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## INFORMATIONAL CULTURE AS A MODERN FORM OF COMMUNICATION

**Summary.** The genesis of the information society leads to the emergence of a new component of a common culture – information culture. This definition is rapidly being updated today because there are gradually fewer sectors of social activity in which information technology would not be used. Therefore, the amount of information that must be processed by the average person is much greater than in the pre-informational age. Are we ready for it? How does the culture of communication develop – perception, formation, and transmission of information? How do information processes affect different areas of public relations? This article proposes to consider these and other issues.

**Key words:** information culture, information, culture, tendencies, society, development.

**Problem definition.** Modern information society resulting from social and cultural processes, acceleration and complications, which leads to the semantic value of transformation principles requires rethinking and the level of philosophical culture generalizing and computerizing the problems of the information society.

The contemporary socio-cultural situation is characterized by saturation and diversity of dynamic processes. Modern social tendencies lead to the expansion of the real communication space, changes in existing cultural configurations. The main tendencies of globalization are evidently manifested in information and cultural processes, which are now marked by ambiguity and complexity. However, if we consider contemporary society in a broad sense to be a complex multi-level system, then the culture of the information society should be understood as an information and communication system.

Particular importance in the information society is increased by personal culture, which in terms of information exchange technology, which is constantly being improved, are undergoing significant changes.

Significant impact on public behavior, development of the economic and political system, the functioning of almost all social institutions to carry out a new system of values and innovative educational and practical priorities resulting from the transformation of culture, the emergence of new cultural practices, changes in the information space of modern society.

**Analysis of recent research and publications on this topic.** Culture information as the first date appears in scientific research of the 1970s. Researchers studied in the concept of libraries not to pay attention to the possible consequences of information culture (the exception was the work of O. Toffler “Third wave”).

However, since 1990 Infoculture is the subject of research conducted by Ukrainian and foreign researchers L. Vasilenko, V. Vereshchagin, V. Winogradow, E. Semenyuk, L. Skvortsov, I. Rybakov and others.

In early 2000, printing from the work of I. Nehodayeva devoted to the culture of the informatization process. Today, the issue of cul-

tural transformation in the information society is actively involved: A. Kolodyuk, V. Kravets, N. Nanivska, V. Nikitin and others. However, it is obvious that the issues of creating the information society of culture need constant attention, this is mainly due to the intensity of information on current processes.

**Presentation of the main research material.** The creation of a new information culture changes depending on the relations between social entities and social changes taking place, and they are related to the transition from industrial society to a post-industrial society. This situation determines the need for a new information civilization in a quick way to revise standards and standards that construct changes in culture in accordance with social dynamics and evolution.

Today, a global computer network is a qualitatively new information environment that can, under certain conditions, reflect the current state of society, but in reality usually a rather distorted idea of objective reality. The industrial society, as it is known, is considered an industrial revolution from the turn of the 18th century – at the beginning of the 19th century. During this period, large-scale machine construction is developing, based on the use of natural resources.

For the «new» information society it is characterized by a high level of industrialization, the emergence of large industrial corporations, the mass production of standardized goods, and a high level of specialization. Production in an industrial society aims to increase the production of goods by attracting as much raw material, energy and manpower as possible, that is, it is extensive.

Mass production in the era of industrial society caused consumer economic and cultural values. Here are the leaks of the emergence of a culture of mass consumption society, the standardization of all spheres of life of people who are even stronger in the modern era.

In contrast to the industrial society that has changed the means of production, the emerging society, transforming the very purposes of production, its culture. In other words, technical factors are enriched by socio-cultural. It should be noted that socio-cultural factors play an increasingly important role in the development of a new society, which is a characteristic feature of this society.

The basic issues that require an impression when analyzing the informatization of a society that is unusable, reveals a technocratic approach that only takes into account its technical and technological component in this process. This analysis requires an integrated approach to the knowledge of the information society, in which it is used together with others and technocrats and sociological methods. Information technology has become one of the most important features of modern society. All kinds of human activities are to some extent connected with the process of obtaining

and processing information in order to use it in practice. There are numerous attempts to understand the essence of the computerization of society. There is no need to combine all points of view on domestic and foreign scientific issues, but there are two main theoretical and methodological approaches to the information society, as the definition of “information culture” is based on two basic concepts – “information” and “culture”. In this connection, we can distinguish between “informational” and “cultural” approaches to the interpretation of the concept.

In the cultural approach, information culture is perceived as a way for human life in the information society as part of the process of shaping the culture of humanity. In an information – most of the treatments require an understanding of the info culture as a combination of knowledge, skills and the ability to search, select and analyze information that everything is covered by information activities.

