

Formation features associated with the professional discourse in the modern media environment

Elena Nikolaeva^{1*}, *Nina Kapitonova*¹, and *Anna Temirbulatova*¹,

¹ Don State Technical University, Gagarina square, 1, Rostov-on-Don, 344000, Russia

Abstract. The results of the convergence of the information environment of modern society have formed its characteristic features: asynchrony, space-time compression, and anonymity, reversal of authorship, cross- and multimedia. As a result of the evolution of communication models, a new, "psychobiological" model is being formed, which is characterized by mediation of technical de-vices and the specific sociality of its participants. New communicative conditions make significant adjustments to the process of forming professional discourse. In the new digital information environment, professional discourse is becoming one of the most important tools, a technology for the formation of professional identity and the reputation of a specialist. In turn, the reputational digital trail of a specialist opens up limitless networking opportunities and increases the level of professional demand. As a result, successful professional identification, reflected in professional discourse, allows for an objective selection of content, improving the quality of the dialogue between scientific and applied knowledge, educational practices and becomes a marker of constructive references in the process of socialization for the users of network resources.

1 Introduction

The wide popularity of the term "discourse" is explained by the lack of a clear, generally accepted definition, which opens up opportunities to satisfy various conceptual needs of researchers. There are three approaches to the use of the term, depending on the author's contribution to the study of this phenomenon.

Linguists consider discourse as speech inscribed in a communicative situation. This approach allows us to consider the speech of an individual as a social practice and explore the movement of information within the framework of a communicative situation.

From the position of structuralism and post-structuralism, the term "discourse" de-scribes the way of speaking of the subject of social action (personality, group, abstraction), which has a style and ideologically charged. That is, discourse is a communicative originality of the subject of social action.

The third approach is also connected with the studies of J. Habermas, who considers discourse as a phenomenon of communicative competence, a dialogue, and a way to test a

* Corresponding author: spu-10.2@donstu.ru

controversial claim to significance in order to achieve a generally valid agreement. Discourse acquires its relevance when it is not possible to reach agreement at the level of "naive" communication, and is an alternative to ending the dialogue or the instrumental impact of the language (forced impact on partners).

Focusing on the above approaches, we define the content of the term "professional discourse" as follows. Professional discourse is the language field of professionals in which professional activities are carried out, and information exchange takes place. Also, professional discourse can be considered as a social practice of the formation of professional identity (on the subjective level as an awareness of the meaning and value of professional activity, on the objective level as the process of institutionalization of professional communications). Professional discourse can be considered as a social filter that grades the level of manipulation possibilities in the information environment.

However, this approach, based on a historical retrospective of understanding the term "discourse", considers the process of communication in the context of written and oral speech and the corresponding communication models; at the same time it does not take into account the realities of the digital information environment. In this context, the purpose of the study is to describe the features of the formation of professional discourse in the context of the digitalization of the information environment of modern society and the development of Internet communications.

2 Materials and methods

The information environment of modern society is characterized by a high level of convergence at various levels: technological, economic, cultural, socio-psychological. In this research paper the following methods were used: the method of continuous sampling, statistical analysis of selected units, their classification, generalization of the features identified during the analysis, comparison and description of the results obtained.

Figures and tables, as originals of good quality and well contrasted, are to be in their final form, ready for reproduction, pasted in the appropriate place in the text. Try to ensure that the size of the text in your figures is approximately the same size as the main text (10 point). Try to ensure that lines are no thinner than 0.25 point.

3 Results

At a technological level, convergence is the fusion of information dissemination and production technologies, in particular the process of digitizing information, which allows different types of media (media) to deliver any type of content to audiences in various forms, regardless of the type of media. As a result, the Internet has moved beyond a technology that integrates computers into a digital environment that is free from the limitations of traditional media. It was the convergence at the technological level that determined the peculiarities of communications in the digital environment, for example, their interactivity, a high level of emotional involvement, the dominance of visual content, etc.

The high innovative potential of digital technologies has opened up opportunities for the formation of new information products and communication models. The second generation of web services, Web 2.0 (O'Reilly 2005), graded the clear boundary between the author and the reader, allowed the formation of digital content, where the audience becomes the creator of meaning.

