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ETHICS, NEUROPSYCHOLOGY AND BUSINESS COMMUNICATIONS THROUGH THE PRISM OF THE CONTRADICTIONS OF GLOBALIZATION AND THE INFORMATION SOCIETY

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ЕТИКА, НЕЙРОПСИХОЛОГІЯ ТА ДІЛОВІ КОМУНІКАЦІЇ КРІЗЬ ПРИЗМУ ПРОТИРІЧ ГЛОБАЛІЗАЦІЇ ТА ІНФОРМАЦІЙНОГО СУСПІЛЬСТВА

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The article describes the problems of business communications in the context of globalization and the information society. Attention is drawn to the ethics of modern communication processes and the influence of neuropsychology as a fundamentally new approach to the formation of the communication space and the implementation of effective communications.

The study of the changes taking place in the social space is relevant. The content and direction of communication, ethical, social and psychological processes are influenced by the information society, and vice versa, since they are also factors of its development.

The idea of a balanced harmonious society becomes a problem in the context of contradictions between the processes of globalization and the integration of social processes, on the one hand, and the desire to preserve cultural identity, ethnic and religious integrity, individualization of the personal origin, on the other.

In the modern global communication space, there is a threat of violence in the form of terrorist acts, anomie, marginalization and other antisocial phenomena that destroy the principles of common human cultural ethics and morality, strengthening the trend of the spread of deviant behavior in society, and an increase in the number of mental disorders of the personality.

The multipolarity of the modern world order has exposed new problems focused primarily on the ethical, psychological, cultural and communicative sphere of social reality. The problems of the dialogue of cultures, religious consensus, tolerance, psychological stability and resistance to stress have become relevant in response to the need to solve the problem of uniting the economies of territories, political strategies, religions, cultures. The problem of using linguistics in the formation of consciousness and the culture of thinking is gaining importance.

Modern social, economic, technological conditions have become a factor in changing the consciousness of an individual in a very short time. Thus, main areas should be highlighted: the sphere of family and household relations; the sphere of education; the sphere of information and communication; the sphere of ethics and culture.

Keywords. *information society, business communication, ethics, digital ethics, information, communication, communication space, neuropsychology.*

Introduction. Changes occurring in the modern social space affect the content and direction of communication, ethical, social, psychological processes and vice versa.

There is a growing influence of ideas of nationalism, interethnic conflicts and religious fundamentalism on public policy and the worldview of citizens. This brings to the modern world communication space a sense of a threat of violence in the form of terrorist acts, anomie, marginalization and other anti-social phenomena that destroy the principles of universal cultural ethics and morality, reinforce the trend towards deviant behavior in society and increase mental disorders.

In the context of contradictions between the processes of globalization and the integration of social processes, on the one hand, and the desire to preserve cultural identity, ethnic and religious integrity and the individualization of personal origins, on the other, the idea of a balanced harmonious world is detached from reality.

We agree with the reasoning that the impact of social change and new information technologies "are associated not so much with the spread of opportunities for accumulation and processing of information" as previously thought, but "with new forms of communication" [1].

The common information and communication space of our planet, created by the Internet and satellite communications and characterized by the ability to move large masses of people, online communications, border opening and the simplification of customs

control, is the reason for strengthening people's natural desire for unity, the harmonization of human relations and the development of new approaches to solve ethical, socio-psychological and economic problems facing humanity. In fact, the multipolarity of the modern world order has exposed new problems, focused primarily on the ethical, psychological, cultural and communicative sphere of social reality. Ideas of intercultural dialogue, religious consensus, tolerance, psychological stability and resilience to stress arose in response to the need to address globalization, unification of economies, territories, political strategies, religions and cultures.

Analysis of basic research and publications.

The peculiarities of business communications and the ethics of communicative processes in the world since the second half of the XX century are described by the conditions of growing trends of globalization, the conditions of the information society and the development of neuroscience [2].

Globalization as a phenomenon of the modern development of civilization characterizes the transition to a new world order, a new system of relations, which radically changes the order of communication between people, which developed during centuries.

