Innovative Aspects of Digital Transformation in Socio-Cultural Sphere

Goryacheva T.V.[*] Glushkova Yu.O.

Yuri Gagarin State Technical University of Saratov, 77, ul. Politechnicheskaya, Saratov 410054, Russia
[*]Corresponding author. Email: tvgsgtu@rambler.ru

ABSTRACT

Works of modern foreign art are widely known. Information about them can be found easily in public educational organizations. In Russia, the process of disseminating information is less dynamic, so the task of making a single Russian digital space of knowledge is essential, and the centers of sociocultural discourse should be shifted to the mass Information Communications. The article defines the main directions of digitization, which should provide (in the socio-cultural sphere) active involvement in the target content of the new generation audit, which is oriented to the digital format of information. Big Data technologies, robotics, smart things and virtual reality are shaping our near and distant future. The main drivers of digital transformation are new products and services, information and management technologies, innovative business models. Tool-industry digital platforms are the key driver of digital transformation.

In the article theoretical analysis of aspects of digital transformation of socio-cultural sphere is carried out. Multimedia is investigated as a social cultural activity, used as a concept; as a fundamentally new approach to storage of information; as an idea; as equipment; as a unique tool for obtaining a specific sociocultural product. As a result, the implementation of the multi-media-idea should be carried out on the basis of building an industrial digital platform, representing an integrated information system, what is providing multi-purpose interaction of the exchange Information and values that lead to lower overall costs, streamline business processes, and what is a disruptive innovation of a new type.

Keywords: sectoral digital Platform, transformation, mass culture, integration, innovation

1. INTRODUCTION

Historical milestones and technologies of the modern art are widely known in the West, in-formation about them can be found in the media centers, the universities, libraries and academies of art freely. Rapid development of modern technologies affected the sociocultural sphere full-scale: there was a new generation of artists who work in the field of digital music, cinema and graphics. Mass communications has become the main mechanism of development of modern sociocultural processes and the instrument of formation in the society of a frame of reference and values. New media formats, network structure of mass culture on a substantial scale influence social development, create elements of the cultural landscape which is formed during an era of in-formation society. At the same time the systems of interaction between actors and the cultural field define dynamism and scale of formation of new communication channels.

In Russia this problem is particularly acute as similar processes are developed with lower speed of distribution; the major sociocultural information on the most of directions is absent (Decree of the President of the Russian Federation, 2014). In this regard the great value is gained by a task of creation "uniform Russian electronic space of knowledge, on the basis of the digitized book, archival, museum funds placed on the industry digital platform founded on base of National electronic library and national electronic archives on the industries of knowledge and spheres of creative activity" (Mironov, 2014).

With these positions trends, occurring under mass influence of information technologies on transformation of the sociocultural sphere, demand complex understanding as their general influence on all fields of activity of modern society is obvious. Various value systems, differentiation of valuable installations, public and political views are formed under the influence of new information media formats. Thus, the centers of a sociocultural discourse are displaced to the area of culture of mass information communications.

2. PROBLEM STATEMENT

In the coming decades all branches, markets, directions of activity will be reoriented in accordance with requirements of new digital economic models. Big Data technologies, distributed registries, machine learning, robotics, smart things, virtual reality, wireless communication and many

others, including those that are still being reasoned, determine our immediate and distant future.

Nothing can stop large-scale transition to "digit", "signs", because it is "valuable for the consumer, profitable for business, significant for the regulator. The value of digital solutions is growing and the price of getting them is decreasing. Digitization gradually unfolds from the "bottom" - from individual objects, and up to the "top" - to the digital ecosystem"[5]. Thus, digital transformation determines the necessity of revolutionary changes of business models (Kuprijanovskij, Sinyags, Namoe, Utkin, Nikolaev, & Dobrynin, 2017) on the basis of use of information platforms, which lead to the dramatic growth of market volumes and competitiveness not only in economic sphere of activity, but also in socio-cultural one as well.

The main drivers of digital transformation today are new products and services, new in-formation and management technologies, innovative business models. The key driver of digital transformation is its tool-industry digital platforms. The socio-cultural sphere is no exception. But creation of such systems is connected with necessity of observing the rules of digitization which should be based on uniform industry standards and rules of creation, storage, accounting, description, using of digital copies for providing interaction of Federal, regional and municipal authorities. Today, many of these programs are not compatible, which leads to certain difficulties.

The conditions of application of modern industrial digital platforms in the digital economy are:

-The unified information and communication space of the branch;
-Optimal costs for the creation of public communication networks and compliance with the requirements of regulators;
-Consolidation of telecommunication environment and applications;
-Simplifying the launch of new services and applications for end users;
-Transition to virtual environment;
-Geographically distributed architecture of digital platforms;
-Convergence of stationary and mobile networks.

