ON SOME FEATURES OF THE FORMATION OF ELECTRONIC CULTURE

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ANNOTATION

This article examines a new type of culture that is rapidly developing in our time. It is noted that the days have passed when we limited ourselves to narrower topics such as personal culture, culture of behavior, and clothing culture. It is emphasized that these days there are changes when the economy, industry, market relations, agriculture, medicine, leadership, politics and international relations have their own culture.

KEY WORDS: *"culture", information culture, information technology, a way of communication, personality formation, ecological culture, electronic culture, electronic means, a broader concept of culture.*

DISCUSSION

We are living in a time when the age-old concept layer of meaning is growing endlessly. Today, the term "culture" is also experiencing such a process of colorization. The period of limitation was left behind by topics that were somewhat narrow, such as personal culture, culture of treatment, culture of dressing. Now the economy, production, market relations, farming, medicine, leadership, politics and international relations have their own culture, that is, there is no sphere, Network, front without the concept of "culture". Even the core of any society, that is, the basis of progress, has become a reality that does not require proof of the existence of culture

According to the well-known scientist A.A. Umarov, "as the role of information in society and human life increases, the issue of formation of information culture plays an important role. To do this, first of all, it is necessary to content the information culture of the individual.

In simple terms, the person who owns the information culture should not only be literate in the field of library science, bibliography and computer science, but also be aware of the legal aspects of information and informatization, know the features of modern information resources and information systems (libraries, archives, databases and banks), be able to use information technologies, be able to advance and master the"[1]

The information culture of the society is characterized by the ability of its members to access information resources, the extent to which the use of Information Technology has been formed for the benefit of personal life activities and the development of the society. For free movement in the flow of information, a person must have a culture of information as part of general culture. The culture of information is associated with the specific needs of the social nature of the individual. The level of Information Culture is determined by the formation of skills for mastering information communication technologies and its use in daily activities and satisfaction of various exteriors. Without communication, the development, socialization of a person, the formation of an individual as a person, his connection with society simply can't imagine. Communication is also considered one of the primary needs inherent in a person.

Also, the essence of the concept of "information culture" is determined not only from the point of view of analyzing different information, but also from the point of view of mastering methods of management.

Formation of skills of information transmission is a multifaceted problem that must be solved. The information culture is important in terms of attitude towards information, the creation of the methodology for the formation of the worldview, the explanation of the philosophy of the society in which information is communicated to the population, the formation of the skills for selecting the necessary, necessary information from among the information flow. According to the famous scientist Norbert Viner, "information exchange is like a specific cement that unites society" [2]

Social communication is a specific form of human interaction in which information transmission is carried out with the help of language and other character systems.

In the opinion of Canadian sociologist Marshal Maklyuen, the exchange of the method of communication expresses the stages of development of history. Accordingly, he divided the following periods of human development:

- Oral communication, that is (in this period, the communicative environment within the community was directly covered in all respects by communicants);

- Communication through written communication, that is (the period when written messages cross the barriers of time and space);

- Publication-communication IE (an increase in the level of gross coverage of communicants, the period associated with the invention of printing technology of printed books.

- Multimedia communication, that is, a period of achieving direct access to communication on a global scale.

Find the content of a culture of communicative environment specific to these periods. For the first time M.Maklyuen defined the features of the culture of the communicative environment. In his opinion, modern culture is visual in meaning, and culture at the end of the XIX beginning of the XX century is mainly written.[3]

From this case, we will be able to add a new term "electronic culture" to the composition of specific features of modern culture.

The term "electronic culture" appeared relatively recently in scientific literature and has not yet been interpreted one by one. This term is not yet available in specialized dictionaries, encyclopedias and philosophical publications. Its prevalence is associated with the predominance of the practice of presenting various objects of cultural heritage: museum collections, paintings, architectural monuments and other works of art - in the electronic media.

Let's note that the provision of information on objects of social significance of culture and art in electronic form was initially considered as one of the ways of preserving the cultural heritage of society for future generations.

However, as the process of informatization of society develops, this is becoming increasingly clear and another important possibility of social use of electronic copies of cultural objects arises. Since it is very easy to give mass access to remote users with the use of modern telecommunications, this is due to their convenience.

Thus, with the development of the process of global informatization of society, a fundamentally new stage of cultural development is being formed. Now not only the objects of culture and art that are exhibited in the halls of the Bay of museums and galleries of art in the world, but also those that are in the rooms and are not exhibited for general viewing

for various reasons, are also presented to wide layers of the population.

Nevertheless, today the content of the concept of "electronic culture" should be a new, rather extensive interpretation. This need is due to the growing number of electronic Informatics used in almost all areas of social practice, becoming an integral part of modern culture. The use of these tools significantly changes the traditional stereotypes of the behavior of millions of people, their ideas about space and time, quality of life, the structure of personal, corporate and national wealth.

To formulate a general and adequate definition of the current situation in the composition of the term "electronic culture", we use the following definition of the concept of culture, which is given in the new philosophical encyclopedia:

Culture (activity, behavior, communication), in which a person's life is historically developed, which promotes reproduction and change in all manifestations of social life).[4]

This definition covers almost all important aspects of the life of man and society and is therefore the widest of those given in other works. On the basis of this approach, the following definition of the concept of electronic culture was proposed in our work:

Electronic culture is a new direction of development of modern culture of society, formed on the basis of the use of electronic means of informatics and related information and communication technologies in all spheres of human life. Electronic culture is a subsystem of information culture and includes new information attributes, tools, methods and results of human activities in this field.

From this definition it follows that electronic culture covers not only electronic culture, but also the entire sphere of culture, with the development of the information society and the electronic means of informatics. It should be remembered that this rule is important.

When it comes to the interconnectedness of the concepts "information culture" and "electronic culture", how do the concepts "information and electronic culture" relate based on the above definitions? "the idea comes of course. In our opinion, these concepts are very close in terms of their meaning, but they are not the same, although they are often confused both in responsible government and international documents. The reason for such confusion is that the system term has not yet been established in this area.

The difference of the concepts under consideration is that only those aspects that are directly related to the use of electronic means in Information Culture or the creation, study and development of these means in the interests of culture should be related to the term "electronic culture". At

the same time, as shown above, the culture of information is broad and includes such components that are not associated with the use of electronic Informatics.

Thus, in our opinion, the concept of "Information Culture" refers to a wider field of culture in comparison with the concept of "electronic culture". To some extend, although electronic culture is very important, it is one of the subsystems of information culture that is still developing rapidly and therefore deserves the most thorough analysis and study as it is in the system.

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