

**NEW APPROACHES IN EDUCATIONAL PROCESSES BASED ON
INFORMATIZATION AND HIGH COMMUNICATION TECHNOLOGIES**

***NOVAS ABORDAGENS EM PROCESSOS EDUCACIONAIS BASEADOS EM
INFORMATIZAÇÃO E ALTA TECNOLOGIA DE COMUNICAÇÃO***

***NUEVOS ENFOQUES EN PROCESOS EDUCATIVOS BASADOS EN
INFORMATIZACIÓN Y ALTAS TECNOLOGÍAS DE COMUNICACIÓN***

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ABSTRACT: The article examines various factors that lead to the transformation of traditional social institutions. Such a situation is largely determined by new information technologies. The authors prove that this is largely due to the speed of obtaining information, as well as the possibility of forwarding information flows in the direction necessary for certain subjects. The authors focus not only on the positive effects obtained from the use of information technologies in the social sphere. They also pay special attention to the ambiguous influence of gadgets on the existing system of management of society. The factors that play a fundamental role in the formation of a more effective mechanism for managing a society, where each member of it owns significant information resources, have been analyzed. Information technologies fundamentally affect the formation of new relationships within society, which is based on historical traditions and spiritual and moral values.

KEYWORDS: Information technologies. Social institutions. Information society.

RESUMO: O artigo examina vários fatores que levam à transformação das instituições sociais tradicionais. Tal situação é em grande parte determinada pelas novas tecnologias da informação. Os autores provam que isto se deve em grande parte à rapidez na obtenção de informações e à possibilidade de encaminhar os fluxos de informação na direção necessária para determinados assuntos. Os autores não se concentram apenas nos efeitos positivos obtidos com o uso das tecnologias da informação na esfera social. Eles também prestam atenção especial à influência ambígua dos gadgets no sistema existente de gestão da sociedade. Foram analisados os fatores que desempenham um papel fundamental na

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formação de um mecanismo mais eficaz para a gestão de uma sociedade, onde cada membro da mesma possui recursos significativos de informação. As tecnologias da informação afetam fundamentalmente a formação de novas relações dentro da sociedade, que se baseia em tradições históricas e valores espirituais e morais.

PALAVRAS-CHAVE: *Tecnologias da informação. Instituições sociais. Sociedade da informação.*

RESUMEN: *El artículo examina varios factores que conducen a la transformación de las instituciones sociales tradicionales. Tal situación está determinada en gran medida por las nuevas tecnologías de la información. Los autores demuestran que esto se debe en gran parte a la rapidez de obtención de información, así como a la posibilidad de reenviar flujos de información en la dirección necesaria para determinados temas. También prestan especial atención a la influencia ambigua de los dispositivos en el sistema existente de gestión de la sociedad. Se han analizado los factores que juegan un papel fundamental en la formación de un mecanismo más eficaz de gestión de una sociedad, donde cada miembro de la misma posee importantes recursos de información. El artículo muestra que las tecnologías de la información afectan fundamentalmente la formación de nuevas relaciones dentro de la sociedad, que se basan en tradiciones históricas y valores espirituales y morales.*

PALABRAS CLAVE: *Tecnologías de la información. Instituciones sociales. Sociedad de información.*

Introduction

The actualization of problems caused by the peculiarities of social policy not only at the level of specific states but also throughout the world is determined by the transitional state of Russian society. Such a transformation requires not only a rethinking of the changed socioeconomic and sociopolitical conditions but also a new interpretation of sociocultural meanings. In particular, the formation of a unified information system formed as a result of the merger of audiovisual, telecommunication, and computer-electronic equipment significantly intensifies the activity of various social institutions.

