INFORMATION TECHNOLOGY IN CULTURE

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Abstract: the main idea of article is the interconnection of the information technologies developing with the level of the information society culture. Summary: the information culture – the culture of handling with knowledge, facts and information, concentrating on Internet.

Key words: information technologies, information culture, Internet, site, portal, education.

There are well-established links between information technology and culture. It is very important to remember that the Internet is not only a way of disseminating cultural information, but also creates it. We can observe the democratization of the Internet network, which makes it possible to expand the possibilities of users' access to the sources of the necessary information. That is why we must think about the quality of the information that comes into the free use of the world wide web. No matter how democratically the citizens of our state are in relation to this issue, it still seems to us that the state should adopt some reasonable methods (within the limits of the permissible, of course) to test the quality of this information, its reliability.

The rapid development of modern technologies has even affected the very sphere of art: a new generation of artists appears who work in the field of electronic music and graphics. If earlier in order to become a musician or artist, talent and years of study, training, etc. were needed, today it is enough to complete certain courses of information technology in the shortest possible time. It turns out that virtually anyone can create cultural artifacts. Moreover, the creations of the lowest quality can be posted on the network for public viewing and use. On the one hand, some humanistic motives are present here: equalization of conditions for access to information, freedom of creativity, etc. But this raises questions related to

the ecology of the Internet, intellectual property issues, etc. First of all, it is necessary to take measures to protect the population from hacking, which, of course, is also a certain type of subculture. On the other hand, unequal rights and opportunities are needed for those countries that cannot boast of a high level of computerization. After all, in that while some, more developed countries in this regard, are making progress in the assimilation and improvement of information technologies, developing countries are very limited in access to world achievements. Another question logically arises: what to do with those states and peoples that do not want to accept these innovations? It is clear that it is impossible to impose certain attitudes only because their necessity and reasonableness is confirmed by the majority. Do we limit them in this way even more? It is possible that they will remain isolated forever. This is another question that can hardly be answered unequivocally without infringing on someone's rights.[1]

As already mentioned, one of the main tendencies of the post-industrial (informational) society is globalization, in the growth of which information technologies play an important role. It is clear that the process of globalization is irreversible, and it is unlikely that there will be an opportunity to even stop its pace. This trend often leads to the unification of cultures. In modern society, there is a danger of oblivion of traditional cultural values. Consequently, one of the main tasks facing us is the preservation of the cultural heritage of various peoples. In connection with this need, it is extremely important to use information technology. This activity can be carried out in two directions. First, thanks to information technology, we can be sure that the cultural heritage (cultural monuments, various artifacts) through digitization will still be preserved for future generations. Moreover, information technologies (in particular, free access to electronic resources, the Internet) allow more intensive transmission of the necessary information. Secondly, information technologies often help to reconstruct past events, to reveal the genesis of a certain phenomenon. It becomes possible to forecast new models of cultural and historical events; it is possible to identify and determine the general laws of cultural processes. Modern information culture

produces a huge amount of new information. Consequently, there is a need for its processing and selection. For the solution of this issue also makes sense to use modern information technology.[2]

Information culture - the ability to purposefully work with information and use computer information technology, modern technical means and methods to receive, process and transmit it.

Today, the level of information culture significantly affects the success of a person's life and expands freedom of action. Moreover, the level of a person's information culture becomes the main resource for increasing his social and professional status (along with the education received, economic status and social status). It is even suggested that very soon the entire future fate of an individual will depend on the level of an individual's information culture, since the ability to find, receive, process and adequately use information is necessary for a person not only in his professional, but also in everyday life.

According to the American scientist D. Bell, culture in modern society is becoming the most dynamic, even in comparison with technology, component of civilization. And the point is not only that it supplies ideas, images and styles for mass production, but also that changes in it are to a lesser extent constrained by the limited resources (as in the economy) or the inertia of the established institutional structures (as in politics) ... And the main limiting factor of the ongoing changes in it itself is the inertia of connecting various segments of the population to innovations. In this case, the mass media and various information network technologies are undoubted help.[3]

Under the influence of information technologies, complex processes occur in culture associated with its humanization, the transition of a culture of mass consumption to culturally demanding individual use, a shift in prestige from material assessments of consumed values towards symbolic cultural qualities, etc. Qualitative changes in the culture of the information world increase it role in the development and functioning of society. "Culture is recommended today as a key to innovation and social development," writes P. Kozlowski, "it facilitates the

introduction of new technology and its public "acceptance", promotes international exchange and mutual understanding.

The educational base of the Internet contains a large number of encyclopedias and dictionaries. Examples of such sites are, for example measures, the universal encyclopedia "Krugosvet" and free encyclopedia "Wikipedia". Both of these site are educational in nature. And he and other site is popular with the invaders, especially among students.[4]

Culture, as they say, must be, through all social indicators and indicators of growth, the last criterion of social progress.

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