

PHILOSOPHY

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The problem of the subject of interpersonal communications in the conditions of the information society

The conceptualization of the problem of the transformation of the subject of interpersonal communications and social values in the information society is presented. A person formed by modern technogenic society is radically depersonalized, which is a deep challenge for a culture in which new forms of interpersonal communications and value orientations must be developed. The main result of the work is the identification of the communicative criterion in the characterization of the information society and the establishment of the fact of the transformation of the social essence of a person as a subject of interpersonal communication into a user of cyberphysical communications.

Key words: interpersonal communication, subject, information society, technosociety.

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