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THEORETICAL ANALYSIS OF THE CONCEPT OF INFORMATION CULTURE IN THE 21ST CENTURY

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Abstract

This article presents a theoretical analysis of the content of information culture, the requirements of a digital society, the role and importance of information culture in a digital society, and the necessity of forming an information culture.

Keywords: *internet, information, information culture, information space, information flow, globalization*

Introduction

XXI century is the age of information, but it is also the age of conquering the human mind and thinking with other ideas.

Today's young people feel a great need for daily information provided on the Internet as a result of various advertisements and, in particular, their influence on each other. The Internet, which is several times cheaper and more convenient than the library and book reading, is considered the best place for them to work with students. But as a result of working with continuous information, the user (especially young people) falls under the influence of information attack without realizing it. The reason is simple, i.e. every user who is an information consumer has not specially developed the skills to work with information. This requires a person to have information culture.

Is considered as "a means of assimilation and adjustment of environmental conditions and a method of harmonizing the inner world

of a person in the process of assimilation of all information of social importance".

In the formation of the digital society, the problem of education of the information culture of each member of the society emerged as a pedagogical problem. The process of intensive informatization of society represents an endless volume of various information, which must be used and benefited from. The formation of a certain attitude of a person to life largely depends on the nature of the information received. It is an important pedagogical task for him not to become dependent on the amount of information, to acquire the ability to focus on the most important, meaningful links of the information flow, to build a logical chain that leads to certain conclusions from them.

Information culture is one of the components of the general culture, it is related to the social nature of a person and is a product of his various creative abilities.

The analysis of scientific literature showed that it is difficult to understand the phenomenon of “information culture”, because this concept was created based on the integration of two universal concepts: “information” and “culture”.

Materials and methods

Information is considered as a scientific category and records not only the general forms of existence or their causal relationship, but is also considered one of the main factors of bottom-up development in the knowledge (study) of phenomena expressed in nature and society. In terms of historical time, until this day, information has been collected in society in such a volume and scope that it is possible to divide them into social, economic, cultural, political, military, technical, scientific, medical, and legal fields according to their content, sectoral, regional, and periodic characteristics possible. Nevertheless, the need for information is growing rapidly, and “information races” are organized in a unique way to obtain it. After all, the information expresses a specific goal, desire, action and its directions, and regardless of whether it is called research or analysis, it is the primary source for determining interest. Source capture, sorting and transmission is necessary to find out the cause and purpose of previously known or covertly active conditions. For this reason, various artificial systems are being built, the aim of which is to create a unified information base and to introduce a targeted management procedure *allows us to consider* culture as an information process that takes place in the form of broadcasting programs of people’s activities, communication and behavior.

The content and meaning of the concept of “culture” is changing in the context of global information of society. According to philosophers, the traditional understanding of culture as a unity of the material and spiritual life of society is gradually being replaced by the information concept of society’s culture as a space of material and ideal objects that carry information of cultural content. This is due to social changes and development.

According to scientists, the problem of formation of information culture is complex and multifaceted. For example, librarians

include reading skills in the concept of “personal information culture” in the field of information technology associate it with computer literacy and the ability to work in electronic networks.

During the research, we tried to analyze the concept of “information culture” in depth.

A group of scientists interpret information culture as a set of rules for human behavior in human-machine systems, communication with artificial intelligence.

Result and discussion

According to R. Samarov and Y. Sattorov, information culture is manifested in sorting messages, determining their important aspects, dividing them into areas, reacting with attention to their purity, determining their ideological basis, and finding the source of the message. Also, the authors list a number of tasks of information culture. They are: – the task of knowledge (conveys knowledge aimed at preserving historical succession to ensure the activity of information consumers); – regulatory function (ensures practical expression of social, political, legal norms with the help of real ideals); – educational function (helping the intellectual development of the person, helping to assimilate social, political, legal norms and values, to generate interest, to create certain institutions (guidelines) for activities); – ideological function (conveys information about the social, economic and political life of the world based on the interest of some idea); – reporting function (informs the subjects about events and social, economic, political processes happening in the world); – diagnostic task (evaluates current social, economic, political and cultural realities); – prognostic function (predetermining the direction of social, economic and political processes, providing probable information on the stages of their occurrence and transition) (Samarov, R., Sattorov, Y., 2014).

