

Book and a reader in the modern socio-cultural environment

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The book is an integral part and the main carrier of the common culture. It image consists of many factors that carry cognitive, moral, aesthetic and other information. The modern book as an information product should be informative, visible, accessible and useful at the same time. While reading we enter into direct contact with the author of the book: we agree or disagree with him, try to supplement or clarify some of his statements and thoughts, in one word, we enter into dialogue with the author.

Key words: reader, book, socio-cultural environment, socionic analysis

INTRODUCTION

The book is an integral part and the main carrier of the common culture. It image consists of many factors that carry cognitive, moral, aesthetic and other information. It can act as a means of preserving information for people of the following generations, both as a means of communication so in the form of goods.

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MAIN PART

To understand deeper the process of interaction between the reader and the book the theory of information exchange should be remind, which was developed by the Polish scientist-psychiatrist A. Kempinsky. Following the point of view of the typology developed by K.G. Jung, each person is

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not only an individual and a representative of the human race, but also a representative of a certain type of information metabolism. It can be argued, that information metabolism is the same code by which information is transmitted.

Based on the typology of K.G. Jung and the theory of information metabolism of A. Kempinsky in the mid 70-ies of the twentieth century the science of socionics was created by Lithuanian scientist A. Augustinavichiute. According to the Socionic theory there are 16 different types of information metabolism (TIM). Actually, these are 16 different types of information's perceptions from the environment. Consequently, can be argued with a sufficiently high degree of probability that, depending on the TIM of the author of the book and the reader, there will be quite different interactions between them.

Modern studies have shown that not only every person has his own personal mentality. In addition, every nation or folk has an integral type that includes a certain set of traits and qualities that are the most peculiar to this nation. Therefore, knowing the peculiarities of the mentality of a particular nation, we can find out, with the high degree of authenticity, among the works belonging to the representatives of this nation those that correspond to our tastes and preferences in terms of our psychological compatibility with the integral type of the selected nation. Therefore, the possession of such information gives it's carrier of significant competitive advantages to those who do not possess this knowledge.

These 16 types are united in 4 socionic quads. According to A. Augustinavichiute's formulation, the types, belonging to the same quadra, are united by a certain commonality of interests and lack of opportunities for conflict. They are distinguished

by mutual understanding and extremely productive and fruitful cooperation.

It should be noted that the process of information exchange, dialogue, mutual understanding between the participants of communication, achievement of the result of communication takes place in a certain communicative space – the environment in which the interaction of TIMs is proceeding. The communicative space is heterogeneous: its density in different places is not the same, therefore the information exchange of the same TIMs in different places will have different intensity.

Two parameters can help to determine the level of the space where the communication takes place:

- The length of the space is determined by the communicative distance (close-far);

- Permeability of space is determined by the density of communication (deep- superficial).

Thus, it is possible to distinguish four main levels of interaction where the contact between the author and the reader appears. These are the following levels: physical, psychological, social and informational.

At the physical level the natural human needs are satisfied – in food, housing, continuation of the genus, production and consumption of material products, what is characteristic for a dense, materially mediated collision of physical substrates (carriers) of information systems.

At the psychological level, the first place is taken by the exchange of secret, personal information coming from the soul. The most trusted relationship are foreseen as here the person satisfies his intimate-emotional needs – in love, friendship, family, empathy, etc.

CONCLUSIONS

So, summing up we can draw the following conclusions:

1. Using the method of socionic analysis you can choose for study and self-education such literature, which will be most assimilated by any person.

2. Knowledge of own mentality and ability to determine the mentality of other people, including

the authors of printed literature, helps to save time for finding the best print media for us.

3. The process of informatization of modern society will encourage authors and consumers of printed information to a certain socionic specialization, when a particular edition will be oriented to a certain socionic social segment.

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