

**PARTICIPATION OF THE PUBLIC IN SOCIAL
DEVELOPMENT:
THE ROLE OF MEDIA¹**

**ОБЩЕСТВЕННОЕ УЧАСТИЕ В СОЦИАЛЬНОМ
РАЗВИТИИ: РОЛЬ МЕДИА**

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*The authors of this paper elaborate on the idea that in the
modern postindustrial information society, social development*

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is closely connected with the process of communication enhancement. That is to say that the transfer from monologue to dialogue and from isolated communication channels to integrated ones in the field of communications predefines an inevitable activation of citizen participation in shaping the direction and means of social development. The authors consider the transfer from media support to media collaboration to be a new motion vector to the organization of public participation in social development. This paper states that an open and effective dialogue is a sign of conscious and actively realizable media collaboration.

Key words: *media support, media collaboration, humanistic approach, dialogue.*

В данной статье авторы развивают тезис о том, что в современном постиндустриальном, информационном обществе социальное развитие тесно увязано с совершенствованием коммуникаций. То есть переход в коммуникационной сфере от монолога к диалогу, от разрозненных каналов коммуникации к интегрированным предопределяет неизбежную активизацию участия граждан в формировании направлений и мер социального развития. Авторы рассматривают переход от информационного сопровождения к информационному партнерству как новый вектор движения к организации общественного участия в социальном развитии. В статье утверждается, что открытый и результативный диалог — признак осознанного и активно реализуемого информационного партнерства.

Ключевые слова: *информационное сопровождение, информационное партнерство, гуманитарный подход, диалог.*

Introduction

Humanity has entered an absolutely new phase of communication development. Communicative competence of all participants in this process (both initiators of communication and addressees) has increased. That means that they have both become almost equally conversant in communication methods, have equal knowledge of and skills in new technology use, know modern communication methods, etc. Therefore, the attitude of the audience has changed and, strictly speaking, the audience is no longer an audience as it can participate in the process of communication not only as a recipient. As a consequence, the changes in communicative behavior² of the modern communication process stipulated by the shaping of a new communicative consciousness³ has occurred.

While neglecting of some the particulars, this refers to fundamental singularities mentioned below.

1. Modern communications provide all individuals with expanded opportunities to get different information without restrictions.

2. Reality interpretation range increases. In the postindustrial age the system of media in its increasing diversity has become the main sense-producing “plant” helping an individual to find direction in

² Communicative behavior is behavior (verbal and accompanying non-verbal) of a person or a group of persons in the process of communication regulated by communication conventions and traditions of a definite society.

³ Communicative consciousness is a total of communicative knowledge and mechanisms providing the whole complex of communicative activity of a person. These are communicative attitudes of consciousness, aggregate of mental communicative categories as well as the set of communication conventions and rules commonly accepted in a definite society.

today's social realm. Public consciousness in the modern age is first and foremost "media-centered".

3. Possibilities to create and develop different communities consolidated through different non-political and non-social attributes expand and these communities want their communication to be considered socially important. Moreover, such communities strive for constant quantitative increase.

4. The availability of modern communication platforms turns passive participants of social process into conventionally active ones and their interests are distinctly articulated and taken into account. Such involvement of larger number of conventionally active participants gives an opportunity to more steadily appeal to the "union of the public". Both the anonymity of communication and the possibility to "play" with definite roles and construct the plural "I" promote this.

5. The possibility to enrich, complement, and reconstruct reality, "virtualize" it up to full diving of the user or his/her virtual "extension" into it appears.

6. The possibility of active self-actualization through involvement in virtual projects, for example, reality shows creating a quasi-reality that the audience can access with pleasure, appears.

These and other singularities of communication processes demand a fundamental review of the technologies of interaction between the subjects implementing different social projects. Traditional communication models that were formed in pre-industrial (Aristotle, Quintilian) and industrial (Lasswell, Lazarsfeld, Schramm, etc.) ages and based on the idea of domination of an initiator of communication defining the direction, theme and tone of the communication process do not obviously work and should be substituted with other models taking into account fundamental changes in the interrelation of the initiator and addressee in the communication of post-industrial age.