At the economic level, the term "convergence" describes the processes associated with the integration of technological platforms (information, communication) and information products (created and broadcast by these platforms). Against the backdrop of the dynamic

development of ecosystems for business (in Russia, these are: Sberbank, Yandex, Tinkoff, MTS, etc.), it becomes obvious that large companies focus their long-term strategies on ecosystem development. And such a trajectory of the development of the domestic market is a reflection of the global trend, when participation in the ecosystem becomes a necessary stage in the development of the company. Currently, seven of the ten largest companies in the world (Apple, Microsoft, Amazon, Google, Tencent, etc.) are ecosystems in terms of capitalization.

Under such conditions, convergence in media markets becomes a natural consequence of this trend. Vertical and horizontal alliances are emerging between the technology and print, publishing, video and film industries, linking companies from previously unconnected economic sectors into multimedia concerns. As confirmation, we should mention the integration of AOL and Time Warner, Viacom and Paramount. An equally well-known example of the takeover of a well-known film studio and a television production company in the media business. Another example is Time Warner's takeover of US West, Wometco Cable, and Georgia Cable.

It is obvious that modern media are focused on consistent integration not only with the telecommunications sector of the economy, but also with the industrial sector (production of household appliances, information technology, etc.). Thus, a new integrated market is being formed, which combines the processes of production and consumption of equipment, information, multimedia services, network services and the creation of soft-ware products.

The contacts between advertisers and the media have also changed. Advertisers focused on the profitability of communications with the target audience, on the one hand, strive to reduce the cost of online advertising, on the other hand, they actively respond to package offers from converging media (for example, when a newspaper sells a package of advertising in a paper version and on its website). Against this background, the media have new competitors, and influencers. Blogging is becoming a new form of broadcasting advertising information, which provides more effective targeting and communication of the advertiser with the target audience as a whole.

At the culturological level, the convergence of the media environment is manifested in the fact that in the new information and communication environment there is a transference of the functions of classical, offline media to new technologies. Different communication channels change their roles, and the target audience gets the opportunity to receive the same content through different channels. As a result, there are radical changes in the previous ideas about the channels of communication and information, their goals and status. Various communication channels are differentiated by the created information products. New genres of edutainment, infotainment, technotainment, etc. appear. New media forms appear: news portals and feeds, blogs, podcasts, websites and mobile applications. Convergent media platforms provide endless opportunities for users not only to search for information and create text with hyperlinks, but also to comment on informational issues, actively participate in the development and broadcast of content (Pavlik et al. 2004).

In general, digital content is a transmedia narrative that has a number of features: interactivity and transmedia/multi-channel. At present, the network user can submit their own content to the broadcast news traffic in the media, expanding the storytelling. And often the user can get ahead of the official media in the news publications of his blog, challenging not only the speed of providing information, but also the quality of its presentation. Thus, Internet users are transformed from passive recipients into active creators and distributors of information. They themselves produce, edit, promote and consume content, becoming an active co-author of the information space of society. On the other hand, the same user also formed subjective preferences in the perception of information on different media. Therefore, the media create and promote content through various communication channels, adapting their products to the perception of the target audience and the format of media platforms.

The value of user-generated content cannot be overestimated. So, if previously predictive scenarios for the development of the Internet were dictated by scientists, programmers, owners of resources, then at present the evolution of the Web is based on research data on the preferences of ordinary Internet users. If earlier the Internet was a proprietary technology that allows individual authors to unidirectional broadcast disparate information, now we are witnessing the integration of open resources and ordinary users, the transition to permanent collaboration on content demanded by the authors themselves. The direction of information flows is changing. There is a replacement of hierarchical, heterogeneous (developer-user, author-reader) for homogeneous and horizontal ones, multilateral communication turns into collegial interaction of users.

Summarizing the description of the features of the modern digital information space, a number of its important characteristics should be noted. One of the most significant features is the replacement of passive unidirectional media perception with the concept of an active user who not only searches for content, but also actively broadcasts and creates it himself. Meanwhile, the media are differentiated not by the characteristics of the production process, but by the powers in the production of content. That is, the convergence of media towards digital technologies forms the identity of the media not in terms of media format, but in terms of brand value and characteristics, quality of content. The multimedia nature of digital media enables to combine various types of information (text, video, graphics, photos, animation, etc.), thus forming a new language. The time series is also shifting, the media are moving from regular publications to a real-time broadcast format. The concept of scarcity is also changing, instead of the amount of printed space, the struggle for the user's time, which becomes the scarcest resource, becomes relevant. The need for "gatekeepers" disappears, the reviewer loses its value, and it is replaced by user comments. An important role is played by the growth in the level of interactivity of the media, starting with the user's choice of the format for providing information, ending with the ability to interact with other users. And, of course, the emergence of non-linear texts, the transition to hypertext narration. The above features of the new information space also change the strategic role of the media, data analysis and their transformation into knowledge become priority areas of their activity.

