TRUISMS OF THE INFORMATION ERA

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Abstract

In every field in which profound changes take place obvious and simple truths (truisms) are born, which do not have to be stated, we do not have to waste time thinking about them during this period, which we regard as the century of speed.

Keywords: *truism, standard, information society, mass-media, social groups, social communication.*

We live in the information era, where the information flow is comprehensive and diversified and it comes from everywhere. Some of us accept this change quite easily, others however integrate themselves in it with significant efforts and therefore the present-day society forces all social categories to be up to date with the technological evolution.

Present-day technology in general and information technology in particular represents a component of the contemporary social process with direct effects on all fields of activity within the contemporary society.

In his endeavour to analyse the present-day society, M. Castells starts from the following premises: 1. the interaction between social relationships and technological innovation; 2. the significance of individuality, in the sense that social groups model the institutions of the society simply by defining their own identities; 3. the revolution in the fields of information technologies and communication led to a new form of politics, the information politics, and the politics in the network society is mainly done by the media (CASTELLS, 2010a).

The identities of the modern individual are also built among the bench-marks offered by the media and together with the loneliness of the present-day citizen which is outlined also by the current media, represent some minimal observations of this period.

If these statements, almost truisms, didn't represent the normal result of a reflection on one's own existence and of the world in which I evolved, they wouldn't have triggered an impressive chain of fundamental questions which, in their turn, in just a few years' time, generated many ideas and changes in the media.

The truism, the simple truth, which obviously is not worth mentioning in a certain period, has become a reality that we have to present using some aspects which represent or may represent commonplaces in the information era but, at the same time, this also occurs for the specific activities of the media. As well as other fields have their truisms, the ones of the information society are as following:

1. *We are connected by computer, therefore we exist,* or analysed from a negative perspective, if you are not connected, you do not interest anybody, no one looks at you,
2. *We communicate by computer, therefore we exist.* To communicate in a virtual manner means to circulate with the help of the technology of the future on the information highways which pass through the houses and the offices of every individual.
3. *I am very well-equipped information leader, therefore I exist.* Therefore, without information technology I will not be credible and equal to the other people from the community. There are two important aspects here: one refers to equipping the institution that I head and the second one is to equip the personal office to be at comfortable standards with counterparts
4. *I am an organisation which cultivates and develops the human potential with information training, therefore I exist.* If an institution does not have well-trained human resources, it does not exist from the information and informational paint of view. Let us remember about the

existence of hackers and about the possibility of a cybernetic attack on the institution, the obligation to protect itself from an informational point of view.

5. *We act informational, therefore we exist.* We just have to fully understand the truisms prior to the information society and to be aware of the fact the information technology is not something that will disappear, but a way of being.

We consider that those mentioned above represent the advantages of the information and informational culture from "the planet Internet" and, at the same time, just the fact that information technology has triggered spectacular changes in all the spheres of human activity is a truism in itself.

The media is omnipresent and it creates a new reality – a hyper-reality – made out of people's conduct and the images of the information environments (SCHIFIRNEȚ, 2014). Nowadays, a powerful information transfer takes place from the public to the private sphere via the media. As E. Macé stated, television replaces institutions such as Justice, Police or medical institutions (JAKUBOWICZ, 1998).

The need to redefine the public space is undoubtedly related to the impact of the media in the society. The media is not only a resource, but a form of alternative social communication (MARINESCU, 2002).

Mass media was, is and it will continue to be the one which in various communication contexts presents messages without style and offers the possibility to stating some truisms, such as: "Winter is different from summer," "Nothing new under the sun," "If legislation leaves a door open, evasion flourishes" etc.

An extremely simple statement, also known as "The Lapalisse's Truth" is also met in a well-known truism belonging to I. L. Caragiale: "A society without principles means that it does not have them."

Analysing every truism also presented by the journalistic activity in the Information Era and according to the specificity of the media may determine us to conclude that validity in this field, since, the press, regardless of its genre, represents and will continue to represent an everyday reality and there are few people who do not acknowledge this reality.

Social development cannot be separated from the technological infrastructure changes, since many of the social activities represent a consequence of technological development and therefore the technological revolution has to be developed as an act of applying the knowledge resulted from knowledge in order to generate information processing and communication devices (CASTELLS, 2010b).

Informational institutions, regardless of the ways in which they do it, represent organizations that transmit information, have leaders, show producers, editors-in-chief, editors, who must be equipped with technology, trained according to current standards, so that they are fully professional when it comes to the truisms presented (MOISAN, n.d.).

Therefore, as in tautology "A home is a home" and "A table is a table", the situation also appears in the information era in which we live, "A computer is a computer" and "The internet is internet." If, in some fields, "there is nothing new under the sun," in the information field "the sun rises" on every alley and even in the most isolated villages, regardless of their placement of the world map.

This field can also be analysed through synonyms of word truism, such as: banality, platitude, prosaism, cliché or generality. In every field in which profound changes take place obvious and simple truths (truisms) are born, which do not have to be stated, we do not have to waste time thinking about them during this period, which we regard as the century of speed.

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