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INFORMATION REALITY IN THE CONTEXT OF THE HISTORICAL DEVELOPMENT OF THE RUSSIAN FEDERATION IN THE SECOND HALF OF THE 20th – EARLY 21st CENTURY: DYNAMICS AND FOCUS

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The article is devoted to the analysis of specificity of information reality formation in the Russian Federation. The relevance of the appeal to the study of the construction of updated social reality is due to the fact that the specificity of its formation is determined by the transitive state of society itself and the dynamics of social processes. The synergistic approach to the analysis of the essence of the phenomenon of information reality is proposed. The purpose of the study is to analyze the construction of information reality as "social bifurcation," a turning point in the history of Russia. The model of social bifurcation of the Russian sociocultural space, expressed in the development and formation of the information society, based on a set of historical events, fundamental changes in various branches of public life, is proposed. It is noted that during the formation of the updated social reality, various social and economic relations underwent transformation. The key characteristic of updated reality is technology that replaces human activity. However, not only has technological progress become a defining element in constructing the reality of the information society. The author draws attention to the fact that in the countries of the Black Sea region, united by the common cultural history, political and trade and economic ties, this was made possible due to the penetration and entrenchment of the Western European value orientations, lifestyle and the way of perception of the outside world of the information society.

Key words: information reality, digital tribe, digital society, globalization, social bifurcation.

[С.С. Зубарева Информационная реальность в контексте исторического развития Российской Федерации во второй половине XX – начале XXI века: динамика и направленность]

Статья посвящена анализу специфики формирования информационной реальности в Российской Федерации. Актуальность обращения к исследованию конструирования обновлённой социальной реальности обусловлена тем, что специфика её формирования определяется транзитивным состоянием самого общества и динамикой социальных процессов. Предлагается синергетический подход к анализу сущности феномена информационной реальности. Целью исследования является анализ конструирования информационной реальности как «социальной бифуркации», переломного момента в истории России. Предложена модель социальной бифуркации российского социокультурного пространства, выраженная в развитии и становлении информационного общества, базирующаяся на совокупности исторических событий, коренных изменениях в различных отраслях общественной жизни. Отмечается, что в период формирования обновлённой социальной реальности трансформации подверглись различные социальные и экономические отношения. Ключевой характеристикой обновлённой реальности является технология, замещающая человеческую деятельность. Однако не только технологический прогресс стал определяющим элементом в конструировании реальности информационного общества. Автор обращает внимание на то, что в странах Причерноморья, объединённых общей культурной историей, политическими и торгово-экономическими связями, это стало возможным благодаря проникновению и укоренению западноевропейских ценностных ориентаций, стиля жизни и способа восприятия окружающего мира информационного общества.

Ключевые слова: информационная реальность, цифровое поколение, цифровое общество, глобализация, социальная бифуркация.

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Introduction

The current sociocultural situation in the Russian Federation is determined by the intensive and rapid development of information reality. It was the construction of a new reality

from the end of the 20th – beginning of the 21st centuries that became a turning point in recent history. The formation of an updated type of social reality contributed not only to the technological, but also to the semantic transformation of the content of the social system. The key difference in the new social system was that information now permeates all spheres of public life and becomes an integral part of them, a property that unites them, and a quality that gives them an exceptional position in history. Information reality has become the social context that determines our social reality and the place of socialization of young and future generations.

In connection with rapid global socio-cultural transformations, in our opinion, it is necessary to approach the analysis of the essence of the phenomenon of information reality from the point of view of a synergistic approach.

Followers of this direction used synergy methods in economics, medicine, psychology, pedagogy, linguistics, history and art science, and, of course, in the philosophical sciences. In particular, information revolutions, social integration, and the education system are considered as bifurcations in the development of social systems. The concept of I. Prigozhin, I. Stengers about self-organization in nonequilibrium systems gained development in the works of E. Rezhabek, N. Moiseyev, who applied its provisions to society, community, the state. V. Bransky, Yu. Lotman considered the social system, which is in an unstable state, as "social bifurcation." The works of V. Shevlovkov, K. Unezhev and other philosophers who also turn to the concept of "social bifurcation" for the study of modern social processes related to global social entropy, are devoted to the development of modern Russian society in the bifurcation dimension [2, p. 57]. As a continuation of the scientific tradition, let's consider the process of development and formation of the reality of the information society in the Russian Federation as a modern social bifurcation, understood in the interpretation of V. Bransky as a social crisis associated with revolutionary situations, in which the social system is in an unstable state, fraught with revolution.

