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## **Semantics aspect of information in the communications of social interactions**

**Abstract:** In this paper considers influence of the type of information on the process and outcome of communicative interactions. The possible options communicative interactions based on identifying the types of information transmitted messages. We determine semantic aspects of information messages as one of the factors that determines the process and result of communication and social interactions. Through research, we can say that in the process of information exchange formed a semantic space that can determine the process and the result of communications. The type of information message determines the choice of communication strategy communication management, possible social structures. Knowing the model of communication interactions, which is based on semantic analysis, you can manage communication processes in society.

**Keywords:** information, message, understanding, the communication, types of information messages, the semantics of information messages, the type of communicative interaction.

### **I. Introduction**

In this article we consider a manifestation semantic aspect of information as constraints, preserving the integrated system. Semantic of information (informational aspects) — the content of information influencing on process of formation message. Later, it defines the understanding of the message in the social reality, in interactions between social actors. Communicators have only part of information necessary for their communicative actions. We define are several types “information fields” that differ in content and consider their effect on communication, defining thus the link between information and the result of communicative interaction. Linguistically all information forms the close field — associative (semantic) aspects that are filled with the values of close in meaning.

### **II. Data Description**

On the basis of presented directions, we define the basic semantic groups of informational messages that are clearly manifest themselves in communicative interactions: logical (factual), emotional, concrete (sensorial), abstract (intuitive) types of information.

**1. Logical (factual) information** — messages about the objective, proven facts information to be proof of (action, statistics, numbers, operations, technology, etc.). This “harmonious” system of symbols, signs, which differs order, logical structure, orderliness. This is an actual reflection of information interactions (was held/was not held). This messages the interactions that occurred or is occurring. Basic features of logical (factual) information — validity, sequence, consistency, provability. In nature and in society factual information is expressed as: structure, action, work, useful activities, schemes, frame, projects, models, systems, structures, algorithms, events.

**2. Emotional information** — messages about the subjective attitude of to existing facts (emotions, attitudes, desires, energy, etc.). This expression relations, building relationships, willingness to participate in the information interactions (I want/I do not want, good/bad). Messages based on the desires and emotions. Messages that express the attitude of to what is happening, or relationship of the external world to the system itself, as well as readiness to be involved in any interaction or willingness to respond to external signals. Is any attitude (wish/reluctance, will/will not, like/dislike) to the existing interaction, or any reaction to the message. Basic signs emotional information — groundlessness, inconsistency, contradictoriness, unprovability (my emotions, my feelings, my rules). In nature and in society emotional information is expressed in the form: emotions, attitudes, norms, rules, codes, tension.

**3. Concrete (sensorial) information** — messages facts existing is currently (sensations, sensuality, space, pain, pleasure, power, pressure, etc.). Concrete information is expressed as a state of the system at the moment, the ability to track their own and others states, affect them, oriented in effects on its state. Concrete information is expressed in constant sensations and signals its internal structures. In nature and in society concrete information is expressed in the form of: sensations, a sense of his and others’ space, sense of internal states and structures of different objects, surveillance of another object, borders, perception, response interactions, force, impacts.

**4. Abstract information** — messages about non-existent facts (ideas, symbol, myth, fantasy, intuition, etc.). These are messages about nonexistent at the moment the system states (that existed ever, possible or imaginary), it is past or future, possible or not, the sense of time, integrity. This type of message is expressed in the form of unconscious experience, integrating knowledge, holistic perception of the world, its development, static and dynamic systems. In nature and in society these messages are expressed in the form of: ideas, a sense of development, state transitions, the integrity of the world, worldview, the flow direction of development, movement of life, immensity, the inevitability of change, evolution, lack of space, hidden springs, the reasons concealed movement and change world.

Table 1. – General classification of content types  
of information on levels of matter

<b>Levels of matter</b>	<b>Logical (factual) type of information</b>	<b>Emotional type of information</b>	<b>Concrete (sensorial) type of information</b>	<b>Abstract (intuitive) type of information</b>
Atomic, molecular	Movement, the law, the product, the result of interaction	Attraction/re-pulsion, energy	Clash, the pressure	Potential energy, potential interactions, probability
Cell level	Composition, structure, communication, interaction	Reaction, intensity, dependence	Destruction, formation, adaptation	Readiness, memory
Organism	Function, organ, compound	Activity, acceptance, identification	Stress/relaxation, sensations, pain, comfort, will, strength	Contradictions, preparation, fear, reflex
Social System	Work, organization, rule, order, system, structure, formal relationship	Social group, social and cultural norms, subculture, sympathy, relationships, national prejudices, informal relations	Expansion, welfare stability, traditional and conservative society	The idea, innovation, intuition, forecast, assumption, insight, originality, innovative society

To test the hypothesis about the influence of semantic fields of information to the communication process, we organized an experimental platform, which functioned during the 2012/2013 years. We used focus groups, each focus group included minimum of 8 participants. Formed focus groups received a specific task, mainly a topic for discussion or group task in the form of role-playing game. As a result, the group was formed of a certain communicative space. Each participant taking part in the discussion discovers similarities or differences with the information field created by the group. Using special tasks moderators form information fields according to the typology presented. Work accomplished enabled to detect stable expression of the information field, certain types of information messages, and we received 8 information fields (aspects).