And here it should be noted a number of social effects of the media space convergence process. The high level of motivation of the subjects of Internet communication is due to the need for self-expression and is accompanied by the effect of "user joy", the desire to get the attention of impersonal subscribers. As a result, interaction in the network generates more often destructive reactions of users, from depression and lowering the level of self-esteem to "infection" with emotions.

It should also be noted that content authors quite often are not professionals, but subjects who form a user profile in accordance with their limited goals (often mercantile) and the desire to broadcast false information with low quality content. And the credibility of such information is ensured by the "presence effect" (Casalo et al. 2020). This state of affairs creates a contradictory situation in the perception of the quality of Internet resources and the level of trust in the information provided. As noted in the study (Levada-Tsentr, 2021), the number of users of news network services is constantly growing (Figure 1).

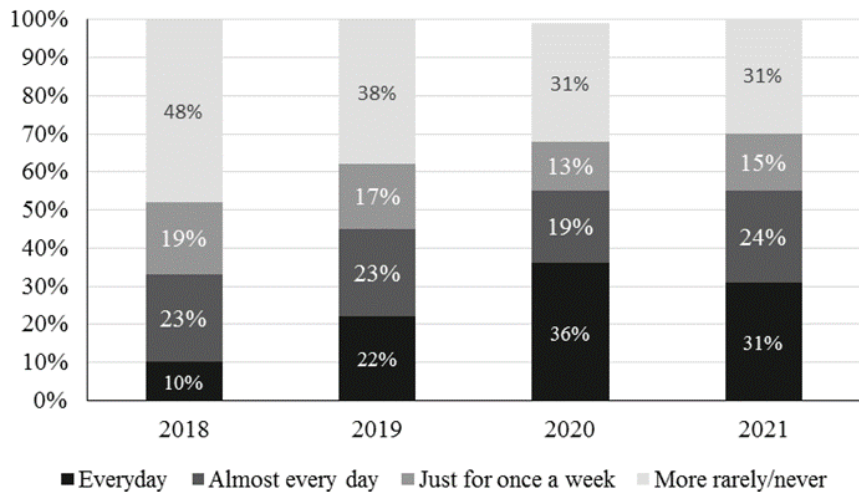


Fig. 1. The popularity of online publications as a source of news, Source: <https://www.levada.ru/2021/08/05/rossijskij-medialandschaft-2021/>.

However, the level of confidence in the information received is reduced. The data of the “Edelman Trust Barometer” 2020 study showed that 57% of users consider news information on the network to be unverified and unreliable, 51% believe that the media serve the interests of a small group of people, 43% believe that the media is corrupt. Currently, the audience has begun to trust the technical specialists of companies (68% of respondents) and scientists (66%) more (Edelman 2020). However, the level of confidence in professional discourse in digital media is not uniform. Consider the current situation in the “EduTech market”. Market research data on online educational services for adults showed that only 17% of the adult population doubt the quality of online educational resources. However, among the student audience, the level of trust in online learning is decreasing (Fig. 2) (Academia. Interfax). And at the same time, 51% of the adult population believe that online technologies provide opportunities for quality education.