Priority tasks on development of informatization and digitization in sociocultural sphere are: formation of databases, increase of the level of informatization of institutions, introduction of electronic systems of tickets sale and registration visitors, digitization of Cultural heritage, modernization of material and technical base of organizations, increase of information resources about culture on the basis of virtual servers on the Internet, creation of information portals, technologies of the supplemented and virtual reality. In addition, digitization in the socio-cultural sphere has the potential to attract additional sources of income and investment into the culture.

3. RESEARCH QUESTIONS

The 20th century is called a century of the equipment and integration therefore the problem of a ratio of art and the equipment is updated. Rapid development of computing technologies, use of computers gave an opportunity to receive unusual "sounding" of new culture. So, for example, already in the 80th years of the XX century the American composer D. Berman used a video synthesizer which was capable to transfer electronic sounds to colour spots. Similar interaction of art and the equipment leads to emergence of new digital genres and styles.

In the middle of the 20th century the Canadian culturologist and the philosopher M. Maklyuen introduced the concept "electronic society" which he defined as "a society in which on a basis and by means of information technologies there is a formation of the overall information picture from separate fragments of information from various spheres of public life. He called this phenomenon "the global village"" (Glukharev, 2013). In the work it is visually shown that media have a huge impact on human society. M. Maklyuen (2015) points to a leading role of information technologies in formation of new public order. Total informatization actively transforms processes of consumption, production, culture, art, human relations and politics.

In the era of digital transformation relevant is a theory of network society of M. Castells (2002) in which the analysis of the sociocultural environment connected by distribution of network and digital technologies is carried out. Sources of the analysis of information society also are found in D. Bella's theory (1973) which defined "a phenomenon of mass culture as a sign system thanks to which individuals can reach mutual understanding". One of the most significant modern researches on mass culture is work of the domestic scientist A.V. Kostina (2008). Within this work genesis of the European mass culture is analyzed, "the strong interrelation between mass culture and communication technologies of new generation" is noted (Kostina, 2008). Development of convergent institutional space is defined by the new media formats. Such domestic scientists as R.F. Abdeev, V.I Anikin (1994, 2017), Yu.N. Zasursky (2009), V.L. Inozemtsev (2003), I .A. Malkovskaya (2007), V.V. Mironov (2014), V. Khorolsky, E. Kozhemyakin (2019) addressed the analysis of characteristics' information sphere. Features of functioning of a modern media system were investigated E.L. Vartanova (2019), E.Yu. Dugin (2018), L.N. Fedotova (2019), Denis McQuail's (2014), E.A. Markov (2019).

Thus in the 20th century as a result of development and large-scale use of digital technologies, the increased quantity of sources, channels and consumers of information, there was a transformation of information space (Masuda Y, 1981), it began to include practically all mankind which reached a certain level of development. It allowed to establish oneself in scientific community of the concept of consideration of digital means of communication as a component of more large-scale sociocultural changes.

4. PURPOSE OF THE STUDY

The trends developing in art, science and media communications are necessary and integral components in development of society and the individual, in forming consciousness, views and values. But still there exists the problem of obtaining modern, objective and operational sociocultural information by provincial public. It cannot be solved by means of traditional media. The use of new digital transformations which at the beginning of the 21st century has become the powerful factor influencing changes of a sociocultural situation in Russia seems to be a possible way out.

According to Bases of the state cultural policy "one of priority problems of the state cultural policy in the field of implementation of all types of cultural activity and development of the related industries is use of digital communication technologies including provision of citizens' access to cultural values irrespective of the place of residence" (Decree of the President of the Russian Federation, 2014).

But modern domestic branch information systems are aimed, as a rule, at collecting, registration of storage and the analysis of information on quantitative and qualitative structure of objects of cultural heritage and the cultural values which are carried out by documentary accounting of objects and check of reliability of information and also at ensuring interdepartmental interaction in the sociocultural sphere.