Media Support as the Technology for Agreeing Attitudes of the Subjects of Social Development

At present, the process of information and communication interaction between social institutions and society (or different target audiences) is described with the help of different notional and conceptual systems. The most popular among them are “public relations” (PR), advertising, and propaganda. In recent years, such concepts as “media support” and “media collaboration” have been elaborated even more actively.

The notion “media support” is used intensively in the scientific works of many Russian and foreign authors, namely: D. P. Gavra (Gavra, 2003); O. A. Gulevich (Gulevich, 2007); I. B. Gurkov (Gurkov, n.d.); M. A. Shishkina (Shishkina, 2002); A. P. Markov (Markov, 1997); K. M. Volkov (Volkov, 2006); Yu. Yu. Kursova (Kursova, 2003); A. N. Nazaykin (Nazaykin, 2007), etc. Five International Research and Practice Conferences under the title “Media Support of Social Projects in the Modern Society” held in Moscow in the years 2010-2014 were devoted to this topic (the Research School “Communicative Discourse of Social Projecting”, 2010-2014).

In English sources the issue of media support was considered by F. Kotler (Kotler, 2006); F. Jefkins (Jefkins, 2000); S. Cutlip and A. Center (Broom & Sha, 2012); U. Agi and G. Cameron (Agi, Cameron, etc., 2004); F. P. Sitel (Sitel, 2002), etc.

Quite often the media support of someone (the activity of a public person) or something (an organization, the introduction of new products to the market, a social project, etc.) is regarded as a synonym for public relations, namely as “a complex of actions aimed at project image management to form the right perception of a company, brand, product by the target audience. PR-support executed in accordance

with strategic and marketing objectives of the project aims at provision of the most complete and long-term project presence in media space” (Media Support of Activities, 2013).

In other words, the notion of “media support” is usually used to denote the formation of the desired image of a subject (organization, individual, product, service) and the introduction of this image into social and/or group consciousness to attract and maintain the interest of the target audience. Sometimes one can find even more radical definitions. For example, this one: “Media support of an event or an activity is broadly defined as purposeful creation of ‘infoglut’ in the Internet and off-line mass media” (Media Support of Activities, 2013).

It is thought that in the case of media support, the public, to be more precise, the potential target audience for which the project was created, acts as a recipient of information. The communication channel serves as a connecting link between developers of the project and the target audience. In this case, the information distributed plays the major role. Therefore the communicator tries to adapt the created and transferred message in such a way that it is most understandable for the recipient (Robertson & Murachver, 2003). The message can be written, audio or audiovisual and targeted at the potential audience that in its turn should decode it and take some action in response. Behavioral response is often this action and it in many ways depends on the meaning of message.

In due time we have formulated a slightly different viewpoint, in accordance with which the aim of media support serves the public interest of an individual, organization, event, or project providing for translation of not only that information, in the distribution of which the subject of communication is interested, but also of the information in the distribution of which the subject of communication may not be interested, but which raises the

interest of the public. The other peculiarity of the media support consists of the fact that it is focused not on unilateral data transfer but on attraction of the parties concerned to a dialogue concerning an individual, organization, product, or project in order to develop through collective intellectual efforts in the course of equal discussion the series of actions optimal for each definite problem, the execution of which will lead to positive results for both the initiator of such discussion and the other party involved. Thus, not a subject-object but subject-subject paradigm of information interaction is built and it provides for involvement of the largest possible group of persons in mutually beneficial discussion (Dzyaloshinskaya, 2011: 29).

The media support understandable to this end focuses on the provision of the most complete description and definition of any fact, event, or phenomenon. The aim of media support is serving the public interest of an individual, organization, event, or project and providing for translation of not only that information in the distribution of which the subject of communication is interested, but also the information in the distribution of which the subject of communication may not be interested, but which raises the interest of public. Thus, an increase of organization transparency is an overarching objective of media support.

