

ISSUES OF INFORMATIZATION OF CULTURE AND FORMATION OF INFORMATION CULTURE

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Abstract

In the current period, when our country has entered a new stage of its development path, issues of progressive discovery of the cultural sphere and further increase the effectiveness of the information factor in this area are becoming more important. Comprehensive reforms are also being carried out in this area; updates are taking place.

Introduction

In this respect, there is no need to note how important culture and information are in society and human life. Why, by nature, create a person as a person, and society forms social qualities in a person, and if it is brought up as a person, culture forms order in a person, the performance of things that need to be done on time, originality, socio-spiritual aspects. It is not for nothing that the problems of improving culture and the influence of various factors on this development – nature, technology, politics, economics, Information, etc. - are considered one of the long-standing problems of interpretations in this direction.

The problem of the interaction of the need to ensure the development of culture along with the process of informatization of society in the now globalized fast-paced world is rising to the top. The issue of the impact of information on culture is becoming extremely relevant at a time when the information society is in a rapidly developing environment, television and phones, computers, printers and scanners, the Internet International Information System and specialized networks have an increasingly powerful and complex impact not only on the sphere of material production, but also on the socio-political life of society, Conflicting opinions about the role of information in the development of culture reflect trends that are vividly manifested in the development of techniques and communications in this area today. Information techniques, like any other technique, can serve both good and evil. These trends are especially vividly manifested in the process of the influence of the digitization of society on the current culture, which is called computer culture. At the same time as the free development of personality, a non-humanization of life is taking place here at the same time as the automation of a person, an increase in informational attacks, technocratic thinking, an increase in communicative capabilities, a decrease in communication between people, the elimination of crisis situations in society.

From a socio-psychological point of view, informatization disrupts the traditional cycle of people's lives and activities and, in general, the rhythm of people's lives; from a spiritual

point of view – squeezes the value of interpersonal communication, replaces the real world with the virtual world; and from a political point of view – enhances the possibilities of managing personal and public consciousness.

Thinking, knowing the process of the functioning of the brain has a great influence on people's understanding of the world, their perception of their own self. It is difficult to predict the results of a person's self-awareness in advance. It is clear that a person's self-awareness changes the worldview of people, their attitude to human values, instead of their own place in the world. In aesthetics, for example, it is of great importance to determine the mechanism of the brain's perception of rhythm, the level and nature of flavor that is obtained in the perception of works of art.

In this case, it is also necessary to take into account how information techniques affect a person's thinking process. In the process of the evolutionary development of a person, the harmony of rationality and emotionality, formed according to the informatization of Labor, gradually disappears. This leads to an increase in technocratic thinking. In this, instead of ideals of goodness and beauty, the criteria of reasonableness, efficiency and expediency come to the fore. The place of the natural scientific approach is taken by the artificial-technical, informative approach. In this, the focus of a person's attention falls primarily on information given in the form of symbols, and not the material and energy details that he is used to, and a person communicates with a machine in artificial language (the machine acts as an objective being). The fact that people prefer their own benefit becomes more intense, it increases its subordination to the informational field, chasing after material goods. This state of affairs causes a process of mental discomfort in a person, a person loses his state of identity, and his cultural image and level in general decreases. On top of this, it leads to a non-institutionalization of labor, as a result of which a huge number of negative forms of human behavior – irritability, constant aggression, conflict and other circumstances-intensify. Human qualities, humanization – the problem of returning a person to his natural state in a joint way to his development arises. The passive use of informative Information, Media (Media), radio, television, newspapers and magazines, scientific sources makes it possible to give a person a rest to the brain, increase the qualities of creativity in himself, gradually squeeze out active forms of creativity, form a strict mindset, deprive people of direct communication and interaction relationships. The narrowing of the personal sphere of communication, the move away from a lively nature, reinforces the desire to simplify the world landscape, to be afraid to make decisions, to fear responsibility.

A progressive culture is characterized by a change in the way of thinking. Digitization and the computer system begin to work logically, forcing people to refine their thinking at the highest – algebraic level of abstraction. Emotionally rich geometric thinking is squeezed out. According to psychologists, in developed countries, eidetism, that is, the ability of memory to preserve vivid images of things and phenomena, is disappearing. In this regard, the research of Nicholas Carr, a leading expert in cybernetic information, concludes that

“the skill of regular monitoring of social networks and sites is enhanced by the fact that a person's brain loses the ability to think systematically and deeply”.

Natural language is one of the main criteria of culture. The algorithmic language of computers teaches a person to think metaphysically, to give more importance to his formal-logical side than to his dialectical side. A person's ability to perceive, that is, his intuition, weakens, his thinking, his ability to create is ignored. The team is followed by the "flickering" effect of computers, the separation of the "computer elite", certain useful human skills, the "secrets of the profession" accumulated over the centuries, and the loss of skill occur.

At the same time, computers relieve users of heavy non-work and provide a wide opportunity for the development of their creative abilities, require a person to abandon their harmful habits, increase professional knowledge, spiritual qualities, general culture, accurately describe their opinion. All this is reflected in a certain way in the character of a person. His responsibility for labor increases, labor itself is also intellectually enriched, loses its obligatory character, the individual becomes a space in which he freely manifests his abilities. Computers develop the ability to independently read and acquire knowledge in people, teaching them to find a rational solution to the issue that has arisen. Gradually, a culture of human contact with the machine is formed. In this communication process, the machine and the user exchange information using an interactive terminal and according to certain rules.

A person's rationalized mindset perceives itself differently from the surrounding being, Society and nature. As for the question of human perception of nature, not only the rationalization of thinking, but also the negative impact of a person on the natural environment that surrounds himself will not affect the criteria and methods of his perception of nature, of course.

Well, certain factors of people's lives and activities begin to be viewed not in terms of their beauty, moral and, in general, spiritual and cultural value, but as soulless tools of people's practice. This situation makes it difficult and even interferes with the assessment of the achievements of the current culture from a humanitarian point of view.

Consequently, it is possible to note the positive factors of the influence of informatization on a person: an increase in knowledge, an expansion of the possibilities of interaction, the development of a predisposition to mental work, the upbringing of clear and thorough thinking. At the same time, informatization also leads to certain negative consequences, the problem of information security of the individual and society becomes urgent. Fear of increasingly complex computing techniques (computerophobia), increased electromagnetic radiation and human fatigue when working at a computer, the harmful effects of computer viruses, the non-institutionalization and militarization of the informatization process, manipulation of social consciousness, increased isolationist tendencies in human behavior, decreased social and family ties, computer loneliness, the formation of new spiritual and cultural goals, mental disorders, attempts to replace the real world – these are all phenomena of today. Currently, the volume of information produced

by society is doubling almost every day, therefore, the chances of human adaptation to the rapidly growing information load are decreasing. Meanwhile, the process of informatization of its culture is a multifaceted and contradictory process, which implies the development of a person in the first place.

Well, today, the rapid development of man-made civilization, on the one hand, further complicates the problem of the formation and socialization of the individual, and from the second Thomson, the expanding informatization of the field of culture in tabara, also assumes the strengthening of the principles of high culture in this area.

The relentless transformation of the globalizing world, like all spheres, is changing a lot of traditions on the front of madness, forcing a person to live in different traditions, different cultures at the same time, to adapt to different situations that are constantly being renewed. In turn, this testifies to the fact that the further perfection of the Information Culture, which is highly formed in our society, is becoming an acute necessity.

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