Table 2. – Semantic aspects of information messages

Type of information	Description	Kind messages	Semantic aspects
<b>Dynamic logical (factual)</b>	Use of kinetic energy	Activity object and subject	Exact knowledge, suitable names and events, rationale, units of measurement, objective phenomena and laws, dynamics, management, production, technology, quality assessment, indicators of the processes, operating properties of objects
<b>Static logical (factual)</b>	Objective relations between objects and their individual properties	A reflection of objective a correlation between objects	Description of the process of thinking, expression of thoughts, mental constructions, assessment of mental processes, the structure of objects, the positional correlation, contract, comparison and classification
<b>Dynamic emotional</b>	Conversion of potential energy into kinetic	Restlessness and excitability object, mood, emotion	Action, impact, emotional expression, impressions, emotional state and the degree of excitation, interjections, exclamations
<b>Static emotional</b>	Subjective relation between two objects or subjects (attraction – repulsion)	Reflection attractive or repulsive force of objects and subjects, their usefulness and uselessness each other likes and dislikes	Description of relations, feelings, psychological distance, communication, evaluation object, permanent qualities and character traits object, evaluation of human behavior
<b>Static concrete (sensorial)</b>	Kinetic energy	Ability to mobilize the will and power, pressure	Visual perception of an object, color, graphics, light, size, shape, position of an object in space, desires, physical manipulation of the object description of contact with the object, force, energy, fight and resistance
<b>Dynamic concrete (sensorial)</b>	The relationship between the processes occurring at the same time (space)	Reflection characteristics of an internal or external space	Taste and smell, shades of taste and smells, tactile sensations, sense of touch, physical contact, touching, sensations, body, physiological processes, pose, needs, food, sex, health, habitat
<b>Static abstract (intuitive)</b>	Potential energy	Reflection of the potential energy of objects, physical and psychic abilities	The time slices, the crisis, the reconstruction of the object, speed, periodicity, duration, variants of situations, opportunities, implement opportunities, assessment of opportunities, correlations, coincidence, the essence of things, understanding of the essence, similarities and contradictions
<b>Dynamic abstract (intuitive)</b>	The relationship between the successive processes (time)	Reflection of the relationship between processes, events and actions in time	Time processes, the relativity of time, interconnection, interference, foresight, soul, internal processes, memory, uncertainty

Researcher of communication processes in social systems social scientist R. B. Shaikhislamov considering the model of communicative interaction, highlights the various types of interactions: «promoting», «impact», «countering» [9, 65]. Under the proposed model, the researchers also selects the types of communicative interactions: the subject-subject type, subject-object, adequate, an inadequate, cooperative, competitive, conflict, mixed [9, 65]. Determination of these models allows for more clearly defined roles and positions of the participants of the communication interaction. Such classification we can find by sociologists Habermas, Luhmann [6], Stepansky [8] and others. We also made sure that the type of information messages acts as a factor determining the process and the result of communicative interaction. Formed by information space is completely determined by the communication between the parties, affect the dynamic processes in the group, and if the information space pronounced some semantic aspect, then for a long time it was supported by all as the main participants of the study group.

### III. Result

The study showed that all the semantic aspects, forming information space, enter into relations with each other. Relationship between the semantic aspects of information messages can be defined as follows: similarity (**S**), addition (**A**), reflection (**R**), contradiction (**C**), substitution (**Sub**).

The proposed classification of relations between semantic aspects complements the existing ones. Thus, the model “promoting”, which reflects the action based on the recognition of the intrinsic value of interests, needs, goals, as another participant interaction [9] is only possible with the acceptance of his role, that is, the information must be carried the same way (model “similarity”). Or model of “countering”, when one of the participants pursue their own goals by rejecting the purposes of another subject, which demonstrates the contradiction of information interaction. Information barrier inevitably be a when one participant sends a clear structure, reflecting of its own system of principles, rules, and laws (and the vulnerability of any system in its rigidity) and the other proposed rules are constantly violated, ignored, by creating your own system of rules, more flexible.

Aggressive reaction complemented by reaction victim emotions complemented facts, actions — favorable or unfavorable relations, etc. Information addition creates a comfortable exchange of information. If we talk about the information conflicts, we see that any restriction, pressure, power (static concrete) is always met with resistance in the form of ideas, innovations (static abstract) — «power against dissent» [4]. Emotions and actions, sense of duty, spirit and body — known antagonists. In the social system has all kinds of information aspects, but if pronounced one aspect — hence less is expressed another. Material orientation, domestic values, realism, hierarchy, earthiness — all values for concrete information. Abstract information in such a society will be missed.

Let us consider the characteristics of the various semantic relations aspects.

