can confirm that there is a real possibility to begin the process of practical transformation of aims and values of modern human transformation of consciousness, and this will be the beginning of a great internal work for the whole human civilization to overcome crises of the modern world. An active bond with mass-media in this process is not a certain contribution to the global fashion, but socially, politically, economically and ecologically caused by the requirements provided by time. Certainly, if humanity and foremost its elite (both intellectual and financial-political) indeed aims at giving the real outlines to the slogans about stable the development of civilization.

Literature:

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