

**Abstract:**

Dissertation *The Impact of the Internet on the Socio-cultural System* focuses on a research method of shared orientation in a new (in the complexity of human existence) environment of a global context, which is provided in particular by communication systems based on new media technologies. A study of the influence of media technologies, which grow on the basis of connection via the internet, on the nature of the society represents an extension of the original mediological interest in everyday communication to the broader socio-cultural view. Study of media communication takes into account the type of social interaction - purposive 'media logic' own specific media and media change leads to the corresponding social changes. New media and internet, as a potential carrier of social change, as seen through a combination of media development - primary, secondary, and especially the mass media and cultural context at the level of specifically human way of adaptation to the external environment, in particular its social manifestation, and interaction at the individual level. Information sources and methods correspond to thematic combination, are reflected in the method itself and the selection of literature and research tools, both in conjunction qualitative research related to the interpretation of media development and technological competencies, both quantitative research associated with the collection and retrieval of data and advanced tools for statistical investigation. Working in three parts follows: the development of communication media, which is characterized with regard to the nature of media sharing visions of reality as a representation, re-mediation, simulation and virtuality; historical background of the new media - the Internet, military, academic and commercial environments; internal complexity and the complexity of external relations, the current virtuality. Of the thesis provides a comprehensive insight into the development of media communication, which is the basis for a broader perception of social change and relationships that bring new technology to the level of the human species, socio-cultural system and the individual.