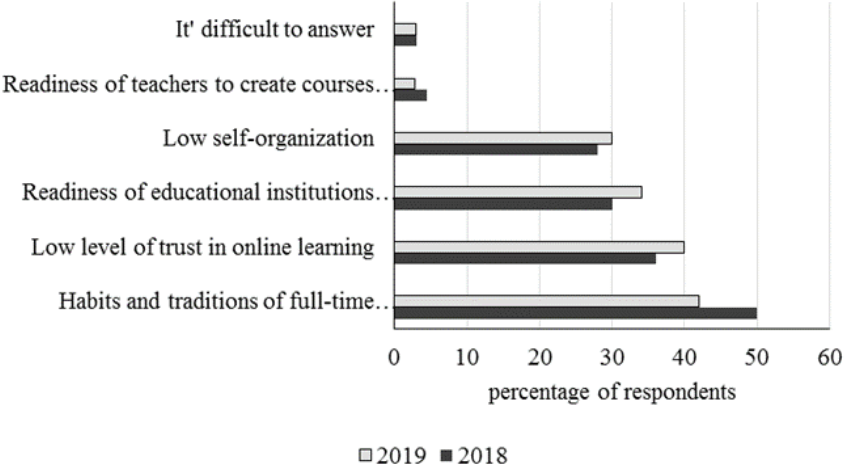


Fig. 2. The main barriers to the mass use of online technologies, Source: <https://academia.interfax.ru/ru/analytics/research/4257/>.

Perhaps this state of affairs is also determined by trends in the development of content projects in general: a decrease in prices for content production, a reduction in advertising budgets, an increase in the level of diversification in content distribution, etc. Thus, for entrepreneurial activity in the digital environment, the key development problem is not the uniqueness and quality of content, but maintaining the level of profitability of your project. In turn, the main condition for achieving the required level of profitability is effective targeting, understanding the behaviour of the audience in detail. Therefore, the content provider conducts constant speculation on the needs, "pains" of the client, not developing it, but following the evolution of the interests of consumers. And here we are faced with another feature of the digital environment, the growth of its inclusiveness. Currently, we are witnessing an increase in the power of the consumer of media products; he is becoming an active participant in the media process. The network user becomes the main stakeholder of the media process, who makes his demands on the media.

Thus, on the one hand, the current stage of development of the digital environment forms the prerequisites for the development of public relations, namely: easy access to information sources, high speed of distribution of targeted/profile information, openness, personalization, lack of hierarchy, high level of confidence in the subject-subject information, the formation of clearly profiled, homogeneous target audiences with their own influencers and trendsetters.

On the other hand, we understand that in the modern Internet environment, an ordinary user who was previously an object of communication becomes an active subject who has full authority to form symmetrical and asymmetric communication models, use manipulative technologies in accordance with personal goals. This state of affairs excludes the possibility of institutional communication and raises the question of the possibility of an open dialogue with the audience or the formation of prerequisites for leveling the values of professional ethics and stagnation of institutional activity and professional discourse.

Let's clarify this thesis. By the term "professional discourse" we will understand the language that was created by professionals with special training, who have undergone appropriate training, to implement actions in accordance with professional goals and responsibilities. From the point of view of social constructivism, professional discourse is a set of basic metaphors, meanings that describe an event. The language used by professionals is the basis for creating and indexing professional attributes and frames, and, on the other hand, it is through language that a person defines his professional identity. That is, professional identity can be consciously built with the help of professional discourse.

But the creation of a professional identity is also a social practice that requires the creation of a community whose members interact and recognize each other as participants. And here it is interesting that the participants, users of the discourse, as a rule, do not reflect on their actions, since in this situation the discourse acts as a way to be and act in a particular situation. For example, the traditional practice of interaction between an educator and a student assumes the leading role of the educator, who gives tasks, and students perform them. Students and educators daily reproduce this social practice, which inevitably creates a reality where the uneven distribution of power is perceived as a natural picture of the world and this state of affairs is not reflected by the participants in the learning process (Stroupe et al. 2022).

Moreover, written texts have the same level of interactivity and are a form of construction of social reality. The author creates a mental construction of social reality, which the reader, interpreting the signs, reproduces again. Moreover, the more clearly the author assigns and expresses the conventional values and dominant interests of his reader, the more interest his mental constructions and axiological understanding of reality will arouse. If in printed texts with linear content the time gap between the production and reception of information was quite large, then in the modern digital information space this gap is reduced, and the reader has the opportunity to acquire co-authorship. Thus, an opportunity is formed to grade the

level of resistance to the author's ideas. Provided that the author's reality is formed with the help of professional discourse, the possibility of manipulating the reader's attention and opinion becomes limitless.

Thus, all the constructive possibilities of the modern digital space create ideal conditions for the practice of manipulating public opinion and the formation of a communicative environment with unequal statuses of participants.

