

PHILOSOPHY

L. Usenko, E. Agapova

(Southern federal university. Rostov-on-Don, Russian Federation)

Media as means of the influence on public consciousness in modern conditions

Realities of the modern world form new calls on which it is necessary to give adequate answers. It is possible to call a characteristic feature of the XXIst century the new planetary outlook formation which covers the big mass of people, and this process is followed by some isolation of the world information space. At the same time substantial filling of the concept "world information space" has differences at different authors. So, the Western European authors define the world information space as *cyberspace* or *information superhighway*.

Key words: media space, outlook, censorship, manipulation with consciousness, information space.

January, 16, 2017