The tools of media support include such technologies as the provision of free access to information, and the creation of newsworthy information and construction of information flow. One of the key factors to increase efficiency of the project media support is transparency. Information disclosure is stipulated by the following factors: it is done on a regular basis and in time; access to appropriate information is free; the disclosed information is complete and accurate; the disclosed information is relative and documentary supported.

Despite content-related complications and conceptual overlap in approaches to the understanding of the media support, final conceptual formulation of this category was reached at the V International Research and Practice Conference, “Media Support of Social Projects in the Modern Society” that was held in April 2014 in Moscow. Practical paradigms of media support execution processes concerning not only definite social issues but also social development in general were also analyzed during the conference (ed. Dzyaloshinskaya, 2014).

The analysis of the projects, the authors of which studied forms of media activity in presentation of such social problems as alcoholism, drug abuse, computer addiction, child homelessness (social orphanhood included), infanticide, attitude toward disabled persons, attitude to AIDS sufferers and HIV-infected persons, child and adolescent aggression, domestic violence, etc., as well as original projects and concepts of the media support such as, for example, the project aimed at the struggle against domestic violence “Help Yourself – Stop Being Afraid!”; the social project “Country For Everyone”, the aim of which is to improve attitude to persons with disabilities, increase the disabled employment level and activation of their participation in the life of society; the social project “Assistance For Homeless Children”, etc. allows making conclusion on more often used media and non-media forms of the media support.

Besides the traditional forms of media support such as topical conferences, fair exhibitions, placement of materials in mass media, etc., social networks offering a possibility to rapidly provide information and begin a dialogue with the audience arrange opinion polls and voting is used intensively. The modern program of media support of a social project is provided below:

1. development and launch of the project website, forum (with the possibility to take part in polls, voting, ask questions, answer them, share experience);
2. creation and active participation in keeping accounts on such social networks as Twitter, Instagram, Facebook, VKontakte, creation of special interest groups;
3. production of video clips/social advertising for reposting in the Internet;
4. placement of advertisements on social networks;
5. arrangement of SMS-distribution of information about the project and particular events;
6. conducting a performance show with participation of all the target project groups;
7. distribution of attractively designed informational leaflets at events popular among representatives of the target project groups;
8. development of a mobile application (description of the project, news, polls, etc.).

But the communicative discourse of social project planning provides for a wider and more varied viewpoint on the issue concerned, especially as a new stage of social development the modern globalizing society is entering dictates new approaches connected with theoretical and practical apprehension of information and communication contexts. In particular, it can most definitely be stated that at present, problems are brewing in the world and that they are so complicated that public participation is needed not only in order to characterize the problems but also to formulate their reasons and possible consequences. Thus, this issue enters a new stage providing for consideration of not only media support but also media collaboration of social development subjects as the most important factor for apprehension and solution

of global social problems with the highest possible degree of public involvement.

Media Collaboration as the Technology for Joint Determination of Problem Areas and the Search for Solutions Optimal for All Concerned Subjects

It should be noted that the status of the notion “media collaboration” is quite contradictory at present. On one website, the following definition can be found: “Media collaboration is a free coverage of the customer’s event at the project pages in exchange for placement of the project advertising materials during event coverage as well as in the course of event itself” (Media Collaboration. Rules of Interaction, n.d.).

On another website, under the heading “Media Collaboration”, information about the involvement of media sponsors for the purpose of covering the preparation for and the results of the All-Russia Forum “Recreation-2015” is given (the All-Russia Forum “Recreation-2015”, 2015). It is also stated that the media sponsors can be any Russian or foreign specialized or general mass media: printed periodicals, radio, TV, video programs, newsreel programs, web-portals or specialized network mass media, or any other form of periodic mass information distribution. Depending on the volume of sponsorship rendered, the sponsors of the Forum will get the following statuses: General Media Sponsor of the Forum; Official Media Sponsor of the Forum; Media Sponsor of the Forum. The sponsors are offered different service packages in accordance with the status assigned.

