

CULTURE OF OBTAINING POLITICAL INFORMATION IN AN INFORMED SOCIETY

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Abstract


The article analyzes the problems of information culture at the current stage of development of society, the mechanisms of influence of education, mass media and communications on the culture of receiving political information.

Keywords: Information, information society, information culture, political security, political culture, Internet, means of dissemination of information, political socialization.

Introduction

Most researchers argue that when they describe the step of modern society to an informed stage, there are a large amount of serious conflicts and negative socio-political tendencies in combination with positive qualitative changes that have occurred. But, they all clash in the socio-political sphere with the evidence of the diversity of interests of the individual and society and the lack of Information Culture for the conditions of an informed society. According to the opinions of scientists, the information culture of modern man “has an all-intellectual and prescriptive description”[1,405-409] and includes an idea of information “among the three main concepts that underlie the structure of the modern landscape of the world (together with matter and energy).” [2,42] What is the information culture of an individual from the point of view of mastering the social sphere of life in an informed society? It is known that culture is a certain level of historical development of society, human creative forces and abilities. People are expressed in various manifestations of life and activity, as well as in the material and spiritual wealth they create. It can be described as the theoretical knowledge and skills that ensure the understanding and understanding of the essence, specificity and laws of action of politics in societies with varying degrees of informatization, its observance. Like any worldview, a political-informed worldview can be analyzed by dividing it into “daily” and “theoretical”. The daily level is an emotional-emotional perception of “political-informed existence”, which cannot give a real picture of reality; and the theoretical level is based on scientific knowledge in the life of society – it is consistent with modern perceptions of political life in society and helps a person to find his place in an informed society due to a scientific understanding of the integrity of In other words, a new political-informed worldview corresponds to a new political picture of the world in an informed society - an adequate political-informed reflection of political phenomena and processes is ensured, which directly characterize the individual political security of the individual.





The success of the formation of a new political and informational worldview is largely determined by the individual's personal motivation. Here it should be noted that the skills of working with information received in the process of Professional Education a quarter of a century ago “worked” for almost the entire conscious life of a person. Now the situation has changed radically. The point is not only in the change of the information environment and means of interaction with information: under their influence, new conditions of political existence and new political values were formed. The new political-informational culture in this regard is only a strict condition for their awareness and development, which does not guarantee the political security of the individual and cannot provide him “once and for all”-zero mental and professional skills are constantly required for self – improvement. One of the most important foundations for this is education. The scientific and educational process is not limited to simply reflecting the existing conditions – it is necessary that it is able to anticipate (so predict) the future – it is possible and necessary to implement a new civilization strategy. [3,75]. In the opinion of many experts, the information age has left the educational system around the world, which is not ready to perceive the new information reality.

2. RESEARCH METHODOLOGY

Currently, the traditional education system has come under criticism. Its main drawback is its attachment to the earlier conservative system. That is why it practically denies the news brought by the informed society in which it is being formed. Among domestic specialists in this area, voices are increasingly heard that the current educational system is not only hopelessly outdated, but also does not allow an individual to adapt to the conditions of the information age. In other words, the conservative component of modern education reproduces a “typical industrial person” who is not capable of full-fledged activities in the future society, and its improvement in the form of “bolonyashuv” (bachelor, master, credit-module system) solves only a small part of the problem.

In this place E.Toffler cannot disagree with the following statement, which he believes “in order to avoid the shock of the future, we must now form a system of superindustrial education; and for this we must seek our goals and styles in the future, not in the past”. [4,432]. Only then will it be possible to talk about the formation of a new information culture that provides information, professional, political and other types of security for the individual and society. Information culture (its necessary level of demand) is also the basis for the development of scientific knowledge, which, in turn, does not have time to “digest” all scientific information. The same E.As Toffler correctly pointed out, “in connection with the further acceleration of development, knowledge is becoming an increasingly” perishable “ product. Today's "fact “will become tomorrow's”disinformation"". [5,450]. So how to solve this problem? Apparently, motivation for self-education plays a very important role in this process. Our system of primary, secondary and higher education suffers from two vices: firstly, the desire to transfer knowledge from teacher to student (student) instead of teaching the methodology of development and use; secondly, the distance(alienation) of students from the political life of society. These will ultimately lead to an extremely low level of political culture and negatively affect the political security of the individual in the future. In the current educational system,




the main thing is not the desire to transfer as much knowledge as possible (in the context of modern Information Society, this is a utopia), but to learn how to independently master it and use it in accordance with professional conditions, including in political activity. “The measure of knowledge becomes a value - quality property as” humanized””. [6,450].

