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## **DIGITAL CULTURE: SOCIAL ESSENCE AND COMMUNICATIONAL CONSTITUENTS**

**The purpose of the work** is to study the concept of digital culture, scientifically substantiate and analyze its basic components. **Methodology.** The research uses general scientific methods of comparison, analysis and synthesis, namely: in the process of working out the domestic and foreign source base on the formation and development of digital culture, with the empirical comparison of scientific approaches for the separation of components of digital culture. **Scientific novelty** consists in the analysis of the concept of "digital culture" as a mass phenomenon, its components and manifestations on the basis of analysis of domestic and foreign experience. **Conclusions.** Today's digital culture is becoming a factor that increasingly affects social and professional mobility and as a result significantly changes the behavior model of the modern generation. Digital technologies development causes transformations in traditional cultural areas, which leads to a change in the social outlook and a reevaluation of values. The term "digital culture" may have a slightly different load: in the context of professional activity, it often refers to the ability of a person to apply their digital knowledge and skills (competencies); in the context of everyday communication it means a harmonious combination of the digital world and classical approaches to understanding the culture of behavior.

**Keywords:** digital society, digital culture, digital transformations.

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### **Цифрова культура: соціальна сутність та комунікативні складові**

**Мета** полягає у дослідженні поняття цифрової культури, науковому обґрунтуванні та аналізі її базових складових. **Методологія.** У дослідженні використано загальнонаукові методи порівняння, аналізу та синтезу, а саме: в процесі опрацювання вітчизняної і зарубіжної джерельної бази щодо формування та розвитку цифрової культури, в емпіричному співставленні наукових підходів для виокремлення складових цифрової культури. **Наукова новизна** полягає в аналізі поняття цифрової культури як масового явища, його складових та проявів на основі аналізу вітчизняного та зарубіжного досвіду. **Висновки.** Цифрова культура сьогодні стає фактором, який впливає на соціально-професійну мобільність і в результаті істотно змінює модель поведінки сучасного покоління. Під впливом розвитку цифрових технологій трансформуються традиційні культурні сфери, що призводить до зміни суспільного світогляду та переоцінки цінностей. Значення терміна "цифрова культура" може мати різне смислове навантаження, однак в контексті професійної діяльності це відноситься до здатності людини застосовувати свої цифрові знання, уміння та навички (компетенції); в контексті повсякденної комунікації – це гармонійне поєднання цифрового світу та класичних підходів до розуміння культури поведінки.

**Ключові слова:** цифрове суспільство, цифрова культура, цифрові трансформації.

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### **Цифровая культура: социальная сущность и коммуникативные составляющие**

**Цель** работы заключается в исследовании понятия цифровой культуры, научном обосновании и анализе ее базовых составляющих. **Методология.** В исследовании использованы общенаучные методы сравнения, анализа и синтеза, а именно: в процессе обработки отечественных и зарубежных литературных источников в сфере формирования и развития цифровой культуры, при эмпирическом сопоставлении научных подходов для определения составляющих цифровой культуры. **Научная новизна** заключается в анализе понятия цифровой культуры как массового явления, его составляющих и проявлений на основе анализа отечественного и зарубежного опыта. **Выводы.** Цифровая культура сегодня становится фактором, который влияет на социально-профессиональную мобильность, в результате существенно меняет модель поведения современного поколения. Под влиянием развития цифровых технологий трансформируются традиционные культурные сферы, что приводит к изменению общественного мировоззрения и переоценке ценностей. Значение термина "цифровая культура" может иметь разную смысловую нагрузку: в контексте профессиональной деятельности он часто относится к способности че-

ловека применять свои цифровые знания, умения и навыки (компетенции); в контексте повседневной коммуникации – это гармоничное сочетание цифрового мира и классических подходов к пониманию культуры поведения.

**Ключевые слова:** цифровое общество, цифровая культура, цифровые трансформации.

Introduction. Modern society is becoming more and more dependent on digital technologies every day. There is a “digital transition” from systems and processes of the industrial economy and the information society to the “digital” economy and “digital” society. Such transformation leads to the emergence of new, unique systems and processes that make up their new value entity.

Under the influence of digital transformations, the digitization of various spheres of human life emerges a new type of social culture – digital culture.

Brief Literature Review. Vincent Miller's book “Understanding Digital Culture” is dedicated to the study of digital culture, that successfully combine a nuanced theoretical understanding of the digital age with empirical case studies of contemporary media culture. The scope of this book rang from questions of digital inequality to emergent forms of cyberpolitics [9].

Among the foreign studies on digital culture is worth noting the book of Daniel Rowles and Thomas Brown “Building Digital Culture. A Practical Guide to Successful Digital Transformation” aims to answer a simple question: How can organizations succeed when the environment they operate in is changing so quickly? The last thing businesses need today is a digital strategy. Instead, their strategy needs to be fit for our fast-changing digital world, where businesses have more data than they know what to do with, a media landscape that's exploded in size and complexity, the risk of a new disruption around every corner, and only one certainty: that this change won't let up. [4].

