Институционализация спорта представляет собой процесс воспроизводства особых правил норм, стратегий поведения акторов, законодательного и иного оформления их статусов и ролей, формирования организационной инфраструктуры.

В развитии современного института спорта выявляется противоречивость, которая отражается в том, что: с одной стороны, современный социальный институт спорта является механизмом укрепления здоровья, трудоспособности, источником положительных эмоций и закалки волевых качеств; институт спорта позволяет удовлетворить самые разнообразные потребности общества и личностей, в том числе, – личностей с ограниченными физическими возможностями; но, с другой стороны, выявлены отрицательные тенденции и негативное воздействие коммерциализации спорта; отсутствие условий для занятий спортом малообеспеченных слоев населения; снижение культурных норм и ценностных идеалов определенной части спортсменов.

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SOCIAL NETWORK – THE FINAL BORDER OF PROPAGANDA

Before the invention of the radio, broadcasting propaganda kept having much the same meanings throughout centuries. Public sermons, monument, painted arts, and the wide use of the printed paper, were all common forms of propaganda from the medieval time.

However, with the swift technological development of the twentieth century, propaganda continuingly received anenormous change. The evolvement of the radio transmitted information and in particular pictures with movements, first in cinemas, and then via televisions that ensured moving pictures could be brought into the home, gave propaganda even greater reach.

The invention and amazingly rapid growth of the internet, however, has transformed propaganda beyond anything those tasked with its production and spread in earlier generations could have imagined. The internet is a wilderness of information. That is, unlike previous forms of disseminating propaganda,

nearly impossible to control, regulate or officiate. What's more, with the extent that we engage with this medium, and use it to spread our opinion and promote information, we have all become propagandists.

My preferred definition is that of the Jimmy Wales, who wrote that "Propaganda is a form of communication aimed towards influencing the attitude of a population toward some cause or position." That means that, when engaging in social mediaor social network particularly, promoting ideas from politicians, intellectuals, friends, musicians or corporations through likes, shares, retweets and more, we are promoting that information and attempting to influence how people think about these things. How is that not engaging in the spread of propaganda?

Due to the explosion of social network, the information-generating process has been democratized. Whenever we speak our opinion or even sharing an article on Facebook, Twitter, or any other social media site, we are involving into propaganda, our pieces of information are manipulated to make those who read it think about an issue or behave in a certain way conducive to what we want them to. Corporations have acknowledged this, which is why they have such an active social media presence. Branding and advertising has become a major aspect of social media for all businesses, with a far greater personalization to match the needs of consumers. By promoting brands, we are engaging in issuing propaganda on their behalf.

Social sites has huge potential, which is why in China, for example, they invent their own social website (or network), Weibo. In the popular revolutions, uprisings and protests across the world in recent years, social media has played a major part in mobilising, informing and influencing public opinion and shaping consensus of events from around the world. Modern communications are utilised by both sides, and it is where the modern propaganda and information war is fought, in front of a global audience.

However, such a tool is not without its weaknesses. Misinformation regularly occurs, withfake pictures being used. Social media has the potential to spread information rapidly around the world. The recent uprising in Egypt has seen such images, and through other social media such falsehoods are exposedas testament to the times. However, due to the sheer essence of information being generated on social media sites, reactions are often instantaneous,

without any thorough analysis being given. In that way, many people often unwillingly become propagandists, deceived by the speed at which information is generated that compels an instantaneous response.

Social network also brings the potential for anonymity, and recently there have been several stories where accounts have been exposed as deceived, or deliberately designed for political purposes. Such accounts operate in so many cases in the black propaganda mould that was seen throughout decades, deceptive propaganda that was issued under one guise but emanated from another source. This direct parallel demonstrates just how important social media is in the ongoing information war.

Propaganda has always evolved along with communications technology. As new ways develop to spread information, so too will they be used to spread propaganda. As such, the internet may currently be the final frontier, but there's no reason not to think horizons will be extended further in future.

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К ВОПРОСУ О ВЛИЯНИИ ИНТЕРНЕТА НА ЖИЗНЬ ОБЩЕСТВА

Одной из главных черт нашей эпохи является информатизация общества. Особое место в этом процессе занимает интернет. Он появился в нашей жизни относительно недавно, и с тех пор стал играть огромную роль.

Интернет – это всемирная система объединённых компьютерных сетей для хранения и передачи информации. Следуя из этого, Интернет, как средство массовой информации, имеет организационную структуру и механизмы регулирования поведения людей, использующих Интернет. Интернет, как организационная структура, имеет статусы и роли, нормы и ценности. В интернете существует статусная и ролевая структуры. На примере любого ресурса всегда есть как минимум две роли: администратор и пользователь. На уровне пользователя основным критерием стратификации являются навыки работы с интернетом. Чем выше навыки и умения пользования Интернетом, тем больше возможностей открывается