Globalization was represented by the authors M. Castells [3] or A. Utkin [4] as a process of merging national economies into a common global system, characterized by a new ease of capital movement and information openness across the world, a planetary scientific and technological revolution, international social movements, new modes of transport, implementation of telecommunications technologies and the internationalization of education [3].

Globalization began to spread in the 19th century with the formation of the world financial system, later with the cessation of confrontation between the socialist and capitalist systems and manifested itself through the formation of a single space of market economies.

The concept of the "information society" is traditionally associated with the research of Daniel Bell, in particular his work "Social Framework of the Information Society" [5]. D. Bell's expression "information society" is a new name for a post-industrial society, which emphasizes not its position in the sequence of stages of social development - after industrial society - but the basis for determining its social structure - information.

According to D. Bell, the information society has the main characteristics of a post-industrial society, but the emphasis is on the symbiosis of computer technology with the technology of communications. "In the next century," said D. Bell, "the formation of a new social order based on telecommunications becomes crucial for economic and social life, for the methods of producing knowledge, and for the nature of human labor" [5].

Indeed, the role of the global communication system, communication tools, the importance of communicative competence in the information society is actualized by many authors, such as Jurgen Habermas

[6], Alvin Toffler [7], Felix Sharkov [8], Charles R. Berger [9], George Pocheptsov [10], Daniel Bell [5]. New concepts are formed and developed, such as digital ethics, information ethics, electronic culture, the effectiveness of electronic communication, electronic correspondence etc. As a result, the contradictions of adapting existing forms, mechanisms and ethics of communication to the conditions of information and digital space are revealed [11].

Goal. The goal of the article is to highlight the problems of business communications in a globalized and information society, taking into account the challenges of ethics and the development of neuropsychology.

Materials and results of the study.

The contradictions that have had the greatest impact on radical changes in the field of communication interaction include the following characteristics of the problem of "globalization versus protectionism sovereignty".

First, business ethics in production. Globalization implies an increase in the scale of production. This poses a threat to small and medium-sized businesses. The confrontation between the masses of the market and individual, craft production is intensifying. There is competition for price, quality, uniqueness and the ability to meet individual needs, the threat of unfair competition, the problems of ethics of market competition, the "golden rule of morality." New forms of cooperation are formed, in which innovative producers at a certain stage of the production chain are bought out by TNCs and become their affiliated autonomous parts. Regarding the science and technology sector, globalization, on the one hand, simplifies the process of the concentration of science-intensive technologies and industries, and on the other hand, leads to migration, the leakage of intellectual resources, raises questions of ethics of patriotism and the ethics of national achievements.

Second, information and communication space. The most profound changes have affected the communicative sphere due to innovative communication technologies, which has led to a radical transformation of modern social reality. "Powerful and flexible information technologies affect all areas of human activity and make it possible to establish countless links between different areas as well as between the elements and agents of this activity, which allows for greater productivity and efficiency" [12]. There is a formation of the world information space on the basis of changing means and forms of business communication, ways of exchanging economic and financial information, ensuring the implementation of any activity in real time [13]. As a result, there is a need to develop new security systems - cybersecurity, communication security. There is a development of transport, communications, logistics chains, which has accelerated the spread of goods and services, resources and ideas. Obstacles to this are quality control systems and censorship, the absence of which creates a general

degradation of the socio-economic system, the growth of negative exchanges between social structures in the form of drug flows, prostitution, totalitarian sects and terrorism.

Third, neuropsychological and communicative aspects of the development of the culture of social space [14]. Culture is a special type of activity that is implemented in the form of a system of "biological programs of human life (behavioral and communication activities), historically evolving, providing reproduction and change of social life in all its main manifestations" [15, c.73]

Cultures evolve, but the idea of culture as a process of transferring experience and knowledge remains permanent, only the means changes. Initially, a system of information transmission was developed - a person of the "era of oral culture": we did not need to write down our thoughts, but to voice them, so the experience could always sound different, and the meaning was always born in dialogue [16]. The next stage was the culture of subject writing, which is based on linearity, and hence the completeness of the presentation of events. Conditions of digitalization and globalization become prerequisites for the development of clip consciousness, the defragmentation of information, the creation of a culture of video chronicles of current moments. The center of cultural reproduction is the need for entertainment and attention, which is achieved through the use of neuroscience. Hypothetically, taking into account the mechanisms of mirror neurons, the principles of the hyperneuronet, the development of the culture of projection of personal perception of the author through the possibility of complete mental imitation of perception of reality by others is possible, including them in the reality of others. Then the contradiction "The Self - the Other" will reach a qualitatively new level of description.