The women’s magazine “Farishta.uz” in the section “Collaboration” is also looking for cooperation with everyone “who

is concerned with women's aspirations and hopes, their problems and achievements, sorrows and joys, their doubts, worries and confidence in future" and, using all the possibilities of web-space, is ready to provide its partners with the possibility to address directly to every representative of the beautiful half of humanity 24 hours a day, 365 days a year and to have a permanent connection with them all the time (Farishta, 2012).

I. F. Rakhmatullin in his paper "Media Collaboration as the Strategy of Informational Development of Economics" says that at present, an information resource has become one of the most important factors of successful business that puts an issue of market transparency increase on the order of the day. Therefore a necessity to form a collaborative work environment, within which all the resources, online and concurrent, are interconnected, arose. Within this environment, the strategy of information market players is immediately connected with planning and mutual concern in generating the necessary transparent resources and their efficient management. "This collaboration system allows almost reformulate the concept of relations between producers and consumers of information product, it is built on absolutely new basis namely – possibility of collaborative development and management of information resources and core knowledge. Collaboration allows almost reformulate the concept of relations between producers and consumers of information product, it is built on absolutely new basis namely – possibility of collaborative development and management of information resources and core knowledge. This will allow not only saving materials, resources and products. But the managers can also form sales forecast in accordance with economic potential, geographic regions, products. Finally, this will allow solving a key task of information market – formulation of reliable information resources" (Rakhmatullin, 2005).

Thus, it can be stated that there is an extremely wide variety of approaches to using the term “media collaboration”.

Our viewpoint in relation to this notion can be formulated in the following way. Media collaboration is created not when the initiator of communication satisfies the interest of the addressee in one or other information and not even when information and data exchange takes place enriching both parties of information interaction. Proper media collaboration is possible only in the case that all the participants in the communication process are ready for efficient, practically important dialogue (polylogue) aimed at, for one, the clear formulation and structuring of complicated social problems and, for another, searching for ways to solve it. And what is important – the result of such discussion should not only be the forming of an optimal solution to the problem concerned but also the development of a solution implementation program.

The advantages of media collaboration are quite obvious:

1) all the empathic persons who enthusiastically and with interest share their expert view and ideas get involved in the discussion of complicated problems;

2) the quality of the solutions found increases as there is the possibility to involve diverse information that is structured and used as a basis of the search for the best practical solutions;

3) the implementation of the solutions found becomes easier as all the participants in the discussion at all levels accept responsibility for the solutions found and actively support their implementation.

The principles of media collaboration in accordance with such understanding provide for the following:

- the rejection of corporate monologue in favor of corporate dialogue ensuring constant equal interaction with all interested parties based on complete, reliable information;

- the active use of different events not for the demonstration of its corporate responsibility but for the attraction of people for joint solutions to social problems;
- the creation of conditions and possibilities for provision of interactivity, operational efficiency and the widest possible coverage of the persons and organizations concerned.

The most powerful technology of media collaboration is crowdsourcing. This is a phenomenon used to define the transfer of definite production functions to an indefinite range of persons on the basis of public offer not implying conclusion of the labor agreement and providing for the presence of definite motivation of each participant to cooperate with the company or any other subject using crowdsourcing. The subject himself/herself should be ready to disclose information about his/her works to a wide range of persons (Il'in, 2012).

Crowdsourcing as a technology provides for direct interaction of the subject with a wide range of persons to solve a definite task. Thus, the audience is chosen in a natural way: the subject does not just translate the message about himself/herself to the audience that in his/her opinion influences his/her development, but also offers collaboration, in other words, joint execution of some action. Hence, such an offer is mostly accepted by those people who are really interested in solution of the task set. Crowdsourcing is a technology allowing finding a common ground with the wide range of representatives of an external audience not directly connected with the subject's activity. Crowdsourcing is based on a large number of people's genuine interest in collaborating. The subject using this technology creates the conditions to gain the experience of collaboration with him/her for a wide range of persons.

