The Specifics of Communication in Virtual Advertising and Design Community: Actor-Network Aspect

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Abstract: On the basis of research analysis in the field of advertising and design the specifics of communication in virtual advertising and design community is described. The researchers explained the necessity of studying an actor-network aspect in it to enhance the effectiveness of communications in a virtual space. Theoretically, the specific features of communication in virtual advertising and design community were verified and substantiated during the projecting of advertising and design products. The applied nature of communications in virtual space refracted in various advertising and design communities is described. Thus, the ability to develop and implement effective communications was demonstrated.

Key words: Advertising, design, communication, virtuality, actor-networking aspect, community, internet, network, network development, advertising and design product

INTRODUCTION

In recent decades a fruitful invasion of science in the field of advertising and design takes place. In this regard, a series of materials devoted to the study of specific problems in the field of advertising, design and communications was published: design specifics in the internet environment, the peculiarities of design of advertising product projecting and its promotion in virtual space, the nature of the communication performance in virtual space (Guzev, 2013; Pitko, 2015; Pitko, 2005; Pitko, 2014; Pischugina, 2013; Slozhenikina, 2015).

The review of communication specifics as a holistic socio-significant phenomenon with the ideas and methods of scientific and practical activities is quite relevant nowadays (Askerko, 2014). Especially, when you consider that the recent communicative activity makes an active transition into the virtual space. In this regard and also considering the substantive component and the variability of communication manifestation, we consider it is appropriate to refer to the study of this problem (Grachev, 2001; Kataev, 2001).

METHODS

The study is based on an activity approach, the method of system analysis (at the clearing of "actor-network perspective" approach), general logical methods of cognition such as analysis and synthesis as well as the method of ascent from an abstract to a concrete one (at the study of communication performance in the virtual space), the principle of historical and logic unity (the disclosure of communication theoretical foundations).

MAIN PART

The understanding of communication role in society is found in the works of ancient thinkers. The ancient Greeks presented brilliant examples of the dialectical approach to the phenomenon of communication. Thus in ancient times the communications had basically the function of society management. The specifics of communication was addressed by Socrates, Plato, Aristotle who justified the role of communication in politics, public relations and interactions in the Ancient States (Latour, 2003).

With the appearance of Christianity, a new stage in the development of communications started. The greatest "Fathers of the Church", Augustine, Gregory of Nyssa, Anselm of Canterbury, Thomas Aquinas comprehended the role and importance of communications, put them in the framework of God's existence proof.

The invention of a printing press by J. Gutenberg during the Renaissance marked a new stage of communication development which brought the process

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of communication to a new level. The process of communication acquired a mass character. If the communication was performed earlier from a carrier to a carrier by the means of verbal and non-verbal components of a language there was the transition to the use of printed materials in communications during 15 to 16th centuries which was the forerunner of "literacy era" (Pischugina, 2013; Slozhenikina, 2013).

The next stage in the development of communications was a scientific and technological progress and the rise of industrial production. With the appearance of such inventions as telegraph, telephone and later radio and television communications became mass-media ones. From the theoretical aspects one may observe the appeared interest of scientists. In the middle of the 20th century, the works of such eminent philosophers, sociologists, marketers as Ludwig Wittgenstein, M. Castells, Latour B., R. Patyurel, D. Ogilvie were published. They made the necessary step to the understanding of new communication forms within the community as a relatively new social interaction of its members in the era of virtual communications. In the context of these concepts B. Latour develops his actor-network theory, the relevance of which varies daily due to the qualitative change of communications and virtual advertising design community.

Thus, the development of the internet is accompanied by a massive transfer of information activities as well as the information interaction from the environment created by traditional information and communication technologies in a virtual environment of the internet (Pitko, 2014).

Today the domestic business in the field of advertising and design has certain difficulties associated with the not always effective interaction of professionals involved in this business. The modern market dictates certain conditions to an advertising product which inter alia, may be a design one. The consumer society imposes its own requirements for such a product that determines its designer component. Due to the fact that advertising agencies have the experts from various professional fields of advertising and design activities the relevance of their communication interaction becomes the most important one. Only a special organization of this kind of communication may ensure such a cooperation.

The specified problem may be solved by the transition from real communication into the virtual area communication. One of the conditions is an attempt to create so-called online communities in this space. The result is that there is the need for a philosophical justification of this phenomenon. The logical method

encourages us to consider such concepts as "network", "network developmen", "actor-network aspect" and the need to analyze them systematically.

The problem of communication essence, the search of a conceptual component in it is a long history comparable to the history of human society. And such a panoramic analysis of communication allows us to look at modern issues. Therefore, the issue about the sense of communication in a virtual environment is an appropriate one.