The need to smooth out intercultural and social contradictions erodes habits and traditions, social ties. There is propaganda and the dissemination of universal liberal values, the manipulation of consciousness through SEO technology, information targeting. There is a tendency to unify (homogenize, standardize) social life, the elimination of regional identity, in particular, and national identity. This process is accompanied by attempts to establish the dominance of some cultures and worldviews over others. As a result, it is being promoted as the only possible universal commercialized culture of meeting needs, in which the defining foundation is not an elite culture, but a simplified and mass one.

Conclusion. Modern social, economic, technological conditions have become a factor in changing the consciousness of an individual in a very short time. There has been a significant generation gap due to changes in the information field under the influence of the emerging global information and communication system. Four main areas should be highlighted.

The sphere of family and household relations, where the role and content of the concept of a family is changing. There are many types of legal cohabitation of people, including the choice to live alone is considered reasonable.

The sphere of education, in which the role of the personal factor of the teacher decreases and the significance of the symbolic component increases. Fragmented communication processes and the tendency to reduce communication time are dangerous for social and psychological balance. The problem of using linguistics in the formation of consciousness and the culture of thinking is gaining importance.

The sphere of information and communication, in which the leading role belongs to the mass media, which have now moved from classical print publications and television programs to the level of mass information channels of opinion leaders. Therefore, the problems of the operational improvement of the legislative base, increased requirements for moral responsibility and the ethics of information transfer are becoming especially acute.

The sphere of ethics and culture, aimed at regulating communication processes, at solving problems of intercultural communication, the ethics of electronic communication, behavior in virtual space and cybersecurity tasks.

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Наумік-Гладка К.Г. Етика, нейропсихологія та ділові комунікації крізь призму протиріч глобалізації та інформаційного суспільства.

В статті описано проблеми бізнес комунікацій в умовах глобалізації та інформаційного суспільства. Звернуто увагу на етику комунікаційних процесів сучасності та вплив нейропсихології як принципово нового підходу до формування комунікаційного простору та здійснення ефективних комунікацій.

Актуальним є дослідження змін, що відбуваються в соціальному просторі. Зміст та спрямованість комунікаційних, етичних, соціальних та психологічних процесів підвергнуті впливу інформаційного суспільства, та навпаки теж є факторами його розвитку.

Ідея збалансованого гармонійного суспільства стає проблемою в контексті протиріч між процесами глобалізації та інтеграції суспільних процесів, з одного боку, і прагненням зберегти культурну ідентичність, етнічну та релігійну цілісність, індивідуалізацію особистісного начала, з іншого.

В сучасному глобальному комунікаційному просторі виникає загроза насильства у вигляді терористичних актів, аномії, маргіналізації та інших антисоціальних явищ, що руйнують принципи загальнолюдської культурної етики і моралі, підсилюючи тенденції поширення девіантної поведінки в соціумі, збільшення кількості психічних розладів особистостей.

Багатополарність сучасного світопорядку оголила нові проблеми, орієнтовані, перш за все, на етичну, психологічну, культурно-комунікативну сферу соціальної реальності. Проблеми діалогу культур, релігійного консенсусу, толерантності, психологічної стабільності і стійкості до стресу стали актуальними у відповідь на необхідність вирішення проблеми об'єднань економік, територій, політичних стратегій, релігій, культур

Ключові слова. інформаційне суспільство, ділова комунікація, етика, цифрова етика, інформація, комунікація, комунікаційний простір, нейропсихологія.

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