



Formation of Information and Communication Culture in the Modern Digital Environment

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Abstract: *The purpose of the research is to study the problems of formation of information and communication culture in the modern digital environment. The process of creation, use and distribution of knowledge in modern post-industrial society has significantly accelerated due to the active development of new information technologies.*

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Introduction

In the context of the information society concept, the features of various types of culture functioning in the modern digital environment are considered: information, electronic, screen, Internet culture, their common features are revealed. Information culture is a type of culture that includes a system of views, ethical attitudes, rules and norms, the basis of which is information as a value, and the material media are means of transmission (print, radio, telephony, television and the Internet). In the study of information culture, methods of information theory can be applied within the framework of cultural analysis at any level, as well as methods of anthropology (in particular, cumulative processes are studied using semiotic and anthropological methods; processing processes allow to study structural and functional analysis; translation — methods of communication theory).

The modern information society has a number of features that are related both to information itself, which is the main field of activity for members of this society (creation,

consumption, processing, storage of information become routine everyday practices for any person), and to digitalization, which involves the introduction of digital technologies into various spheres of both the economy and public life. Consequently, in an information society, a person has to simultaneously be in three habitats — natural (natural), cultural (everything that is created by man) and digital (virtual) environment.

Methodology

The use of quantification methods (methods of mathematical statistics) is possible when conducting a sociological survey, although inadequate results can be obtained in the process of quantification and measurement. When studying the problems of information and communication culture, there are four main approaches - cultural, informational, activity and personal. Within the framework of the cultural approach, information and communication culture is considered as a way of human life in the information society, as a component of the process of culture formation. The information approach studies a set of knowledge, skills and abilities of searching, selecting, and analyzing information, therefore, in our opinion, the information culture of an individual should be studied in the context of the formation of competencies for the independent acquisition of professional knowledge (professional competencies) that are in demand at this level of development of society. If we talk about the education system, then a competence-based approach is appropriate here. From the position of the activity approach, the cultural level of a personality is studied as a parametric concept determined, along with other parameters (political, economic, technical, communication and other knowledge and skills), by information culture. Here we are talking about the degree of mastery of general cultural competencies, which can be measured using quantitative methods of sociology. It is known that any activity is of a personal nature, including information-related activities, therefore, the information and communication culture of a person is considered through the prism of a personal approach. In the conditions of an information society, personal and activity principles mutually enrich and condition each other. There are also several scientific approaches in the study of electronic, information and Internet culture:

- culturological, which allows to identify a system of values, signs, symbols and ethical norms
- philological, considering the communicative capabilities of the Network, information flows and the transformation of language in virtual reality and the speed of information transfer;
- philosophical, exploring the phenomenon of these types of culture and their impact on the worldview of modern man;
- psychological, focusing on the process of human interaction, the peculiarities of their behavior on the web. All these methods indicate that in the process of studying information culture, methods of various sciences (theoretical, general logical, empirical) can be applied. Let's take a closer look at the terms "electronic culture", "Internet culture", their main differences and features. As a synonym for the term

"information culture", the concept of "electronic culture" is often used, the fundamental feature of which is virtual electronic platforms broadcasting cultural achievements: electronic libraries, exhibitions, electronic music, etc. Reformatted art, interactive co-creation and electronic versions of cultural heritage sites characterize this type of culture. Electronic artifacts can be attributed to Internet culture, and it can be distinguished into a separate type of culture, including the use of the Network's capabilities as a platform for realizing the needs of communication and self-expression, the development of creativity through the creation, use, transformation of virtual objects, often similar to real ones, but having a special kind inherent only to them. For example, online libraries, social communities, and shops. The material carrier of Internet culture is a screen in the form of a desktop computer monitor or laptop, tablet, or phone.

However, Internet culture is interactive and changing under the direct, rather than indirect, influence of Network users. It has striking distinctive features that make it possible to separate the concept of "Internet culture" from the term. Various definitions of the concept of "Internet culture" lead to the understanding that another feature that distinguishes it from screen culture is the lack of common values and norms, the impossibility or complexity of control by the external environment. The first is explained by the fact that the Network often does not form unified, integral social groups with similar principles of behavior and ideological values. The second is the result of the structural features of the functioning of the Network.

Today, it is safe to say that the Internet, with its capabilities, is able to displace other sources of information. However, along with the positive characteristics of electronic culture, researchers highlight the negative impact of its constituent elements, such as the influence of the Internet on morality. The study of this area was accelerated in the middle of the 20th century, when the fundamental theories about the information society were created. The characteristic features of the process of informatization of modern society are the continuous technical self-improvement of all information systems (computerization, development of television and video networks, radio broadcasting, total mobile telephone communication, etc.) and their network nature. The network principle of organizing any activity is a characteristic feature of particular importance for modern man. In these conditions, a fundamentally new technology of education is being formed, which assumes an independent choice of the learning trajectory for students. When culture is transmitted from generation to generation, the role of the subjective factor increases, the role of the teacher changes, he becomes a tutor (supervisor and consultant). The issue of forming the information and communication culture of teenagers who are representatives of the digital generation is especially important, since modern teenagers were born and live in an information society. In modern conditions, the new educational environment requires close attention from specialists in various scientific fields. The reason for the need to study the

features of the education system is a whole range of problems that are fixed by sociologists, psychologists, cultural scientists, economists, etc.