The interest of persons, participants in different projects, in the solution of one task or another is evident in crowdsourcing's use in

the scientific sphere. One of the most popular projects is Folding@home at Stanford University (Folding@home, 2013). Among the tasks set there is modeling of protein molecule coagulation that is important in studying such diseases as cancer, Alzheimer's disease, Parkinson's disease, and sclerosis. The number of participants that provided their processors for calculations constantly is constantly growing and has already exceeded 350 thousands.

During the first three projects, the budget of which surpassed 1 million US dollars each, Jonathan Rothberg, the founder and Director General of the company Ion Torrent, offered researchers the chance to invent methods making Ion Torrent technology production even more efficient, more precise and cheaper (Sansom, 2011).

The example of Google (the Project 10 to the 100, 2008) shows how crowdsourcing technology can be used for the realization of social responsibility programs. In 2008, Google launched the Project 10 to the 100, by which 10 million US dollars was allocated to finance the five best ideas offered by users. Ideas able to change the world and help the highest possible number of people were accepted from anybody who was interested. Google offered eight contest categories: "Community", "Opportunities", "Energy", "Environment", "Health", "Education", "Safety", and "Other". Under the terms of this contest, it was highlighted that five winners would not get anything except good karma and the sense of satisfaction that came with realizing all the human benefits. Sixteen ideas reached the final round and they were published at the project site and then the five winning ideas were chosen by voting. The advantage of crowdsourcing as a tool for the realization of the social responsibility programs in this case is that Google finds projects aimed at solution for real-world problems.

Google also (Alizar, 2007) demonstrates that a powerful brand with a good reputation can use crowdsourcing to attract the highest

possible number of resources to solve its own tasks. This is how the maps of India for Google's map resource were made. The company conducted a unique experiment in fifty Indian cities: the citizens got free GPS devices and were assigned the task of marking the coordinates of all the important objects they passed by in the city. If information was received from several sources – the object was marked on the map. In this way, detailed maps of cities with public transport stops, sights, restaurants, municipal facilities and the other buildings were made in a short period of time.

Additionally, it is proven that the use of crowdsourcing has a positive influence on making the image of a social subject (Kogan, 2012: 90-94). In terms of business, the range of regularities confirming this point is also traced. About 10 of the 50 Global Most Admired Companies of the Fortune list use crowdsourcing technologies in their practice and six of them are among the top twenty in this ranking (Fortune, 2011).

The following characteristics of crowdsourcing as a means for collaborative communication can be emphasized:

- transparency – it is necessary to disclose a definite amount of information about yourself to make people interested and involve them in collaboration;
- trust – without trust, collaboration is quite complicated if not absolutely impossible;
- dialogue – crowdsourcing provides for multilateral communication as well as the ability to find common ground and make a compromise;
- thoroughness – common interest of the subject using crowdsourcing and the persons participating in the project in solution of a problem/task;
- expert audience – the audience concerned, the one that is important for the development of the subject and that can

offer the most adequate solutions, is mainly involved in projects.

In Russia crowdsourcing platforms became commonly used during the fires in 2010 when a hundred thousand people used the platform Ushahidi allowing for the obtaining and processing of the large volumes of information from different sources and the creation of Help Map on its basis, which provided for operational processing of information and coordination of actions (Help Map for the Fire-Ravaged, 2010).

But other vivid examples of crowdsourcing use in Russia could not be found. In the field of business, this technology is mainly used to solve simple marketing tasks – creating titles, slogans, and logos. The issue of its use for more serious processes has not even been raised. Small companies without the money to pay for the services of professional agencies often try to use crowdsourcing. One can find such calls on the web; “Help creating a title”, etc. But most of these projects do not bring worthy results. Successful companies resort to crowdsourcing much less frequently and the results of such campaigns are much more modest than those of Western companies. This can be explained with rather low level of transparency in Russian business. Additionally, experienced and qualified specialists are not willing to offer their time and efforts for free.