The essence of the concept of digital culture was also explored by: Perkin Neil in the paper “What is Digital Culture?” [3]; J.Sterne “Thinking the Internet: Cultural Studies versus the Millennium” [12]; D.Silver “Looking Backwards, Looking forwards: Cyberculture Studies 1990–2000” [11] etc.

G.Creeber and R.Martin analyze new media's most important issues and debates in an accessible and engaging text for newcomers to the field: from Facebook to the iPhone, from YouTube to Wikipedia, from Grand Theft Auto to Second Life. The authors mentioned that with technological change continuing to unfold at an incredible rate, Digital Cultures rounds-up major events in the media's recent past to help develop a clear understanding of the theoretical and practical debates that surround this emerging discipline [5].

In the domestic scientific research, the issue of digital culture is poorly investigated. Thus, digital culture as an educational phenomenon was investigated by L. Gavrilova and Y.Topolnik [5]. The issue of the development of the digital culture of Ukrainian society was analyzed by A.Astafyev [1].

The development of digital culture in the context of public administration and administration has not yet been considered.

Purpose of Article is to study the concept of digital culture, scientifically substantiate and analyze its basic components.

Results (main material). The Digital Era is characterized by technology which increases the speed and breadth of knowledge turnover within the economy and society. Evolutionary theory, as an explanation of the system we live in, states that sustainability relies on knowledge turnover. In parts of the system which are relatively stable, knowledge turnover is low, and new variation, when produced, is rarely retained. In other, less stable parts of the system, faster knowledge turnover is advantageous as new knowledge is produced more frequently allowing for adaptation to the changing surrounding environment. Mixing and matching rates of knowledge turnover makes for a dynamic but ever-lasting world. The Digital Era can be seen as the development of an evolutionary system in which knowledge turnover is not only very high, but also increasingly out of the control of humans, making it a time in which our lives become more difficult to manage [7].

Today, digital technologies takt a leading role in our lives, since without a variety of gadgets, mobile applications, social networks it is difficult to imagine a modern person, especially young person. Digital technologies greatly simplify day-to-day affairs, saves time and other resources. In accordance with digital technologies development, the level of citizen's digital competence increases.

The European Commission annually analyzes the digital progress of the European Union countries and publishes an appropriate report. For this, the Digital Economy and Society Index (DESI) is used – a comprehensive indicator summarizing the relevant European digital performance indicators and interpreting the progress of the EU member states in a digital format [8]. The study of digital progress is evaluated in a set of five indicators: provision of communication (mobile communication and access to the Internet); the level of digital skills of the citizens; level of Internet services use; integration of digital technologies into business; digital public services.

The rating of the best and the weakest EU countries by the digital skills indicator both in 2016 and 2017 are the same: the first five – Finland, Luxembourg, Great Britain, Sweden, Denmark; the last ones are Italy, Cyprus, Greece, Bulgaria, Romania.

Analyzind the level of citizen's digital skills, the following facts are interesting: 79% of EU citizens go to the Internet every week, while 71% – every day; 63% of people with disabilities use the Internet every week. Despite ongoing improvements, older people and low-income or low-income people continue to be at risk of digital exclusion.

The number of non-Internet users continued to decline in 2016-2017, especially in Member States with a high percentage of nonprofessional users. However, today, only 14% of the EU population has never used the Internet;

– in 2016, 37% of potential employees had insufficient digital skills. 11% had no digital skills at all because they do not use the Internet;

– only a small percentage of Internet users in the EU have advanced digital skills, which are becoming more and more critical to competition in the labor market. In 2016, 28% of European Internet users did not have software skills [8].

Increasing the citizen's digital skills level leads to the formation of a new "digital" type of behavior and the emergence of a new type of culture – digital culture. Therefore, it is worth to examine in more detail the essence of the digital culture's notion.

Digital culture, by Daniel Rowles, goes beyond the day-to-day acts of doing digital work – it describes something broader and subtler than that. It involves the appreciation, the exploration and the shared enjoyment of the various digital tools, environments and artefacts which inform and facilitate our work.

A flourishing digital culture is a tremendous asset to any digital marketing team, and can help facilitate everything from the ready acquisition of new digital skills amongst team members to the bettering of the digital environment in which they work. A digital team without a true digital culture is like a film director who never goes to the movies [1].