3. ANALYSIS OF LITERATURE ON THE SUBJECT

What are the mechanisms for the formation of political information? In the most general sense, the diversity of individual interests in the information and political sphere is characterized by the ability of each individual to actively and effectively use information resources and media (from mobile phones to computer networks). In the context of an information society, the sum of the information flows that surround each person requires him not only to understand the patterns of development of the information environment, but also to be able to adapt to it. Information Culture in the political sphere of society as a phenomenon of an informed society, on the one hand, implies a competent attitude to the ideology and activities of political power, on the other hand, conscious participation in the work of its organs. One of the main indicators of such a political activity of a person is his willingness to be elected to various bodies of political power. Of course, this activity is different in different regions, but the general trend is approximately the same: people are not very interested in working in political power structures. After all, according to the 2019 study “Russian Generation 3” conducted in Russia by the Friedrich Ebert Foundation of Germany in conjunction with the analytical center Levada-Center, more than 80% of young people are not interested in politics or have no clear opinion on this. Only 19% of respondents between the ages of 14 and 29 are interested in this. This is due not only to a misunderstanding of the meaning of political activity, how politics works, but also to the fact that the daily concerns of young people have little to do with what they consider to be politics. Such socio-political passivity testifies to the fact that people do not have enough information about the nature, social significance and competence of the activities and powers of state bodies, which inevitably reduces the level of political protection of both the individual and the whole society. This situation can be said to be typical of almost all countries in the post-Soviet space. Of course, there are also objective reasons. The importance of “information fatigue syndrome” for the political security of the individual and society is felt. We are surrounded and affected by different information everywhere. Resources for its development are very limited. Collecting information, especially political information, it takes a lot of time to organize, systematize, sort it out, which does not justify itself, because firstly, the more information, the more difficult it is to find its large volumes and work with them, and secondly, the information collected on the principle “perhaps this will be useful in the future” will not be so useful in the future. It is for this reason that the information culture of an individual in an information society urgently requires filtering all information on the principle of “here and now” at the time of contact with it. After a while, all other information planned for use must be checked: in the information society it has no shortage, and the necessary information (which reveals both the history of the problem and its prospects) is obtained at a time when it becomes relevant. This integral element of Information Culture helps to prevent a number of negative consequences of “Information-political data overload”, including its impact on human health.






One of the important elements of the formation of a general information culture and, in particular, a political information culture is the development of new information and telecommunication technologies. This happens in interaction with other media and communications (media) and the Internet. The fact is that the modern political landscape of the world is perceived by a person through political information provided by the media, taking into account the worldview, needs, interests and values of the individual. As a result, there is a dual subjective perception of the political world, on the one hand, the interpretation of these media and Communications, which secretly predetermine or, at least, strongly influence their pre-prepared templates, and, on the other, the interpretation by the political behavior of the individual who seeks an independent assessment. The influence of the internet on political behavior is even more noticeable, which in many ways dominates the formation of an individual's information culture, since it is endless, free, anonymous, and always captivates a person with a tireless desire for self-expression. [7,53]. But the impact of the internet environment on the individual is practically uncontrollable, it is more effective with its beautifully packaged “home-made education”, directing the individual to adopt ready-made solutions to the pressing problems of political life. [8,262/] the Internet is of an interethnic nature, but the political communications in it are often not only painted in national colors, but also include direct political assessments of what is happening in the world or in the country. This aspect can lead a person to support organizations with a variety of political, including extremist, character. The algorithm for influencing political consciousness is quite simple: repetition is carried out in an artificially created (virtual) political and information environment, and then natural images surrounding a person are replaced in the context of a typical “live” political dialogue; as a result, the real political world is replaced by a virtual political world. As a result, the processes taking place in the global network, on the one hand, contribute to the formation of a single political and information space in which political communications have a new quality, and on the other hand, reverse demassification processes (including the crisis of political socialization) can occur, which disrupts the previously established political ties and relations between people. Cultural values that float freely on the internet can affect not only the mind, but also the mentality of the individual. In doing so, the internet is a powerful tool in the political struggle of opposing political forces, which seek to increase the number of their supporters through social networks. This once again emphasizes the need for targeted public policy in the global network, taking into account new models of political communication, which ensure the introduction of new technologies for political activity, political image, election campaigns, political advice.

CONCLUSIONS AND SUGGESTIONS

It all depends on how strong the mental and value-ideological foundations that provide immunity to any conflict - problem threats are in the minds of people, what are the possibilities of various information factors to influence the socio-political processes taking place in our country. It is also important to take into account how much the political interests of an individual are in harmony with public policy, with changing the public worldview - with personal self-determination paradigms, so that there is no division and stratification in the





general political interests of society. The information culture of a person who sums up the results of personal, public and state actions in solving political security problems should play a very important role in this. We clarify this point. Information society objectively creates contradictions for different social groups, since their information culture is formed in different conditions: for someone this process is under the direct influence of new information and telecommunication technologies, and for others there are such opportunities. At this point, attention should be paid to one important aspect: self-development, of course, is a necessary element in the formation of an information culture, but this process should not be limited to rational thinking and encouraging action within the framework of an Information Culture. Academician V.A. Lektorsky argues that” in a broad sense, the development of technical rationality (including the technique of conducting economic, administrative, political and other affairs) not only did not lead to an increase in human freedom, but, on the contrary, a system of mechanisms with a specific logical functioning, alienated from Man and resisting him and his freedom " was expressed in the creation. [11,86]. Rationalism in consciousness and activity leads to the fact that a person associates himself mainly with the information space, which risks losing individuality and lowering the level of general cultural development, which is extremely undesirable to ensure his political security.

The information society moves a person into an information environment artificially created by him, who begins to impose his demands on him in all spheres of life, including in the field of political relations. The core of Information Culture as a multi-level system of information interaction in an information society is a new information worldview, which is instilled for each sphere of human activity. The endless stream of political information that falls on an individual creates the effect of an “excessive informational-political burden” that negatively affects his (the individual's) political security: hence, sufficient information culture is necessary to “filter information” and ensure its necessary protection. Otherwise it is clear that it will fall into the framework of a low-level “mass culture”. Information Culture is a necessary component of the general adaptation of an individual to the conditions of political life in an information society. Its process of political socialization should be considered in conjunction with ensuring political security, since modern media and communications, the global Internet provide their own “pre-prepared” assessments of political reality, which do not always correspond to the political interests, worldview positions and national values of each individual and society as a whole. After all, the motivation of a person to receive a continuous and lifelong education for the formation of an information culture as a strategic resource for ensuring the political security of an individual in an informed society plays a decisive role.

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