Direction of the Shift from Media Support to Media Collaboration

Despite media collaboration’s obvious promise, its practical application in institutional communications is hardly forthcoming. The main problem of the resistance of Russian advertisers and public relations specialists to the ideas of media collaboration is

connected with the predominance of the so-called technocratic approach in the professional perception of these types of activities' representatives.

The central idea of technocracy privileges the power of technical specialists or embodiments of technical rationality. On the one hand, this is a strict (administrative-command) form of production organization and the whole of human life. On the other hand, it is the nature of modern civilization itself to be called "machine" or technogenic in modern science. Under this approach, the human is considered a component of the system, a cog not valuable as such. "Technocratization... expects the human to manufacture products in large quantities with less effort. The human becomes an instrument for manufacture of products. The thing becomes higher than the human" (Berdyayev, 1990: 149).

The technocratic mindset has created a constantly bored human-consumer, the values of whom include material wealth and acquisition. The environment becomes hostile to beauty and harmony. The loss of harmony with the world creates an unhealthy, distorted vision of the world and of a person himself/herself; abnormal thoughts lead to an incorrect view of life and this in turn creates incurably perverse and destructive social "structures": destructive sects, show business. Deformations in the development of a personality, in the integrity of manifestation of human virtues and in human abilities are immanent for the technocratic approach, in terms of which a human is not interesting and not valuable as he/she is and is instead considered exclusively as a means to achieve an objective external to him/her. Thus, the essence of technocracy is in the distortion of human integrity, the reinforcement of irreciprocity, fractionality, unidimensionality and "linearity" of his/her way of thinking and acting; a pre-programmed state of enchainment and dependence.

Technocratic perception as if factorized moral criteria and grounds for evaluation of one or another activity leaving in its field of view just technological, functional approach. Technocracy in thought and action leads not only to the devaluation of the human world. Another of its important consequences is the wide ability to manipulate the human as a cog in a large sophisticated system of objective achievement, a system that is often beyond cognition and particularly beyond the sphere of influence of the human-executor involved in the process (Istyufeev, 2007).

The specialist with a technocratic way of thinking strives to mold any idea into a resource to control the human mind and human behavior.

The concept of media collaboration following our perception is based on a humanistic approach to social processes. Broadly speaking, humanism is a historic paradigm recognizing the value of a human as a personality, including his/her right to be free, happy, to develop and manifest his/her abilities, as well as considering human well-being as a criterion for evaluating social institutions and viewing the principles of equality, justice and humanity as desirable standards of people's relations. The principles of humanistic approach can be formulated as involving the following characteristics:

- respect for the human, his/her dignity, interest and needs;
- the principle of free and independent development of the human;
- the principle of self-actualization: no one can be used as a means to realize well-being of the other

The humanistic approach is characterized by the transparency of objectives of human work and the absence of manipulation. Such transparency can be ensured through clearing the sense of joint actions, collegiality in objective formulating and choice, provision of the objectivity to all the persons concerned for review,

ability to correct them originally included into algorithm of the technology.

Dialogue can be considered a core feature of the humanistic approach. Therefore, the intent to provide conditions for a dialogue is characteristic for any humanistic technology. Mostly this involves the intentional building of subject-subject relations that have a mutually developing nature. This means that the participants in communication strive to hear, see, and understand each other's intentions and formulate a plain language of communication.

Equality in a dialogue involves equality in intention and the right to participate in the search for truth, as well as the readiness to share other points of view, freedom and responsibility for your own thoughts, actions and decisions.

To acknowledge the equality of all the dialogue partners and their equal right to have their interests accommodated, their points of view taken into account and their offers considered when forming solutions is an initial condition of good dialogue relations. The course and the results of the negotiation process in its different parts and forms, figuratively speaking, owe the half of their success to the overall and comprehensive desire to obtain positive results. Such desire is strong if it is based on a clear understanding of the existing peculiarities of modern social life (the complexity of social structures, the necessity to use non-violent forms of problem solution; the necessity of making joint solutions and taking joint actions involving all the participants of social process). Therefore it is clear that the dialogue takes form only in the case that each participant realizes his/her affiliation not only to "the party" (group, country, union, community, etc.) but also to humanity in general. Otherwise, focusing on "the particular" without the desire to search for "the general" is inevitable. It is also obvious that true dialogue relations are imbued with humanism and democracy in the spirit of

a deep modern understanding of these principles of relations and activity (Prohorov, n.d.)