The change of traditional dominants in the axiosphere is a powerful fluctuation that changed the entire system of society

From a synergistic point of view, the axiosphere of Russian society, under the influence of modern globalization processes, has moved from a relatively stable to an unstable state of dissipation under the influence of a change in value dominants. The upper (world) layer of human culture, in the interpretation of Yu. Ten, which is a system of ideas, ideals, knowledge, norms and values, which are accepted by most countries of the world, was transformed [6, p. 57]. In the process of globalization and under the significant influence of the Western European trends, "European values," artificially created attitudes that represent a symbiosis of the values of Catholicism and the concepts of ideological and political movements that determine the spiritual and moral state of modern Russian society, penetrate the Russian axiosphere as new social values. The sociocultural space was filled with new values and meanings, as well as with educational, professional and creative opportunities, in which the network principles of communication and personalization acquired the fundamental importance. On the one hand, freedom of self-expression in virtual reality creates a sense of inclusion for everyone. On the other hand, the lack of ethical norms and rules of interaction in the process of information communication generates chaos not only within the virtual space, but also outside.

The state has a policy of building a digital society, which is regulated in the program "Digital Economy of the Russian Federation." Under such conditions, the informatization of the cultural space exacerbates social relations in society. Information technologies are factors in the formation of new information and communication cultural practices that change the ethical principles and foundations of socio-cultural interaction, in the aggregate, this makes qualitative changes in the characteristics of the developing society. Adapting to a new social reality mediated by digital technologies requires quality training determined by digital literacy. This, in turn, provokes the risk of digital inequality, a social divide both between entire generations and between urban and rural populations, amid the accessibility/inaccessibility of digital devices.

When trying to create a digital society and a digital environment, the boundaries of state control expand, the personal space of a person narrows, the supremacy of information and digital technologies and, in particular, artificial intelligence, becomes more and more real. Ethnocultural integration, virtual reality and IT technologies greatly influenced the specific types of thinking and the system of social values of modern youth [8, p. 961]. In the axiosphere of information reality, such values as innovation, sustainability, openness and accessibility, responsibility, security are firmly rooted.

The change of traditional dominants in the axiosphere of society during the formation of information reality has become perhaps the most powerful fluctuation that changed the entire system.

Personalized individualism is a new deep foundation of the social system

The next fluctuation in the axiosphere of the transition period touched the essential, deep foundations of the social system. Today's values in Russian society clearly demonstrate the relations of individuals with the external environment, features and characteristics of mass consciousness, regulating the sphere of activity and participating in the process of goal-setting. It was at that time that personalized individualism, combined with inclusion, with elements of egocentrism, cynicism and consumerism, came to the place of individualism. At the same time, inclusion extends to each individual, regardless of his gender identity, sexual self-identification, subcultural affiliation and physical characteristics. It is also noted that the change in the way of communication spreads from the virtual world to the real very quickly. Information reality has combined attention to such things as ecology, culture of production and service. In accordance with the traditions of the information society, inventions, ideas and creativity began to be made easily accessible for the general public. In this sense, any innovation within the values of the technological age becomes really open.

Thus, there is a certain internal connection of elements of socio-cultural global space, carried out through small influences, fluctuations that allow you to see the connection of diverse levels of existence, especially in the environment capable with non-linear positive feedback to strengthen them, as in the case of the digital revolution and its consequences.

Attractors of the 21st century

Random fluctuations at the moment of transition of the relatively stable structure to the unstable state, according to V. Styopin, have formed the attractors leading the system to the new state, opening up the possibilities (probabilities) of its other states [5, p. 8]. Such attractors in the 21st century are science and technology, population policies, environmental control of business corporations, international partnership, the education system, legislation, information ethics, dissemination of sustainable development values [1, p. 130]. At the moment of convergence with society and culture, they determined the direction of the development of modern society, reflected in the emergence of such phenomena as the digital economy (digital banking, digital marketing, digital trade), digital government, digital education, digital social media, digital avatars, "internet of things", digital art, cyber-nano-info-bio systems, new objects and processes arising from the use of information and digital technologies, in fact, of information reality elements.