The perspective directions digitalization in the sociocultural sphere have to provide active involvement in target audience of the cultural institutions of new generation focused on the development of a digital format of perception of information

5. RESEARCH METHODS

Digital technologies are the irreplaceable instrument of management of the sociocultural sphere. They promote infrastructure ensuring process of adoption of management decisions, give an opportunity to carry out sociocultural monitoring, to trace a state and problems of activity of institutions of the sociocultural sphere. The directions of perspective further growth of information capacity of the sociocultural sphere depend on modern technologies. The technology of multi-media communications finds wide circulation as means for creation of cultural products and rendering the sociocultural services connected with all spheres of activity of the person. Multimedia as the product of sociocultural activity used in many types of public practice finds the most various purpose: as essentially new approach to storage of information; as the unique tool for receiving a cultural product (the dictionary, the textbook, the catalog, the encyclopedia, the movie, etc.), as the idea; as the equipment necessary for the organization of working and educational places in institutions of the sociocultural sphere (video cameras, video memory, video and audio cards, a binaural sound, synthesizers, big screens and computers); as the concept providing coding of sounds, the text, images in the form of binary numbers as a result of realization of the multi-media idea on the basis of creation of the industry digital platform representing the integrated in-formation system providing multidimensional interactions of users on exchange of information and values leading to decrease in joint costs, optimization of business processes and the being blasting innovation of new type (figure).
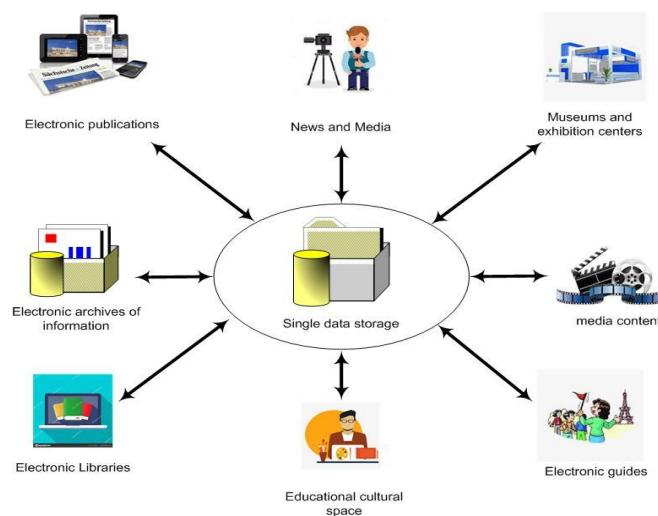

Figure 1 A prototype of the industry digital platform in the sociocultural sphere

Globalization, integration and digital technologies are signs of a new formation and are capable to change not only types of storage, access, processing and data presentation, but also to affect knowledge, ways of their broadcasting and use. Realization of these changes by means of creation of digital platforms will allow to algorithmize systemically relationship of independent participants in the sociocultural sphere and also to reduce expenses due to application of a package digital technologies.

6. FINDINGS

The modern mass culture produces a huge number of new information. Therefore, need for its processing and selection appears. For the solution of the matter it is necessary to use modern digital technologies on the basis of creation of industry digital platforms which will allow of more intensive transfer of necessary information, promote reconstruction of last events, reveal genesis of a certain phenomenon, predict new models of cultural and historical events.

Modern information technologies give an opportunity of digitization of cultural heritage that not only facilitates access for the researcher to an object, but also has economic value – de-crease in cost prime of the carrier. At the same time access to information sources regardless of geographical location is provided. In this context the main directions of informatization of the sociocultural sphere are:

1. Creation of digital content about the phenomena of Russian arts and cultures
2. Creation of interactive maps of natural landscapes and cultural objects of Russia,
3. Creation of multimedia information resources about culture
4. Research of issues connected with information security and availability of cultural heritage
5. Formation of the unified information monitoring system
6. Informatization of cultural institutions, carrying out researches on efficiency and methodical support of digital technologies implementation in the sociocultural sphere
7. Creation and support of Internet resources on culture
8. Support of innovative projects and projects on use of digital technologies in the sociocultural sphere
9. Maintaining database of Museum collection of the Russian Federation
10. Equipment of the museums with telecommunication and computer equipment
11. Creation of the effective mechanism of knowledge exchange
12. Creation of conditions for promoting Russian culture and science abroad
13. Counteraction to distortion and falsification of historic facts
14. Dissemination of reliable and qualitative information of the Russian production

15. Ensuring saturation of the market with qualitative, available and legal media products and services of the Russian production.

7. CONCLUSION

Digital media change process of cross-cultural communication, simplifying it owing to the high speed of interaction and allowing to use various formats of communication. Therefore, new media can act as the universal intermediary within global cultural interaction and form a basis for improvement of information exchange. The phenomenon of digital media is unique and multidimensional. It finds reflection in all spheres of life of the modern person. Digital media cause large-scale sociocultural changes: modify characteristics of media consumption, give users an opportunity to participate in generation of content, have a considerable impact on the existing cultural forms and samples, give new qualities of cross-cultural communication and also form special sociocultural reality with the distinctive features.

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