The sharp increase in information flows in the modern world has led to the activation of civil society, since it facilitates access to information that previously could not be accessible to everyone, which is especially important when it comes to people with disabilities, who, in many respects, due to the development of high technologies, have gained access to many resources and infrastructures (KURBATOVA; AISNER; NAUMKINA, 2020). The ability to analyze not only one's own sociohistorical experience but also the experience transmitted by various social systems is being revived. This leads to the emergence of a new type of socioeconomic model that requires appropriate study from



different approaches (RUBLEV; BOGDANOVA; KURBATOVA; KRASNOUSOV; KOLMAKOV, 2020).

The relevance of the study of problems caused by the new functional orientation of social institutions in the information society consists in the change of subject-object relations against the background of new information technologies.

Methods

The peculiarities of the functioning of any social system are manifested primarily in the fact that the subject of society management, if they are aware of the natural state of a particular society, helps them to embody the model of life that allows them to resist the growth of social entropy, contributing to their improvement. If we proceed from the thesis that the concept of social management is an image of the reality of public life, then this provision is considered as a kind of foundation for studying the problem of antientropic management of society (CHURINOV, 2007).

Understanding the new role of information resources in the transformation of social institutions presupposes an awareness of the new features that the emerging information society carries, determined by the growth of the influence of information in all its manifestations and types, as well as the expansion and complication of the spheres of human life. In addition, the concept of *information society* and related terms that record changes in the lives of modern people manifest themselves in a variety of factors: communication languages; economic categories; new technological processes. All these trends lead to the fact that there is a constant complication of the subject areas of social knowledge in modern philosophy, including the sphere of management. It can be argued that the emergence of new information mechanisms in the public sphere led not only to a change in the communication space, but also significantly affected the activities of mechanisms that interact between society and the authorities.

This was reflected in various forms of manifestation, which led to the need for appropriate training and retraining of subjects participating in the relations of the new formation. As a result, there is a need to form new approaches in educational processes based on informatization and high communication technologies (IVANOVA; SHCHEBLYAKOV; KURBATOVA; RAHINSKY; KUZHLEVA, 2020).

The educational system plays a key role in the formation of the mass innovative thinking of the population, which at all levels, starting from preschool and ending with



professional education, in terms of the content, methods, and technologies of training, is faced with the task of focusing on the formation and development of skills and competencies necessary for innovative activity (AISNER; GONCHAREVICH; ERAKHTINA; EROSHINA; KUSHASHEV; LITVINOVA; LOGVINOV; LUNEV; LUNEVA; MALIMONOV; MASLOVSKY; MINEEV; NAKONECHNAYA; RAVOCHKIN; RAKHINSKY; ROSTOVSTEVA; SIN'KOVSKAYA; SHAIUROVA; SHEPELEVA, 2019).

Discussion

New threats are emerging in the information society due to the pervasive ability of the latest information technologies, which force us to adjust not only specific practical systems designed to prevent emerging nontraditional threats, but also to develop theoretical provisions for these trends. The essence of the new ideas about the security system largely depends on the recognition of the naturalness of this society, when the management system helps to implement a model of life that creates conditions for independently countering the growth of social entropies, while self-improving (PFANENSHTIL; YATSENKO, 2021).

The study of the peculiarities of the activity of social institutions in the emerging information society involves the study of the sociosphere, which is always near the state of equilibrium, but conditions are created for moving towards a higher level of homeostasis. Obeying the law of expanded reproduction, such a social system rises following the principle of *the greatest* or falls following the principle of *the least* (KUSHELEV, 2018). Since management mechanisms have historical roots, the options for their implementation are determined by the society itself. However, this process is of the nature of interaction and is due to many objective conditions and subjective factors, so at a certain stage, there is a problem of efficiency and inevitable limitations in using the experience of neighboring societies. In addition, such an exchange of experience is always based on certain axiological attitudes characteristic of a particular society, therefore information resources and their skillful use play an important role in the formation of both individual social institutions and the whole society. However, the information opportunities that have appeared suggest new options for the relationship between a person and power, which are manifested not only in access to information resources but also in the opportunity to use them, bypassing official power structures. Therewith, the society changes the systems of dominant values, life priorities and determines the *order* for a new, *modern* sociopsychological type of personality



that is in demand in this society (MALIMONOV; BAKSHEEV; RAKHINSKII; SINKOVSKAYA, 2016).