The process of socialization of a personality, the formation of its culture takes place in conditions of continuous intensive informational influence of society. Under the influence of all kinds of information flows, in the course of mastering the tools of its processing in the form of logical thinking operations, as well as the development of sign systems, a gradual complication of the structure of personality consciousness is carried out. This process is most intensive in the presence of two factors – a developed cognitive need of a person and his immersion in the most saturated information environment. The need to form a cultural consciousness of the individual in the conditions of informatization of society is due to the predominance of technocratic thinking – a system of ideas about the decisive role of technology in regulating and improving the life of society and personality.

The integration of humanistic and technocratic cultures makes it possible to educate the subject of a new information civilization – a person with a high level of cultural consciousness, a carrier of information culture, capable not only of taking advantage of the informatization of society, but also able to avoid its negative impact. Studies of the phenomenon of information culture and the possibilities of its formation are extremely heterogeneous and multifaceted, characterized by the use of various scientific paradigms, methodology, and conceptual apparatus. Interest in this issue is found in the works of philosophers, psychologists, sociologists, linguists, specialists in the field of information technology, etc.

Currently, there is no single, generally accepted approach to the definition of the concept of "information culture of the individual". In its most general form, this phenomenon is interpreted either as an element of the information culture of society, or as a personal neoplasm, a certain characteristic of the inner world of the subject.

Result and Discussion

Now it can be argued that the education system has accumulated significant practical experience in the application of automated control systems for various technological processes. In educational activities, the management of the educational process using the informatization system is necessary and mandatory, therefore, mass implementation of automated systems is carried out, the capabilities of which allow us to implement a significant part of the work on the formation of the required professional competencies of students and ensure the personal nature of the lesson based on the selection of the necessary modules, taking into account the degree of training of the student.

The use of digital technologies to promote the services of cultural and leisure institutions can significantly increase the effectiveness of PR communications and the competitiveness of the institution in the market. To do this, it is necessary to use advertising and PR communication tools competently, taking into account the characteristics of the target audience and improving the quality of services provided. Due to the best quality of the service offered and the best organization of its promotion, a competitive advantage

appears, which, in turn, contributes to the overall promotion and increase in the number of loyal consumers of the institution's services. But at the same time, it can be argued that such experience is not yet enough in institutions of a socio-cultural profile, they are only part of the informatization system.

Information technologies have an impact on changing various aspects of the management of a cultural institution, on the conditions for achieving the best results in the field of quality of services provided. The information society imposes new requirements on the formation of information and communication resources of the social sphere, including the cultural environment, considering cultural heritage as one of the main components of human development. In the field of culture, the main goal of the process of building an information society includes ensuring the constitutional right of every citizen to equal and free access to information, to information resources of cultural institutions; preservation of cultural heritage; formation of an active state policy to strengthen moral and patriotic principles in the public consciousness. In the context of the aggravation of global ideological and information competition, no institution can do without the use of information systems and computer technologies that automate a particular process. With the development of information systems, software products are being developed that automate common accounting tasks for most organizations.

The formation of information culture and digital competence of students in the information and educational environment of the university is based on the requirements of educational and professional standards. In this regard, the list of digital competencies for a specialist in a certain professional field should be compared with the functional map of the type of professional activity and the characteristics of generalized labor functions.

Based on the inextricable connection, the coexistence of these two types of societies in the same historical period, we will try, based on the analysis of publications, to name the main couples inherent in both the information society and the knowledge society:

- Information and knowledge are the main transformative force of society, and information resources are the strategic resources of society;
- global informatization, the rapid development of information and communication technologies - the basis of a new economy, the knowledge economy;
- novelty, transience, acceleration are the most characteristic features of life;
- the cycle of renewal of both industrial and social technologies is six to eight years, ahead of the pace of generational change;
- continuing education and the ability to retrain are an integral part of maintaining a person's social status;
- the fate of each person depends on the ability to find, receive, adequately perceive and productively use new information in a timely manner.

Thus, the use of new media in the educational process contributes to the formation of an information culture of students. At the same time, since the educational process is a process of learning and upbringing, working with new media in educational classes can

contribute to the realization of the educational purpose of educational classes (for example, to contribute to the formation of an information culture), as well as a developmental goal (the development of critical, analytical thinking of students). The most effective formation of students' information culture in the educational process through the use of new media will occur through the active work of students themselves with these media (the creation of media texts/media products of educational and educational subjects by students), as well as through the formation of students' positive experience in using new media and digital technologies, including in a certain professional area of their future work activities. At the same time, the formation of students' positive experience of using new media and digital technologies can contribute to a positive process of socialization of students in mixed reality, students' understanding that virtual and basic (real) reality in the modern world are inseparable from each other.

Conclusion

Effective management of educational and cultural institutions in modern conditions is possible only with high-quality and deep information and sociological management support. The use of modern information and communication technologies can contribute to the optimization of information support for the management of socio-cultural institutions in the context of a pandemic. The informatization of the management of socio-cultural institutions consists of many aspects that combine all information and communication activities into a single system. These aspects include, firstly, the creation of organizational and technical support through a software system; Secondly, the development of a unified information bank through the organization of an information environment that includes a unified corporate information system of interrelated technical and software elements.

Ultimately, the final aspect in the informatization of management may be the development of an information culture of personnel, including the use of information and communication technologies by trained specialists. The effectiveness of educational and cultural institutions in modern conditions, the quality of their services are largely determined by the ability to use information technology in the management of the institution's activities.

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