Information and culture can be represented as two overlapping areas, in the area of which space is created, which is referred to as information culture. It is the culture of human interaction with information at the level of society and personality. Culture and information are two phenomena in which there are many common features. As current scholars in this field, their common characteristics, and above all, should contain a universal and global, which are expressed in the presence and in information and culture of ties with various forms of human activity. Both culture and information permeate various spheres of activity of social entities, giving it characteristic features. The existence of culture and information is interrelated: information processes are carried out through culture and vice versa. Culture can effectively affect the individual and society only through the mechanism of collecting and disseminating information about the available environment in which it operates, and about culture itself. Both information and culture exist in systems of semiotic signs. Artifacts are the main product of culture, at the same time they represent the meaning of information. Culture and information also create an organic unity in the education process. So these phenomena are the only diverse whole.

Today is the reason to talk about creating a new information culture that can become an element of the common culture of humanity. It will be knowledge about the information environment, the laws of its functioning, the ability to navigate in information flows. In the early 1990s, scientists focus on information culture as indicators are not universal, but professional culture (breeding media teachers, lawyers, officials, etc.) [2], but over time this aspect was an important factor in the development of any personality.

According to V. Winogradov and L. Skvortsov, cultural information in the broadest sense of the word – is a set of principles and practical mechanisms that will ensure the positive impact of ethnic and national cultures, their combination in the shared experience of humanity. In the narrow sense, these are the best ways of dealing with signs, data, information and providing them with an interested consumer to solve theoretical and practical problems; mechanisms for improving the means of production, storage and data transmission; Development of the education system, training people to effectively use information resources and information [3].

E. Semeniuk believes that the information culture understands the component of human culture as a whole, objectively reflects the level of information processes and information relationships, involved and exist in society [4].

I. Nikolayev notes that information culture should be understood primarily as an element of general culture, one of the most

important aspects of cultural activity in general. It has common features for all cultures and acts as a necessary and effective factor for human mastering cultural reality and cultural potential accumulated by humanity. Therefore, the scope of information culture should not be limited only to the scope of computerization or information technology. This industry is much broader and includes processes of scientific activity, education, natural and social processes, the scope of life, entertainment, etc. [1].

Criteria for the information of human culture can be considered as the ability to:

- formulates own information needs;
- efficiently search for relevant information in all information resources;
- the information processing and create a new quality;
- maintain individual information retrieval systems;
- correctly select and evaluate information.

The above provisions are to be based on the awareness of the role of information in the knowledge society of the information society legislation and understanding its own place in it, the ownership of new information technologies.

Speaking about the problems of forming a national information culture, he should first of all pay attention to the common problems that our society has today. Among the most significant – the lack of national strategy of state dominance in the production sector, low-tech in the country, energy-intensive industry, progressive demographic crisis, low standard of living, lack of competitiveness of many sectors of the national economy (even on the domestic market), significantly lag behind developed countries in the development of the information society.

Ukraine has unique, modern human resources for the development of the information sphere. Every year in Ukraine, universities produce thousands of specialist information sector.

Problems related to the construction of the information society must be solved comprehensively. The first step to improve regulations, create a favorable business environment, investment climate and innovation, support learning and national education to motivate citizens to use information technology.

The issue of computerization of schools is very important, especially in rural areas. There are an urgent issue and the introduction of distance learning courses from a computer, software for education, accounting students and their success at school, as finding talented children. Incidentally, there are some secondary and higher education institutions demonstrating the effectiveness of distance learning methods through online technologies. And the introduction of electronic bank cards in everyday life – an urgent need present.

Since 2001, the US embassy in Ukraine has been implementing the program “Internet for readers of public libraries (LEAP)”. The US government has allocated about 1.5 million. Dollars to improve public access to information through Ukraine in public libraries that open internet centers, for free for readers. As a result of the implementation of the project in public libraries, Ukraine is the number of online centers that offer services to readers of the telecommunications channel [5, p. 117]. The basic task appears as media, archives, libraries, museums and other cultural institutions in electronic form.

A significant step was taken in Ukraine – the introduction of electronic information resources into the scientific communication system. For more than ten years running a joint commission from the Ministry of Education and SAC NAS Ukraine “on

the approval of electronic scientific professional edition". According to the order of these publications should complement the existing system of scientific communication, and eventually become one of its main components. They are taken into account when defending theses. Ukraine was the first in the post-Soviet space to adopt a legal document that gave a sign of equality between printed and electronic scientific publications. In addition, pursuant to the NSA decision of Ukraine in 2009, electronic copies of scientific publications published on the professional are transferred for storage to the National Library of Ukraine in the name of V. Vernadsky and are now available on the Internet.

Of course, the use of the Internet is an important indicator of the development of information culture today. We have virtually dynamics here – literally, within 10–15 years this resource has been transformed from available units into a mass phenomenon, fundamentally changing the cultural landscape of society. Today, the Internet is becoming a leading factor in the formation (or destruction) of a personality culture, an essential component of a common culture, sometimes coming into conflict with other more traditional cultural segments.