According to O.A. Pitko, O.S. Pischugina, N.S. Slozhenikina "the development of the internet is accompanied by a mass transfer of information activity and information interaction from the environment created by traditional information and communication technologies into the virtual environment of the internet" (Pitko, 2014).

The attempt to introduce online communities, their presence or absence in a particular philosophical doctrine depended on shared values and worldviews and yaken during several centuries. For example in the 17th century German philosopher G. Leibniz formulated the understanding of reality, based on his concept of monadology. Monads, unique individual elementary units are at the basis of this concept. The French sociologist G. Tarde picked up G.V. Leibniz's idea which was the basis for the theory of society where society as such does not exist and a social reality is created by monads which are unique units. B. Latour has developed these concepts built his popular actor-network theory in their context which remained relevant today.

According to M.N. Grachev's opinion: "nformation technologies created new forms of social interaction when people did not have to be together to exchange messages with certain meaningful content. The exchange of symbolic forms became available to an increasing number of people using mediated interactive forms (Castells, 1999). Thus, there is a new understanding of the term "community" which leads to the emergence of new forms of social interaction during internet era.

From M. Castells point of view networks is a place that is locally limited by time and the territory which has a number of characteristics: the possibility of consecutive exchanges and interactions in the mode "here and now" among the subjects in the social structures included in the network; the access to information beyond time and space. As a consequence, it may be assumed that networks are based on information and communication technologies (Slozhenikina, 2006).

M. Castells undertakes a detailed analysis of current trends, leading to the formation of society foundations

which he calls the society of network structures, defining the network structure as follows: "the network structure is a set of interrelated nodes <...>. The specific content of each node depends on the nature of a particular network structure" (Castells, 1999). Thus, the characteristics of nodes, i.e., its basic elements, influence the network organization properties as well as the characteristics of links between nodes. Social institutions, social communities, individuals and in our case all the participants of network advertising community are the nodes of this network (Chernyshova, 2008).

According to Patyurel (1997) opinion "the network development is a strategic management approach which is used to form a network with its nodes and connections to achieve the compliance with the needs and expectations of partners and business environment". Thus, R. Patyurel explains network organizational structure by this term.

According to the opinion of another researcher B. Latour, society as such does not exist. Based on his concept of society understanding it is composed of individual elements the actors who represent an individual an organization or other objects. These elements influencing each other, develop not a hierarchical structure but a flat dynamic network through which their mutual relations are determined. This aspect of B. Latour theory and allows us to relate this theory with the "actor-network theory" Considering that social reality is the result of all actors game, the researcher believes that such an apparent chaos structures society (Yurochkina, 2014).

In traditional understanding the interaction in society is performed via subject-object relationship. In this case, the issue of an actor belonging becomes more relevant today. B. Latour blurs the border between a subject and an object, because they are equal in his concept and their mutual influence on each other. In other words, objects and subjects have equal project opportunities during the development of network space. Accordingly, according to B. Latour: "acting means the mediation of the actions of others" which is clearly evident in network cooperation (Reinhold, 2006).

In professional advertising environment the network development is not a vertical hierarchy and it creates qualitatively different forms of interaction. This is confirmed in G. Reyngold theory which says that independent professional communities subordinate the set of equal ones. Thus, a new form of institutional order appears where the network development acts as a new way which organizes the elements of an organization. Such networks increase the activity of communication between the members of different online communities including advertising ones (Latour, 1996).

During the study of this phenomenon one should understand that the network organization of society, network relations always existed at the same time with an hierarchical one. This is confirmed in Rheingold's work: "complex social networks always existed but recent technological advances in communications make them the dominant form of social organization. When computer mediated communication networks connect people, institutions and knowledge they become the social networks supported by computers. The technical development of computer (PC) networks and public development social networks supplement each other now" (Reinhold, 2006).

Nowadays, there is every reason to believe that the economy and the production have such organizational schemes which make up network relations but not hierarchical ones. This was also contributed by information age. The main difference of a network organization is that it is more mobile than the hierarchical one which is more suited for a proper information processing and the management of information flows. For the modern world, the network development of companies plays a key role and is the form of management organization which distinguishes it from earlier times when it displayed only an internal structure of the management process and its content. This may be equally applied on business structures in general and on advertising and design structures in particular. So, there is every reason to believe that an advertising network community is defined as one of the forms which increases the effectiveness of communication in advertising and design business.

So, there is a complete adaptation of professional community participants to the advertising business on the basis of the fact that the networks provide greater mobility, information processing speed, the involvement and the use of the best resources, knowledge and skills with minimal time costs. Such network characteristics as the variability of shape, one the one hand and the existence of an integral advertising networking as a central element on the other hand, increases the speed of creation and collapse of bonds corresponding to the virtual reality properties. Consequently, we may say that the virtual reality is an inherent part of these networks. This in its turn, led to the emergence of a new kind of informal professional communities that do not have a characteristic institutionalizing.