Neil Perkin claims that culture and behaviour are seen as greater potential barriers than knowledge and understanding, talent, structures, funding and even technology infrastructure. Selecting adjectives to describe the key characteristics of digital culture is arguably the easy part but since culture and behaviour so fundamentally inform, shape, and influence working practices, strategies, orientation, actions, values etc. The author offers his own list for what digital culture really means:

– Agile and responsive (how organisational agility is about more than just speed, it's about manoeuvrability and responsiveness. This means an orientation towards greater experimentation, test and learn, a boldness and a less risk averse culture, the ability to move quickly when necessary);

– Customer-centric (customer-centricity is as wide as it is deep, and should be reflected in strategies, processes, and structures but more than anything it should be embedded in the culture);

– Commercially focused (digital culture is results oriented, quick to explore, determine and assess opportunity, ready to disengage from existing advantage);

– Visionary (characterised by a compelling common purpose that is well understood);

– Technology-literate (a culture that is founded on comprehensive technology-literacy whilst supporting an optimal balance of generalist and specialist expertise, technology as enabler, greater trust and flexibility in technology (less lock-down);

– Flexible and adaptive (a willingness to change and flex, the kind of adaptability that builds resilience and momentum (antifragile), the environment to support greater fluidity, getting the balance right between vision and iteration);

– Networked (flow of fresh perspectives into the organisation, flow of data through APIs, openness to utilise external resources and build off external capabilities, willingness and ability to capitalise on platform business economics);

– Exploring and curious (digital culture is externally-facing, inquisitive, lateral-thinking, quick to explore technology and customer behaviour trends);

– Entrepreneurial and innovative (bias to action, restless, continuous and systematic rather than episodic innovation);

– Open and transparent (a working environment characterised by high levels of trust, growth mindset, productive informality, psychological safety and openness);

– Collaboration and learning (a culture that supports knowledge flow, continuous learning and ease of multidisciplinary collaboration) [10].

Summarizing, we can definite "digital culture" as a way and manner of individual behavior, formed under the influence of the digital society transformations, manifested in all aspects of life, changing the worldview, transforming the basic socio-economic, political, spiritual and cultural representations, transforming people to active participants in the processes of information development, transformation and exchange.

In addition, it should be noted that the term "digital culture" may have a slightly different load. If we are talking about digital culture in the context of professional activity, then here most often refers to the ability of a person to apply their digital knowledge and skills. Broader is the understanding of digital culture in the context of everyday communication through a variety of messengers, social networks, blogs, or forums. Here there is a harmonious combination of the digital world and classical approaches to understanding the culture of behavior.

Culture of virtual communication as component of digital culture deserves for a special attention. If desired, holding a smartphone in your hands today, you can communicate only with emoticons, because there are a lot of graphic characters that are usually used to emphasize your emotions during communication.

The most famous element of the mass digital culture that arose with the spread of the Internet among the general population is a smile – a schematic human face image used to transmit emotions. The first smile was offered in 1982 by American computer scientist Scott Falman. It is well-known that a smile can consist of a characters variety, such as the alphabet letters, punctuation marks, and various service symbols. Special spread of emoticons acquired with the proliferation of smartphones, which are widely used by users for messaging. Today, emoticons are an irreplaceable means of transmitting emotions in virtual communication, as the interlocutor perceives the smile as a real smiling face. With the help of emoticons, the interlocutors contribute to the correct assessment of information.

Gif-animation, Stikers, Emoji – all these are modern manifestations of first emoticons under the influence of the Internet users demand. It is also worth to note that users often resort to emoticons in order to save space when the number of characters in a text message is limited.

The development of digital technologies gives impetus to the emergence of new opportunities in different cultural spheres. Modern gadgets allow to transform books into an electronic or audio format, which greatly simplifies access to literature and improves readability (listening).

Digitalization causes the rapid development of photography art. This is not just about the use of powerful digital photographers and photo processing software by professional photographers. Such phenomenon as a "sephi" took a considerable part in virtual communication, although it is quite controversial in terms of the culture of education and ethics.

Significant improvements are also made in cinematography and video clips creation. Again, this is not just about professional activity. Today, in social networks, users have the opportunity to post videoshot with gadgets or smartphones, to conduct so-called "streams" or live reporting from the scene.

Scientific novelty consists in the analysis of the concept of "digital culture" as a mass phenomenon, its components and manifestations on the basis of analysis of domestic and foreign experience.

Conclusions. Today's digital culture is becoming a factor that increasingly affects social and professional mobility and as a result significantly changes the behavior model of the modern generation. Digital technologies development causes transformations in traditional cultural areas, which leads to a change in the social outlook and reevaluation of values. Such transformations are often debatable in terms of moral and ethical approaches, but they are a manifestation of a contemporary cultural present that can not be ignored.

It was proposed to define "digital culture" as a way and manner of individual behavior, formed under the influence of the digital society transformations, manifested in all aspects of life, changing the worldview, transforming the basic socio-economic, political, spiritual and cultural representations, transforming people to active participants in the processes of information development, transformation and exchange.

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Стаття надійшла до редакції 20.02.2018 р.