Traditionally, the effectiveness of the activities of social institutions was determined by several main criteria, among which the correctness of the formulation and implementation of upcoming tasks largely depended on the corporate culture adopted in a particular team. It is quite natural that the accounting of professional and mass communications, which are subject to periodic changes and are constantly being transformed into new social forms, comes out in the first place here.

The new functional orientation of social institutions in the information society also brings to life new forms of activity of all management mechanisms. In particular, in recent decades, a social stratum has been appearing and immediately acquires more and more opportunities, abusing the monopoly on information, and this is done by representatives of such groups to manipulate the consciousness of a significant number of people. Moreover, the effectiveness of management methods largely depends on the optimization of the modes of implementing *online* professional standards in the practical activity of the society (VATAGINA, 2017). These processes are successfully implemented with the help of *mass culture*, which includes the results of the activities of various social institutions. In addition, it is impossible to achieve these goals without a high level of monopoly on scientific knowledge, and, as is known, such opportunities in all their diversity are available only within a certain group of specialists acting as intermediaries.

The fact is that representatives of the managerial class, who have priority access to information, are intermediaries not only at the production level. Sagatovskii (2004) rightly emphasizes that they control the sphere of distribution, and also actively act at the stage of consumption of the results of production activities, “exercising control, contributing to the organization of necessary connections, delivering resources, etc.” (p. 158, our translation). It seems quite natural that a significant part of the representatives of various social institutions is not producers of not only real products, but even ideas. It can be stated that the specified social stratum related to management activities expands the range of their capabilities from the height of their position. Such situations aggravate the problem of the activity of social institutions in the information society because they demonstrate the degree of consciousness and responsibility of government representatives in cases where there is a discrepancy between private and public interests and goals.





Information stimulates the activity of those social institutions that can act as a factor in justifying any form of universalization of social space. In this case, a neorealist version of social progress is imposed, as a result of which an attempt is made to implement an ideal project of history with natural historical phases, positioned as universal for all times and peoples. Such an approach ignores the sociocultural identity of individual societies that have become objects of globalization. But if

the state and the authorities do not interfere in the processes within the country, then very soon there will be neither this power nor this state. Liberal democracy is a process for export, with the help of which the authorities want to deprive the main function—the management of social processes. Such power disintegrates and disappears. (STARIKOV, 2016, p. 148, our translation)

Results

The lack of a complete classification of social institutions makes it difficult to study the features of their activities in the information society, where there is a transformation of the intellectual development of new scientific, institutional, sociocultural spaces. In addition, the economic structure of countries that have positioned themselves as socialist is changing in the modern world, because representatives of their management mechanisms must take into account the need for perception and awareness of previously unacceptable scientific truths and theories. Such processes significantly stimulate the development of new concepts in the field of economic theory and sociology, which, “including due to the transformational processes taking place in post-socialist countries, is experiencing a rebirth” (KUZNETSOVA, 2019, p. 124, our translation). In terms of Russia, the need for further improvement of the theories of the welfare state and the theory of sustainable development comes to the fore.

Simplified access to information resources, which have appeared due to the latest information technologies, also leads to a significant change in the functions that were traditionally assigned to social institutions, which allows solving many problems, bypassing certain management structures. It is quite natural that in the process of transformation of social institutions that have got rid of some of their traditional functions, the relationship between the state and society that has historically developed in a particular society becomes of great importance.

