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Impact of the impression economy on media changes: a socio-philosophical analysis

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The current stage of world development is faced with the need to clarify transformations under the influence of various determinants. The concept of the economy of impressions has reoriented the presentation and distribution of goods and services, weaving numerous emotional components into relations with consumers. Media is the most complex sphere of human life, funded by numerous mental constructs, which sometimes find the most unexpected practical embodiments. The article is devoted to the identification of the consequences of the determinative impact of the ideas of the economy of impressions on the media in order to draw up theoretical descriptions. The essential characteristics of the impressions economy are revealed. Features media functioning at the present stage of historical development are presented. The consequences of media reorientation for consumers to experience the desired emotions are analyzed.

Keywords: media, idea, impressions, digitalization, society, emotion, personality

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