But let us return to the culturological features of the convergence of the information environment of society. As we remember, the phenomena of national, religious and ethnic identity of a person (we deliberately do not include artifacts related to politics in this list) are able to effectively form a stable normative system that ensures a high level of conventionality in society, which in turn is the guarantor of social order. However, media convergence has led to an information overload of Internet users, encouraging the growth of diversity, ensuring a high level of inclusiveness in the digital environment. The processes of globalization provoked an increase in the level of universalization of cultures (Matos 2012). As a result, there is a hybridization of cultures and identities that are no longer able to fulfill their ideological tasks to form a conventional world order in the public mind (Pacheco 2020).

The above features of the development processes of the digital information space make explainable all the phenomena of effective influence on the target audience (Baudiera et al. 2021). The manipulation algorithm becomes transparent. It is enough to create a profile of the author of the idea within the framework of the relevant professional discourse, ensure targeted broadcasting of content to the target audience, create conditions for interactive interaction on given news occasions (moreover, the higher the level of populism, the more guarantees for the successful implementation of goals), and the convergent nature of modern media platforms and cross-media media as a whole will create the necessary information field with the given characteristics of the perception of reality. Moreover, critics of the constructive nature of network communications (Slavin et al. 2021) accuse the participants of Internet communication of falsehood, arguing that a virtual personality is an ideal vision of oneself, an expression of personal desires regarding features that have nothing to do with reality. It is the anonymous nature of the Internet environment, the dematerialization of communication and the possibility of a delayed response that form the conditions for creating illusory personality traits in the process of self-presentation. In general, the absence of non-verbal signals, physical distance, sensory perception of the interlocutor opens up opportunities for the formation of a virtual personality without fear of revealing its inauthenticity (Jin 2021).

Considering the issue of professional identity in the Internet environment, it is obvious that an important role in this process is played by professional reputation (Jensena et al. 2020) which provides the necessary level of trust in the transmitted information. Using the term "professional identity" we will adhere to the understanding that this phenomenon is an element of the social and psychological identity of the individual. Structural elements of professional identity are: positive self-esteem; motivation for professional development; participation in professional communities; satisfaction with completed professional tasks; responsibility and compliance with the norms and regulations of the professional community. Apparently, the list could be continued, but it is necessary to pay attention to the fact that before the stage of convergence of the media environment, issues of professional identity were considered as a subjective practice of a specialist that did not require the translation of the results of the development of professional identity outside the professional community. Currently, this practice clearly limits the professional in the possibilities of professional connections and, as a result, development. The digital environment offers a wide range of opportunities for cross-disciplinary integration and the development of professional communities. If a specialist does not have a reputation in network resources, then the possibilities of his professional development are limited, at least, by geographical

coordinates. The point is that professional discourse (in all its manifestations) in the digital space allows a specialist to have a reputational rating, which directly affects the professional reputation and availability of the results of a specialist's professional activity in search engines. That is, the higher the professional rating of a specialist, the more open he is to new opportunities in professional networking and has a higher level of demand.

Let us consider how professional discourse, which provides the author with a reputational rating, is involved in the construction of professional reputation, a reputational trail (the amount of information confirming the professional status of a specialist). In the network model of communication, professional reputation can be formed through storytelling, which is focused on broadcasting the following ideas: a description of the uniqueness of one's professional competencies, work style, communication features. The dissemination of this amount of information is focused on solving two questions: "what do I want to be known about me?" and "What do I want people to say about me?" Similarly, the reputation of the organization is formed. Moreover, the formation of a digital reputation trail is a necessary component of the profession. Let us explain this thesis.

The development of network services opens up the opportunity for users to observe intellectual activity in a natural environment, to see how they search for information, classify data, and how they use network resources in general. Thus, it is easy for a modern person to find role models, and as a result of repeating successful experience, the ways of activity of people whose behavior patterns are referential are gradually adopted. With the development of Web 2.0 services, ideas and technologies of parallel actions and information exchange are returning, which open up unlimited development prospects for education. Currently, network services provide access to materials that can be used for educational purposes, simplify the process of creating and publishing materials on the network, and enable schoolchildren and students to participate in professional scientific and business communities. And it is obvious that the presence of a digital reputation loop at the source of information increases the level of efficiency of knowledge translation, its availability in the digital environment. Thus, understanding the phenomenon of professional discourse as an element of professional identification of a specialist, we can currently observe completely new directions of its development in the form of a digital reputation trail.