Talking about the specifics of this kind of communication in the network interactions it should be noted that the implementation of these communication takes place in a professional activity within the ad network community. Such activity may be implemented in

different directions in the field of advertising and design, particularly in research, marketing, management activity and so on. The virtual reality of communities contributed to the unification of geographically disparate elements into global networks that did not supersede local ones and exist alongside with them.

We agree with the opinion of researchers who believe that characteristics features of a professional advertising and design community network have the same features as a virtual organization, namely: "an unstable character of element operation; the implementation of relations and administrative actions on the basis of integrated and local systems and telecommunications; the relationships with all partners and other interest institutions through a series of agreements, treaties and mutual ownership of property; the formation of temporary alliances in adjacent areas; the preservation of property relations as long as they are deemed profitable, etc." (Pitko, 2014).

The main difference of virtual organizations from the conventional ones is that these organizations select and use different resources in particular, the possibility of total cost reduction while possessing a high speed of a market order performance. Besides, virtual organizations meet the needs of a customer more fully and are able to adapt to constantly changing business conditions.

The main characteristics of communication in a virtual organization are: the high status of information resources integration, an open distributed network structure, an independence and specialization of network members who are the carriers of these communications, the flexibility and also the nature of horizontal relations.

In the course of professional activity, a man and thus his communications, act as an active subject of activity, despite their virtual nature. As a result, subjects organize themselves and their activities through institutional norms in the framework of professional interaction. The link between professional bodies (fields) and creative activity of subjects as the part of promotional activity is habitus-it is the cast from the structures perceived by an individual, deeply rooted in his mind.

This cast is a mechanism of virtual reality reproduction as the way of a potential being (Bukharin, 2008).

In modern social institutions the complication of communication nature takes place in a single information field. This is indicated by Giddens who claims that the erasure of spatio-temporal boundaries may be observed everywhere in modern society in social institutions.

Modern social institutions increasingly rely on information resources and are included in a single information field (Giddens, 1995).

Taking into account this fact such institutions as advertising and design may be virtual ones and the communications carried out in them have all the properties of a virtual space. The consequence of the need for communication in a virtual advertising and design activity is the following one: the informal structure of the professional relationship becomes the most important one in the course of professional activity among the participants which is also the specifics of communications carried out in a virtual space which entails a more flexible adaptation to the changing conditions of business.

Speaking about communication, it is necessary to bear in mind that an individual identity is very important for a traditional community. Then, it acquires the characteristics of a collective one in the virtual community. The development of such an identity takes place in three stages which are reflected in the communication processes.

One should talk about the first stage when a new participant in the course of socialization is under a mutual influence of a subject and a collective identity. The role of communication in this case is the regulative one. During the second stage a subject participates in the formation of collective identity. Communication promotes the development here. The third stage is characterized by the fact that a subject comes into communication interaction with the members of other communities and presents, first of all, a collective identity for them and then and individual one.

Thus, we may say that communications in virtual communities contribute to the extinction of personality and help to gain the involvement to community which in its turn determines the leading role in the process of a subject self-identification. Thus, the exchange of information within a network community creates the mechanisms that counteract the violation of interaction norms adopted in a network community as well as contribute to the confidence increase among the process members.

The specifics of communications in a virtual community are explained by the fact that communication is transferred to an interactive mode, thus expanding the number of interaction participants and the nature of interaction becomes complicated. Thus, it should be noted that the virtualization of communications leads to a qualitatively new relationship among subjects not only in traditional forms of activity but also develops the basis for new interactions within the activity.

SUMMARY

The increase of communication role in virtual advertising and design community becomes increasingly

demanded for modern Russian society which is evidenced by the emergence of different communities in the internet environment. Thus, the creation of effective communication in virtual advertising and design community allows to achieve not only a new understanding of interaction nature among subjects within the community, often geographically distant from each other but also opens up the horizons of new cooperation for advertising and design experts to solve various problems in the professional fields of advertising and design activities.

CONCLUSION

The importance of communication role study in virtual advertising and design community as a whole and an actor-network aspect of it were revealed through communication efficiency increase in a virtual space.

Specific communication features in virtual advertising and design community are revealed. These features are manifested in transition of communication interactions in an interactive mode. The feature of such communications allows you to expand the number of participants in it and complicate the nature of their interaction. The applied nature of communication in virtual space is reflected in an increasing number of advertising and design communities, operating in a virtual environment.

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