It is also of great importance to determine one’s place in a particular society, as well as to develop one’s attitude to the social processes that occur in it. Orientation to the satisfaction





of personal interests becomes the goal for a significant part of the younger generation. As an excellent example, we can cite the situation that has developed in such a social institution as the family, where the main transformational processes of relations are the formation of new value orientations based on the desire to maximize personal freedom and the priority of material consumption (MALIMONOV; RAKHINSKY; SINKOVSKAYA; KOROL; AISNER; BERSHADSKAYA; TRASHKOVA, 2018). If such value attitudes have already developed, they begin to hinder the formation of stable vertical and horizontal ties in society, which can be considered as a basis for social stabilization. It is also important to emphasize that the formation of strong horizontal ties indicates that society has certain moral guidelines, due to which constructive relations with other social groups are built.

The new functional orientation of social institutions in the information society is largely because they are designed to resolve the contradictions that the latest information technologies carry. Most of these contradictions, as a rule, are observed between objective processes in society and the increasing needs of society in culturally developed personalities representing a new information reality. This is since the use of gadgets allows speeding up management processes, but does not contribute to the development of individual social institutions. As a result of the introduction of high information technologies, a technocratic style of thinking is gradually forming in society, becoming dominant, which is manifested in the recognition of the strict dependence of all social phenomena on innovative technical discoveries. Such a lifestyle and style of thinking gradually turns a person from a potential creator into an object for manipulation, because it deprives them of the possibility of self-creation. In a community of such people, a person can carry out activities based on established instructions, and therefore the computerization of this process can play a positive role in consolidating a particular society, but they do not feel responsible for their life, because they do not act following free will.

The new functional orientation of social institutions, due to the peculiarities of the information society formation, significantly pushes the boundaries of the modern social space, formed based on a huge variety of conditions for the existence of society, which, naturally, includes natural, historical and social factors. However, in the information society, conditions are being created for the rejection and further destruction of the world model that wrongfully claims to play a dominant role in the regional or global space. In turn, the model that is most adequate to the historical and social conditions of the development of a particular society comes to the fore. The sociocultural situation creates certain conditions for the activity of





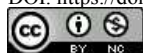
social institutions, so it can be argued that a specific social environment is being formed, which is perceived as a system of influences and conditions for preserving the sociocultural identity of society.

The special nature of the activities of social institutions in the context of the formation of the information society is manifested in the fact that information plays an increasingly prominent role in all spheres of social activity of society. Therefore, many collectives have been designated in recent years by the term “online communities” (CASTELLS, 2000, p. 16). This confirms the fact that the informatization of society radically changes the traditional forms and methods of activity of traditional social institutions.

The efficiency of subscribers’ information communications also has a significant impact on the activities of social institutions. An important role is played by the specifics of the dissemination of mass information through new information systems, which reach specific objects of its influence in the shortest possible time. The practice of modern social development shows that the processes of life activity of society with all its social institutions are accelerated due to information technologies, which corresponds to the new social needs of man and humanity. The increased information resources naturally form new needs in the broad strata of the population, which acts as the main incentive for the development of social institutions.

Transformations taking place under the onslaught of widespread digitalization make changes in the usual way of life (AYSNER; NAUMOV, 2021). Currently, Russia is undergoing the process of transition to the digital economy in various spheres and areas (KURBATOVA; AISNER; NAUMKINA, 2019). For example, the development of modern society is unthinkable without the development of education (AYSNER; TRASHKOVA, 2017). The country’s economy, its civilization, and the cultural level of society are based on this concept. Education as a social institution can be represented as a system of a certain kind and in a specific way organized, managed and interconnected social structures (institutions, organizations, associations) and individuals that ensure that people and public institutions meet their educational needs and interests. Successful professional (TERESHONOK; AISNER; BERSHADSKAYA, 2015), as well as any other activity, is impossible in the 21st century without the productive use of innovations and the latest technologies (KURBATOVA; AISNER; NAUMOV, 2020).