4 Discussion

The evolution of the stage of studying the communicative process is a sequential development, the transformation of unidirectional linear communication models into network ones. The description of the results of this study can be endless; therefore, as a basis for systematizing communication models, we will dwell on the following grounds: the direction of communication, the functions and status of participants in the act of communication, the purpose of communications.

The classical universal model of communications was presented by G. Lasswell (Lasswell 2013). This model, which is relevant in the context of studying the phenomenon of mass communications, described the participants in the communication process, excluding feedback, and the recipient himself is considered as a passive actor responding to information. In this model, the inequality of actors reflected the specifics of the power of the information issuer of the 20th century, its unlimited power and the possibility of influencing the behavioral attitudes of target audiences.

Equally significant is the C.E. Shannon-Weaver noise model (Shannon 1948) which has been successfully adapted to analyze non-technical, social communication processes. This model demonstrated the importance of studying "information noise" and focused on the problems of understanding in the system of encoding / decoding information. Also, for the

first time, the question was raised about the types of communication problems (technical, semantic) and the effectiveness of the communication process as a whole.

Further evolution of ideas about the communicative process is associated with the development of ideas about the functions of communication participants. We are talking about the model of the information gatekeeper B. Westley and M. McLean (Westley et al. 1957). The model describes not only the process of individual, but also mediated communication, and also allows you to analyze the conditions for the audience to receive relevant messages. In this context, we should also mention the model of P. Lazarsfeld, which describes the importance of "opinion leaders" in the process of information transmission (Lazarsfeld et al. 2007).

Interest and understanding of the benefits in collective action is formed in the process of passing through several communicative stages: the transfer of information, the achievement of mutual understanding, the achievement of trust. This process is cyclical and mutual understanding is only an ideal goal and cannot be fully achieved due to the peculiarities of the process of information exchange and translation of meanings. Therefore, only synchronization of actions is sufficient: synchronization of the processes of understanding leads to mutual understanding, synchronization of beliefs and beliefs leads to agreement, and synchronization of the actions of each actor leads to their collective actions.

Thus, the evolution of communication models demonstrates the following features: the transition from a linear model of communication to a cyclic one; a shift in emphasis on the relationship and interdependence of the subjects of the communication process; recognition of the value of understanding and agreement in collective action; rejection of the search for mechanical causality in favor of the study of relations between the subjects of communications and the study of the mutual causality of all elements of the communicative process.

However, the above models did not take into account the features of the communication process mediated by digital technologies. Ned Kock (Kock 2004) introduces the concept of "psychobiological model" as a natural result of the evolution of the communication process. The author believes that the problem of the lack of non-verbal cues, inherent in digital communications and reducing the effectiveness of communication, may now network users involved in social interaction have learned to adapt their relational behavior in communications to the remaining cues, such as color, shape, image, sound and etc. In principle, this idea is not new (Malin et al. 2017) and one more aspect should be noted, which is associated with the temporal characteristics of the process of forming social relations in the network, in particular, their slowness due to poverty, the absence of non-verbal signals.

And here it is necessary to return to the phenomenon of "social presence" as one of the essential aspects of communications mediated by digital technologies. This phenomenon has various interpretations and is studied in the context of various subject areas. The purpose of these studies was focused on studying the behavior of the subject and his cognitive processes in the presence of an observer. As a result, it was found that the presence of an observer can create diametrically opposite reactions in the subject: facilitation or inhibition. In addition, cognitive overload effects were found in the subject. In the field of mass communications, "social presence" is studied as the process of forming ideas about other people when receiving information through the channels of technical means of communication. In this work, we will adhere to the interpretation of M. Lombard and M. Jones (Lombard et al. 2015) understanding the phenomenon of "social presence" as the joint presence of communication participants in the same space, as well as a sense of the presence of other people nearby. And here an essential property of computer communications was highlighted – anonymity and impoverishment due to the lack of visual signals, forming a social context which leads to a low level of manifestation of the effects of "social presence".

However, studies have shown (Tanga et al. 2021) that interaction in social networks has a higher level of influence on behavioral attitudes and patterns than traditional factors, such as group affiliation. And despite the fact that each communication channel creates different levels of the effects of social presence (Parady et al. 2021) it is the effects of social presence that increase the level of involvement of information consumers. Of particular note is the fact that with an increase in the level of multimodality of communication (the number of communication channels used), the level of involvement, motivation to communicate increases, and the level of positive subjective assessment of social well-being increases. A number of researchers state that it is pointless to criticize and accuse the network environment of depersonalization of relationships and alienation of people, the atomization of society. These characteristics of modern society are the result of the development of the social environment as a whole, the collapse of value systems, the flourishing of individualism and traditional social institutions.