Emphasizing the dynamic dynamics of the information sector development in Ukraine, it is necessary to take into account the dynamics of the information sector development in other countries. Information society in general, and especially the Internet, are global in nature and therefore remain in their development leads to this information, the country becomes dependent on more developed countries.

Building an information society – is not only the application of technology is a fundamental change in awareness and social relations. According to Ukrainian researchers V. Kravets and V. Kukhareno, mastering information culture – a way of universalizing human characteristics that facilitates a true understanding of himself, his place and role in society. An important role in shaping the information culture is played by open education, which is to create an information society expert, has the ability and ability to differentiate information, select relevant information, develop criteria for information evaluation, ability to generate information and use [1].

For this, when talking about the creation of information culture, one should take into account, of course, not only quantitative but also qualitative indicators.

Of course, it is difficult to expect that the majority of Internet users will use the network only to improve their level of education and culture. It should be noted that the culture is based on methodological, philosophical, general and general views that appear in some activities of selecting the procedure for processing forms and presenting information on the basis of an appropriate system of scientific concepts, rules, and regulations.

I must admit that nowadays generated controversy, on the one hand, between the categories of people whose information culture is shaped by information technology and reflects new communication and related information society, and on other categories of people, information culture is determined by the traditional approach. This creates a different level of quality under the condition of the time of similar costs and effort requires objective injustice, reflecting the possibility of reducing the creative implementation of certain objects than others. The information society

development strategy should be accompanied by the development of human resources whose capabilities could meet the requirements of the information age. The state should provide all citizens with the opportunity to learn and strengthen their skills through education and training.

**Conclusions.** The information culture organically enters the real fabric of social life, giving it a new quality, which leads to the change of many classical socio-economic, political and spiritual representations; it provides qualitatively new features of a person's lifestyle. The criteria for a new information culture is the human ability to adequately articulate your information needs to find it, process, select, evaluate and create a new quality.

As part of this problem, it can be argued that information culture should be treated as part of the general culture, as well as one of the most important aspects of cultural activity in general. It has features common to all cultures, its inseparable connection with the individual's social nature is a product of human activity as a result of an active attitude towards nature, society and each other.

This information culture is a necessary and very effective factor in human exploration of cultural reality, the entire cultural potential of society, that mankind has accumulated over the centuries of historical development. For these reasons, we should not limit the sphere of information culture to the sphere of computerization or electronic technologies. In fact, this area is much broader and includes processes of scientific activity, education, management of natural and social processes, the sphere of life, spending free time, etc.

Along with the increase of the information society of this sphere, this process becomes objectively indispensable for the development of society. However, when speaking about information culture as part of the general culture, it should be remembered that this part is very individual.

Information culture is a sphere of culture related to the functioning of computerization in society and shaping the quality of information of a person. On the one hand, it is a certain level of knowledge that allows a person to move freely in cyberspace and promote information on interaction, on the other – a new type of thinking that is generated as a result of man's liberation from everyday information and intellectual activities.

With the advancement of scientific and technological progress, the concept of information culture has absorbed knowledge from various sciences, which has become the basis for the implementation of fundamentally new methods of working with information.

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**Стороженко Л. Г. Інформаційна культура як сучасна форма комунікації**

**Анотація.** Генеза інформаційного суспільства зумовлює появу нового компонента загальної культури – культури інформаційної. Ця дефініція сьогодні набуває особливої актуальності, адже поступово залишається все менше галузей суспільної діяльності, в яких би не використовувалися інформаційні технології. Відтак обсяг інформації, який доводиться опрацювати пересічній людині, набагато більший, ніж у доінформаційну епоху. Чи готові ми до цього? Як розвивається культура комунікації – сприймання, формування та передачі інформації? Як впливають інформаційні процеси на різні сфери суспільних відносин? Розгляд цих та інших питань запропоновано у статті.

**Ключові слова:** інформаційна культура, інформація, культура, тенденції, суспільство, розвиток.

**Стороженко Л. Г. Информационная культура как современная форма коммуникации**

**Аннотация.** Генезис информационного общества предопределяет появление нового компонента общей культуры – культуры информационной. Эта дефиниция сегодня приобретает особую актуализацию, ведь постепенно остается все меньше отраслей общественной деятельности, в которых бы не использовались информационные технологии. Поэтому объем информации, который приходится обрабатывать человеку, гораздо больший, чем в доинформационную эпоху. Готовы ли мы к этому? Как развивается культура коммуникации – восприятия, формирования и передачи информации? Как влияют информационные процессы в разных сферах общественных отношений? Рассмотрение этих и других вопросов предложено в статье.

**Ключевые слова:** информационная культура, информация, культура, тенденции, общество, развитие.