Without all the aforementioned, a situation known as anti-dialogue relations arises. Such a point of view from one of the parties can objectively appear, even in its mild form, as the unwillingness to have a dialogue with “such” a partner. However, it usually hides the idea that the contradictions that cause a conflict are of an antagonistic nature and their settlement can be reached only through “the victory” of your own point of view. This leads to the position of a dictate or the intrusion of a definite way to settle the conflict and solve the problem on your terms. To justify this line of conduct “an image of an enemy” is created; a perception of the opponents as the “irreconcilable opposition”, “always obsolete”, and “fallen behind forever”; their interests, points of view and aspirations are not worth consideration and have intruded in social consciousness.

The development and introduction of the dialogue model of public relations is executed not only in the USA but also in Western Europe in the form of consensus-oriented public relations (abbreviated COPR). The first and main project of the concept of consensus-oriented public relations was published by P. Burkart in 1991 in the *Publizistik Journal*. Since that time, COPR were further worked out as a tool for planning and evaluating PR-communications (Zajcev, 2013).

Summarizing the judgments exercised in these and other works, the following conditions, observation of which will ensure the success of a dialogue as a result of media collaboration, can be formulated.

Social conditions of the successful dialogue:

- the existence of a serious social problem in which potential participants of the dialogue are really interested;

- the absence of a clear-cut solution to this problem;
- the application of the methods of force to solve the problem is acknowledged to be impossible;
- the recognition of each dialogue participant's right to his/her own point of view (pluralism);
- the recognition of the equality of all dialogue participants and all points of view.

Psychological conditions of the successful dialogue:

- the congruency of communication partners (natural and transparent character of communication);
- the unbiased perception of the partner's personality;
- the perception of the partner as an equal;
- the observation of the principle of equal psychological safety;
- a commitment to problem, polemical character of communication;
- a readiness to conduct dialogue (informational and psychological);
- a personified character of communication;
- the understanding and readiness to provide assistance;
- a similar interpretation of reality.

Organizational conditions of the dialogue:

- a clear definition of the character of problem situation, its essence and the participants in the conflict;
- a precise and clear formulation of the issues to be solved;
- the provision of participation in the dialogue of representatives of all the parties by a twist of circumstances involved in "a conflict of interests";
- the provision of taking into account all the aspects of each involved party's point of view on the conflict.

Conclusion

All the aforementioned give grounds for concluding that open and successful dialogue is a sign of conscious and actively realizable media collaboration. Detailed elaboration of the standards of communication based on an open dialogue is able to give fresh impetus to advertising, PR, and journalism. The need to develop in this direction is defined by several important processes that have taken place in the depths of the information and communication universe.

At present the number of “not average” consumers (that is those who need specific forms of communication) has dramatically increased. The audience continues segmenting and differentiating on new grounds and by its own initiative, not under the influence of media. The system of authorship is changing drastically: the Internet provides the right of public authorship to everyone and media utilizes user generated-content, that is, content created by the users themselves and sent for editing, with increased intensity. Another important tendency is a shift from the concept of feedback and interactivity to the concept of a media dialogue: communication portals, discussion clubs, etc. are created in place of traditional mass media. In point of fact, the process of the gradual elimination of distinction between “professional journalism” and “amateur journalism” is taking place and it is, at present, the global communication tendency.

Therefore it can be stated that we are on the verge of a thorough review of the deep basis for the organization of communication between the social subjects. The study of the processes mentioned above and the training and retraining of the specialists in the sphere of communications will favor a relatively mild transfer from monologue-manipulating practices to the more dialogue-heavy methods of media support and media collaboration.

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