Table 3. – Relations between the semantic aspects

Semantic aspects	Dynamic logical (factual)	Static logical (factual)	Dynamic emotional	Static emotional	Static concrete (sensorial)	Dynamic concrete (sensorial)	Static abstract (intuitive)	Dynamic abstract (intuitive)
1	2	3	4	5	6	7	8	9
Dynamic logical (factual)	<b>S</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>S</b>	<b>Sub</b>	<b>Sub</b>	<b>Sub</b>
		Actions may to destroy the law	Effective action is impossible with excessive emotional excitation	Relationships determines the action	Actions for the sake of status, to the influence	Creation of comfortable conditions, comfort and actions	Work the sake «ideas»	Convenient moment for action
Static logical (factual)	<b>R</b>	<b>S</b>	<b>A</b>	<b>C</b>	<b>Sub</b>	<b>Sub</b>	<b>Sub</b>	<b>Sub</b>
	Structure and law restricts actions		Dogmatism and schematism are mitigated «live» emotions	Structure ignores tradition and is contrary to morality	Order in the name of law, systems, structures	Comfort system, comfortable structure	The concept and theory for new images, states	Structure over time, development of the system
Dynamic emotional	<b>C</b>	<b>A</b>	<b>S</b>	<b>R</b>	<b>Sub</b>	<b>Sub</b>	<b>Sub</b>	<b>Sub</b>
	Excitement interferes with the business process	Emotions required «reasonable» analysis		Emotions create and destroy social relations	Emotions as a way to control	Comfortable emotions, pleasant sensations	Emotions and opportunities	Managing time using emotions, fantasy, memory
Static emotional	<b>A</b>	<b>C</b>	<b>R</b>	<b>S</b>	<b>Sub</b>	<b>Sub</b>	<b>Sub</b>	<b>Sub</b>
	Actions need to be evaluated	Sanity often conflicted feelings, morals against the law	Duty and morality restrain «real» emotions		Influence with morals and traditions	«Comfortable» tradition, comfortable relationships	Creating relationships, possible relationships	Development of relations, relations in time
Static concrete (sensorial)	<b>Sub</b>	<b>Sub</b>	<b>Sub</b>	<b>Sub</b>	<b>S</b>	<b>R</b>	<b>C</b>	<b>A</b>
	Force and action	Law in the name of order	Influence through emotions	Effect of using other people		Too much influence depletes its own system	New variants interfere established system, ideas against control	To influence need to know convenient «time»

1	2	3	4	5	6	7	8	9
<b>Dynamic concrete (sensorial)</b>	<b>Sub</b>	<b>Sub</b>	<b>Sub</b>	<b>Sub</b>	<b>R</b>	<b>S</b>	<b>A</b>	<b>C</b>
	Actions sake of comfort	Sensations from structure	Sensations for pleasure	Sensations from relationships	Own sensations hinder affect the outside world		Sensations need new ideas, images	Time destroys sensations, feeling of time against the body sensations
<b>Static abstract (intuitive)</b>	<b>Sub</b>	<b>Sub</b>	<b>Sub</b>	<b>Sub</b>	<b>C</b>	<b>A</b>	<b>S</b>	<b>R</b>
	Idea and its realization	structured idea, theory, concept	Emotional images	Opportunities in relations, human potential	Inventiveness against the force	To generate ideas needed comfort		Opportunities and fatalism. The fate of «repays the» possible developments
<b>Dynamic abstract (intuitive)</b>	<b>Sub</b>	<b>Sub</b>	<b>Sub</b>	<b>Sub</b>	<b>A</b>	<b>C</b>	<b>R</b>	<b>S</b>
	Actions in necessary moment	The laws of time, temporal processes and state	Time in the «emotion» memory, development	Relationships in time, the development of relations	Protection «unfavorable» periods, development in the «favorable» periods	Time destroys «blunts» sensations	Time «kill» opportunities	

**IV. Conclusions**

The semantic aspect analysis based on various degrees awareness communicators about the external world. As a consequence, we see different in meaning and form of information messages, which can cause lack of coordination in the relationship: what is available to one participant communication interaction, another is unclear. As a result, despite the initial desire for mutual understanding, coordination, social actors faced with barriers in the form of by objective contradictory information. Many social conflicts, especially in interpersonal relationships can be explained by such “information contradictions”.

Researcher’s communication processes in society determine the effectiveness of communication through information compatibility and typological diversity of subjects of social and communicative activities. Use the type of information aspect messages determines the choice of communication strategy. Thus, the strategy “promoting” corresponds to the “substitution” when communicators use convenient to communi-

cate information, which opens up various aspects of the phenomenon, which do not contradict each other. Such a strategy contributes to the achievement of common goals. Strategy of «countering» meets meaningful contradiction of information, etc.

The study of semantic information in the social aspects of communication requires large additions. Necessary to study the mechanisms manifestations types of informational messages in the social structure, it is necessary to identify opportunities in information management and communication processes. Such communication management based on typological, information and systematic approach will create favorable conditions for the development of social processes required for society.

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