Summarizing, it should be noted that social communications in the Internet environment complement and expand the models of social behavior. The virtual environment is one of the new forms of being, a reality that is a new form of reality (Newman et al. 2022). A new platform that creates new activities such as online shopping, online education, online work, which are complementary or alternative to the usual social practices. The new re-ality has its own patterns that change the usual decision-making algorithms and create new conditions for socialization, as it makes available not only new activities, but also a large number of social practices that the user can choose as references. And, in turn, professional activity, as a type of social practice, must also adapt to the conditions of the new information environment. In this context, the issues of the formation of professional discourse in the new conditions are no less relevant than the issues of the socialization of the individual and its identification in digital reality.

5 Conclusions

The historical approach to the analysis of the term “professional discourse” prompted three subject areas for the study of this phenomenon: language, the practice of forming professional identity, social technology for levelling the manipulative nature of the in-formation environment.

The phenomenological features of the development of professional discourse are directly dependent on the understanding of the essence of communicative models. It is obvious that the trajectory of the development of professional discourse runs parallel to the processes of understanding communication models. So linear models of communication orient the process of development of professional discourse towards the development of dialogue in interdisciplinary scientific research. Nonlinear models that focus on the communicative problems of communicating subjects have made relevant issues related to authorship, ethics and ideology of scientific creativity. Network models have actualized the problem of ensuring a dialogue between the scientific and industrial spheres. And the psychobiological model demonstrated the importance of developing mechanisms that level the problems of manipulation of public consciousness.

This conclusion is confirmed by an analysis of the features of the digital environment of modern society. Convergence, as a key trend in the development of the modern media environment, has radically changed the status of the author and reader, the trajectory of author-reader interaction, the structure of the text, asynchrony in the exchange of information, the level of information availability, as well as the process of interpersonal communication. A number of researchers have assessed the anonymity and temporal discreteness of communication between participants in digital communications as the root cause of global destructive social processes. The diametrically opposite view demonstrates

an alternative state of affairs. The development of network services, as a result of the convergence of the media environment, opens up new opportunities for learning, socialization of the individual due to the openness of a large amount of information. In some cases, multimedia and the availability of digital sources of information has a constructive impact on the level of sense of social well-being. However, it was the openness, accessibility, unlimited possibility of authorship in the network resources of the Web 2 era that gave rise to the problem of the quality of the created content, as well as the problem of unlimited manipulation of public opinion.

As a result, the features of the digital information environment are currently a source of serious problems in the transmission of scientific knowledge, destroying a constructive dialogue between a professional and a non-specialist, turning professional discourse into a tool for achieving mercantile goals and manipulations, and the idea of popularizing scientific knowledge into a constantly reproducible volume of pseudoscientific ideas. This problem undermines the idea of forming a professional identity through individual tracks of professional development, since the “blurring of clear lines” between academic, scientific knowledge and the negative effects of its publicity takes away choice from the subject of clear guidelines of professional knowledge.

Another important social aspect of the development of professional discourse in modern conditions is the problem of the formation of a digital professional identity in the information environment. In this study, professional identity is considered as an element of the social and psychological identity of the individual. It is argued that the professional identity of a modern specialist is expressed in his reputational rating, which, in turn, creates a reputational trail. A reputation trail is a volume of information that confirms the professional status of a specialist and confirms the success of the process of developing professional identity. In modern conditions of convergence of the media environment, the digital reputation loop becomes a necessary component of professional development, as it provides the specialist with additional opportunities in networking and increases his level of demand.

The digital reputation loop solves the problems associated with the selection of high-quality content, confirming the professionalism of the author and helping the network user to choose constructive references in evaluating information.

Thus, the study of the features of the development of professional discourse in the digital environment of modern society revealed problems related not only to the problems of scientific ethics, the popularization of scientific knowledge, but also raised the question of the need to form a reputational digital trail for a participant in professional communications in the information environment, that is, the formation of one's own professional identity in the Internet space.

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