

PHILOSOPHY

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Media functioning in the context of the experience economy: social and philosophical analysis

The article examines the functioning of media in the context of the experience economy paradigm. Arguments are given in favor of the predominance of emotions and life “in the moment” in the modern world. The components of the experience economy are presented. The factors influencing the transformation of the usual social space are analyzed. The distinctive characteristics of modern media are given. The forms of expansive participation of media in the system of public relations and reformatting of contacts with consumers of entertainment content have been clarified. The essence of changes in public life taking into account the media is revealed. In conclusion, the results of the study are summarized.

Key words: media, economy of impressions, society, culture, content, communication, transformation.

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