

PHILOSOPHY

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Media cultural content: semiotics, development prerequisites and problems (on the example of Republic of Mordovia)

At the present stage, it is necessary to analyze the process of media space creating and forming in the region in order to represent the algorithm for increasing the effectiveness of the influence of mass communication media. It is also necessary to analyze the factors influencing the media activities in the modern conditions, to determine development approaches to ensure the functioning sustainability of the information model of mass media in the region. The following were emphasized: the effectiveness of information dissemination; the ability to presentable interactions; integration of micro- and macro-society in the region; adaptation to new media conditions; identification and use of embedded information resources.

Key words: media cultural content, mass media, semiotics, micro-society and macro-society, interaction, cultural values.

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