The priority project in the field of education “Modern digital educational environment in the Russian Federation” was approved by the Government of the Russian Federation on





October 25, 2016, as part of the implementation of the state program “Development of Education” (RUSSIA, 2017). The implementation of this project will allow ensuring the wide dissemination of knowledge and information through their transformation into digital educational products (AISNER, 2019; AYSNER; NAUMOV, 2020), using online learning and creating favorable conditions for scientific communication, training and creativity throughout life (AYSNER; BERSHADSKAYA; BOGDAN, 2015) in convenient forms, and in a convenient time (AYSNER, KURBATOVA, 2019).

The expansion of the functional space of the activities of social institutions is also due to the contradictory trends characteristic of the information society period. A modern person is almost constantly in certain social networks, significantly increasing their communication capabilities and in psychological terms should not feel more isolated from the human community. Every person has a real opportunity to quickly get the necessary information concerning most of the significant events of our time taking place in all parts of our planet. Any person in society, being constantly included in the global information space, feels participation in all world events. A person of the information society is not able to perform a significant part of the functions without constant information support, and information technologies are regularly updated. Since a modern person has access to updated information resources, they form a special psychological sense of their involvement in the leading events taking place, including outside of their social environment. On the other hand, globalization of the information sphere of society entails quite noticeable consequences in all spheres of human existence, which leads to the alienation of not only a person from society but also increases the contradictions between individuals.

An important consequence of the introduction of the latest information technologies is also the specifics of the activities of social institutions, due to the increasing computer orientation of the entire social culture. Such technologies, as well as computer science tools that implement them, acquire the features of a new culture of society, which becomes an integral part of the interaction between various participants in all social processes, which gives reason to call this period in the history of mankind the era of information culture (KINELEV, 2007).

In recent decades, there has been an important awareness of the close relationship between the state of the information space of society and the possibilities of achieving the leading goals and interests of not only a person but also the state and society. That is why most countries of the world, including Russia, have realized the need to develop and adopt





their national doctrines in the field of information security, which has become the basis of their state policy in this area (KOLIN, 1996).

An important feature that largely determines the specifics of the activities of social institutions in the information society is since the secular power in the life of Russia has always been a weaker link compared to the spiritual power. The problem is also aggravated by the fact that the chaotic formation of the electronic social space is gradually becoming an integral part of the life of society. Such a situation provokes a break in the traditional ties of the main subjects actively involved in the development of society, and modern media resources, represented mainly by the media, in the conditions of the information society are aimed at forming a consumer type of personality. As a result of such a policy, the ideological vector of the modern media is formed as a leading one, excluding an alternative point of view. In particular, a noticeable decrease in the ethical level of historical information leads to the destruction of cultural and moral standards of behavior, which is largely due to the commercialization of media. The current situation with increasingly chaotic information flows suggests a more attentive attitude to the media space that is being formed, which implies appropriate control both from the state and from the relevant social institutions (AVDEEVA, 2015, p. 88).

Final considerations

The preservation of social integrity and sociocultural identity is closely connected with the problem of the correlation of basic values, the carriers of which can be represented at the level of any social institution. The new functional orientation of social institutions determines the features of all manifestations of their activities in the information society. Gradually, the issue of the need to preserve those axiological attitudes that can overcome the growing alienation between different social groups becomes a priority. The last decades have shown that the forcible imposition of alien forms of governance of society cannot become the basis of new world order, because ignoring the traditional forms of existence of a particular society puts it on a dangerous edge, beyond which the loss of sociocultural identity is possible.

The peoples of Russia have always strived for harmonious world order, so today there is a chance not only to save their sovereignty but also to give an example to other peoples how to preserve their identity and sovereignty in a chaotic information space. The preservation and development of national culture through modern information technologies will naturally contribute to this process. However, “the underestimation of both cultural



diversity and the civilizational unity of the world community continues to be the dominant line of behavior of the largest states of the modern world” (CHUMAKOV, 2018, p. 33, our translation).

Thus, social institutions can act as the basis of modern society and harmoniously integrate into management mechanisms if the latest information technologies will perform a creative, not destructive role and contribute to a harmonious combination of traditional and modern forms of society management.

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