O’. Karimov, G. Karimova give the following definitions: “Information culture” is manifested in storing messages, determining their important aspects, dividing them into areas, reacting with attention to their purity, determining their ideological basis, and finding the source of the message. Also, information culture has technical-technological and social-cultural aspects. From a techni-

cal-technological point of view, information culture refers to the system of knowledge about technical and informational tools that serve to receive, process and deliver information and the methods of their rational use (Karimov, O', Karimova, G., 2021).

M. R. Rakhmatullaeva "information culture gives opinions that a person can be undoubtedly associated with the following qualities: intellectual-logical and intellectual-heuristic. It should be noted that a person's information culture implies a set of special intellectual characteristics and abilities, in particular, the ability to abstract and generalize, change the direction of the thinking process, distinguish important features, store and store them in memory. At the same time, the skills and habits of information consumption are considered as a real reading culture, and therefore the reading culture is considered as one of the components of the information culture of a person" (Rahmatullaeva, M., 2023).

According to O. A. Kozlov, "*Information culture is a relatively inseparable part of a person's professional and general culture, which reflects the level of mastering the means and methods of information transmission and collection and storage, processing associated with general categories (culture of thinking, behavior, communication and activity) subsystem*" (Kozlov, O. A., 2000).

the most important parameter of information culture is the propensity to wide use of information and communication technologies in professional activities and the level of their mastery (Kruchinin, M. V., 2010) the specialist's *ability and need* to use available information opportunities to systematically and consciously search for new knowledge, interpret and disseminate it (Belyaeva, A. P., 2001; Branovsky, Yu. S., Belyaeva, A., 2002).

The 20th century is the century when information technology has become an integral part of human life. Today, mobile phones, computers and the Internet are natural elements of nature and society, and we can say with confidence that a new digital (network) generation exists. In the publications of the current era, dedicated to the problems of education in the information society, the facts of the existence of a "digital" generation of people are emphasized,

and cellular and mobile means of communication are considered natural elements of life activity for them.

Information culture represents important processes in a person's work, business, material and spiritual directions, professional activity. Information culture, as the main basis of this universal culture, covers all the wealth created by mankind and requires continuous work as an important component of contributing to the practical development of one or another field of various professions.

The formation of information culture can be viewed from a moral and ethical point of view, which implies the formation of personal responsibility for the dissemination of certain information, the formation of principles and beliefs that prevent socially destructive information, disinformation and manipulation of people's minds.

In the psychological profile, the information culture of a person consists of developing an optimal attitude to incoming information and adequate behavior, developing the ability to act in conditions of excess information, evaluating its quality, selecting reliable information from the mass of information, and communicating with others.

In the social profile, the information culture of a person consists in the formation of a socially necessary level of consciousness, which is a necessary condition for the socialization of a person and the performance of various functions in society.

Conclusion

In the technological profile, information culture consists of mastering information technologies, getting to know the information resources of the society, forming the skills to find, store and use the necessary information (Dulatova, A. N., Zinoveva, N. B., 2007).

The concept of "information culture" includes the following contents:

– that a person has modern means of knowledge acquisition, processing and systematization skills;

– to understand the essence of information processes taking place in nature and society; – characteristics of the field of activity and knowledge of working with various sources, learning the basics of analytical and synthetic processing of information, etc.

“Information culture” as a concept is an important factor and a component of general culture not only in the process of training a specialist, but also in the professional education system. Information culture is the purposeful work with information, the formal acquisition of information, processing

it using scientific methods, timely transmission, and having the skills and abilities to use modern tools and methods.

Thus, information culture is one of the components of general culture, is related to the social nature of a person and is a product of his various creative abilities.

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