This tendency takes place fully in modern realities. The prerequisites for its emergence were observed in the last quarter of the 20th century, during the invention of a personal computer and the global Internet that unites them. The totality of these achievements is also attributed to the attractor of the information society. Such rapid achievements in science became possible due to the symbiosis of scientific and engineering-technological knowledge, competition between the United States and the USSR, the leading world scientific and productive conglomerates. In the 60^s, the "Silicone" Valley arose in the United States, which led to the development of innovative technologies, while the construction of academic centers (the intensification of dogmas) began in the USSR. Today, this tendency continues in the innovative engineering and technical embodiment of progress based on the achieved levels of

microarray nanotechnology, the development of multimedia technologies, the development of mobile phones with GPS, and then iPhone and SDR (software-defined radio). Russian achievements in the algorithmic theory of computer science of A. Kolmogorov, algorithms of convolutional codes of A. Viterbi, recursive processing of data of V. Alexandrov, development of digital telecommunications systems, "intelligent" technologies for processing radar information, together give their results that determine the direction of development of digital technologies, entrepreneurship, global changes, and most importantly, goals, values and meanings of the population on a global scale.

The establishment of the reality of the information society as a turning point in the history of Russia

The next logical step, according to the synergistic approach, is the emergence of the point of possible branching of rays and the transition of the system to the new qualitative state [4, p. 111]. Initially, there is a spontaneous transformation of one of the fluctuations into an attractor, "which, based on long-term correlations, can organize a system, providing cooperation between elements" [3, p. 24]. We consider the intensity of information exchange as this key element. Fluctuation is expressed in this case in the value relation to communication, and an attractor is expressed in way and speed of its receiving that causes emergence and development of such technologies as mobile communication of the 5th and 6th generation, 5G and 6G. This confirms the earlier thesis that today, technology that provides access to information comes to the fore, that is, the main intensive factor in the development of the information society is not the information itself, but its download speed, so that it remains rapid, relevant and timely in rapidly changing social reality. This tendency is determined by the temporality of our existence, in which time is fast-paced and the events change rapidly. For many researchers, this raises concerns about the future of mankind. Thus, P. Virilio, a representative of critical techno-determinism, argues that due to the technological development there is a decrease in empirical experience and a crisis of representation of reality [7, p. 87].

In these conditions, which create a revolutionary situation, a social crisis arises, in which society, considered as a social system, is in an unstable state, fraught with revolution, that is, the point of social bifurcation comes.

Social bifurcation is a process of development and formation of the information society in the Russian Federation, caused by the trends of digital globalization; it is a process which followed the 4th scientific and technical revolution and the 5th information revolution, which, in turn, contributed to the penetration of digital technologies into industrial production and social relations, it replaces print culture and outlines the horizons of artificial life.

In many ways, the further development of the information society depends on the dissipative elements that make up its composition and exist only due to the form of exchange with the environment, substance, energy, information. They occur in the system after passing the bifurcation point and do not allow it to be returned to its original state. Dissipative structures can be characterized as substantially non-stationary, pulsating, complicating and retrogressive, etc. Hierarchization processes occur in them when the level of orderliness increases. The condition of the occurrence of stationary structures is the presence of connection with the attractor, that is, with a special attracting variety, which, in this case, is represented by a set of opportunities for intensive information exchange through the convergence of science, education and technology with society.

Thus, there is a situation when the system becomes unstable relative to fluctuations and uncertainty regarding its further development arises. The most powerful fluctuation that changed the entire system was the change of traditional dominants in the axiosphere of society and personality during the formation of information reality, which will undoubtedly affect the Russian youth. Random fluctuations at the time of transition of the relatively stable structure to the unstable state have formed the attractors leading the system to the new state. At the same time, when self-organization in open non-linear systems, localized processes arise in the form

of dissipative structures, which are the embodiment of a new order and do not allow returning the system to its original state. For Russian society, this means that, at present, we are in a state of cultural transition, provoked by the influence of the tendencies of digital globalization emanating from Western European countries. It promotes the penetration of not only innovative technologies, but also the Western European value orientations and attitudes, norms and models.

Of course, the proposed model of social bifurcation of the Russian sociocultural space, expressed in the development and formation of the information society, based on a set of historical events, fundamental changes in various branches of public life, is subjective. Nevertheless, it is consistent with the ideas about the development and formation of the information society of domestic and foreign scientists, representatives of various fields of scientific knowledge.

It should also be noted that Russian society, like other open systems, should certainly maintain individual boundaries. On the other hand, development requires dialogue with other civilizations, exchange of information and positive results with other social communities. It is clear that Russian society expects dramatic changes, transformational transformations due to the loss of the "Soviet" structure and the desire of the social system to achieve a new quasi-stable state. V.A. Shevlovkov offers a multiculturalist model as a stable, mono-national, multi-ethnic community. At the same time, in Russian society there is a predominance of such determinants as tribalism (marginality), incompatibility of mentalities, imbalance of economic success, acculturation and reflexivity (G. Soros), which, of course, affects social stratification and differentiation of social groups in our country.

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