

The Problems of National Culture in Global Informational Society

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In this article the researcher analyses the development tendencies of modern communication and information, as well as information technologies, the main peculiarities of informational technologies and internet, gives the main investigations of the problems, which may be faced in national cultural global information society in present century.

Key words: information technologies, globalization, Internet, global informational society, informational attacks, “mass culture”, national culture.

For the formation of the progress of the information society, the necessary conditions are being developed in the modern information

technology, telecommunications and the Internet in general.

According to the investigators, the transition to the state of information society services to a number of conditions. Nowadays they are consisting of the followings:

Globalization of economics;

No ideological barriers;

The latest technical process (8,113).

Adoption of computer and internet into the life of society provides citizens with many opportunities to receive convenient and quick information. In addition, it is the result of the main consumer, the youth, to utilize effectively E-versions in this global process.

The experts confess as the main features of information technology to rework the process of the information to the specified stages. By turn, this gave opportunity to regulate and automatize the process.

Thus information technology is considered the object or the event, the process, the condition about the object to congregate the sources, to reuse and to transfer as a means, methods and technique collection(2).

Nowadays there are three basic tendencies in information technology:

To work in an interactive mode with computer;

To integrate with other programs;

Chance of dismissing of setting one's goal (to create the information that has a new quality) (7, 11).

It is hardly any to imagine the daily routine of human beings with information technology in this information and communication era. The tendencies that are given above is proving our opinion. The means of

mass media like the press, radio, TV, and especially, internet were converted into the significant part of global society.

It is obvious to draw a special attention to the features of the significance on Internet in globalization:

Initially, community news monitoring, research materials and conduct a journalistic investigation will serve as a source of information for different types of.

Secondly, internet besides providing information (articles from encyclopedia and dictionaries, statistic sources, bibliographies, maps the addresses of various companies and etc.) about the opinions of people on the various forms of cooperation from the network (teleconference, forums and the others) allows you to quickly and easily find the information they need.

Thirdly, internet is considered the most effective means of

communication among telephone, fax and other means of communication.

Fourthly, internet in its all forms owns a new type of media giant to gain the status (3, 65–66).

Hence, internet is the universal general information atmosphere. Today it provides the needs not only the youth, but also the all ages. As the most effective means of communication to establish the relationship between the nationalities, uniting them in different directions without taking into consideration the needs and wishes.

It would be better to indicate that the variety of information that is being given on the internet, serves as a contradiction to our national culture. Because according to today's nuclear polygons as an ideological tool traverses the most powerful weapon. Especially, the media is believed the most powerful weapon of today's society.

Attack to preserve the national culture, the formation of high

spirituality, national self-consciousness, the human mind and heart to fight, awareness, vigilance and sensitivity to such principles should be the center of all the issues of intimidation.

In the global and informational society the most complex and important task to be against the mass culture is to increase the national ideology and national idea, to promote the national spirit, to be the opponent of the concept, to agree with their principle of the fight against ignorance with enlightenment.

Talking about the culture in the global and informational society, in order to reveal its essence, we found the researchers, who presented their concepts concerning to this problem.

For instance, some authors consider «some overall perspective of the universal culture is to limit of a specific nation». Another point of view «the national culture is the universal, social class and national identity» (1, 33). The national culture

is understood the same people, who created and mastered the entire set of material and spiritual values (4, 49).

There are some authors who understand the national culture as the same people, who created and mastered the entire set of material and spiritual values (5, 20).

Furthermore, the national culture is the form of identity that percept the world, reflect it, express the traditions, habits, values from the point of artistic and practical that inherent in various nations.

The meaning of the national culture connects with the inner essence and foundation of each nation (9, 36).

From our perspective, the national culture is the constituent part of the society with the certain traditions of some nations. Meanwhile, the issues of material and spiritual values, language and literature connect ingenuously with the national culture.

According to the status and place in the social life, the national culture executes the following functions:

To reinforce profitable relationships between various nationalities to comprehend the national identity;

To protect the national ideology and the national consciousness from the aggressions that contradicts to the profits and progresses;

To convey the social and historical experiences as a heritage from one generation to another(9, 74).

According to the statistics under the influence of globalization there is proximity of different nations and their culture. At the same time the information serves as an important means of communication and is converting into the powerful weapon of human-beings.

Our nation, especially the youths are attaining the possibilities from the cultural and spiritual achievements of the world. They

enrich their knowledge and culture through Internet and other informational sources. And it is the truth. It is being written more and more in the press. However, such kind of positive alterations, possibilities do not lead to benefaction and cultural achievement. Thus, it is noticeable from the unusual, contradictory actions toward the national spirituality among the youth in our society(6, 3).

Under the influence of economic and social processes the negative consequences of global informationalism has been appearing in the world. Particularly, the information is being converted by certain political forces as a means of realization of the noble objectives.

To conclude, with the help of the nation's history, their specific peculiarities, customs and traditions, it is possible to satiate the damages of mass culture to the minds of people. In order to accomplish these purposes the information serves as a main means. Information in the field of

globalization is becoming the center of the area of the struggle for leadership in the world.

The ideological forces threaten the young generation's spiritual world. The view of the ideological world is being described with various ideas and ideological struggles. In this complex informational society the means of communication attempts to satiate selfish goals and desires to the conscious of the youth by different ways.

Consequently, we should raise the role and significance of national culture in today's circumstances. Particularly the national culture is considered the reflection of national identity, customs and values of the nations.

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