



## **THEORETICAL AND METHODOLOGICAL ISSUES OF FORMING INFORMATION CULTURE IN SOCIETY**

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### **Abstract**

This article analyzes the theoretical and methodological foundations of forming information culture in the modern information society. In the context of the rapid growth of information flows, the importance of developing individuals' skills in working with information, fostering critical thinking, and enhancing media literacy is highlighted. In addition, pedagogical and social approaches aimed at developing information culture are scientifically analyzed.

**Keywords:** Information culture, information society, media literacy, critical thinking, information security, methodology.

### **Introduction**

In the 21st century, the rapid development of information and communication technologies has led to the emergence of a new stage in social development known as the information society. In such a society, information becomes one of the most important strategic resources influencing social, economic, political, and cultural processes. The expansion of the Internet, digital technologies, and global communication networks has significantly increased the volume and speed of information exchange. As a result, individuals are constantly exposed to a large flow of information from various sources.

Under these conditions, the formation of information culture in society becomes an important scientific and practical task. Information culture refers to a set of knowledge, skills, and values that enable individuals to effectively search for, analyze, evaluate, and use information. It also includes the ability to distinguish



reliable information from false or manipulative content and to use information ethically and responsibly.

The rapid growth of information flows in the modern world has created new opportunities for education, communication, and social development. At the same time, it has also generated a number of challenges such as misinformation, information manipulation, and threats to information security. Therefore, developing critical thinking skills, improving media literacy, and fostering responsible attitudes toward information have become essential components of modern education and social development.

In this context, the theoretical and methodological study of the formation of information culture is of particular importance. Understanding the conceptual foundations, social factors, and pedagogical approaches that influence the development of information culture allows researchers and educators to design effective strategies for preparing individuals to live and work in the modern information environment.

## **2. RESEARCH METHODOLOGY**

This study is based on a qualitative and analytical research approach aimed at examining the theoretical and methodological aspects of forming information culture in society. The research relies on the analysis of scientific literature, philosophical and pedagogical concepts, and modern approaches related to information culture, media literacy, and the development of the information society.

In the process of the research, several scientific methods were applied. The analysis and synthesis method was used to study the existing theoretical views on information culture and to generalize scientific ideas related to this concept. The comparative method allowed the comparison of different theoretical approaches and interpretations in the works of scholars studying information society and media literacy. In addition, the systemic approach was applied to examine information culture as a complex social phenomenon that includes cognitive, ethical, and technological components.

The study also employed logical analysis and generalization, which made it possible to identify the main factors influencing the formation of information culture and to determine its methodological foundations. These research methods



helped to comprehensively analyze the role of education, media literacy, and critical thinking in developing information culture in modern society.

### **3. ANALYSIS OF LITERATURE ON THE SUBJECT**

The issue of forming information culture in society has been widely studied in modern scientific research, particularly within the fields of philosophy, sociology, pedagogy, and information science. With the rapid development of information and communication technologies, scholars have increasingly focused on the role of information culture in shaping individuals' intellectual development, critical thinking, and ability to work effectively with information.

Many researchers consider information culture as an essential component of the information society. Scholars emphasize that information culture includes not only the ability to search and process information but also the skills of evaluating information critically and using it responsibly. In this regard, the concept of media literacy has become closely connected with the development of information culture. Researchers argue that media literacy enables individuals to understand the nature of media messages, identify misinformation, and resist manipulative information influences.

A number of studies also highlight the pedagogical aspects of developing information culture. According to many scholars, the education system plays a crucial role in fostering students' information competence, media awareness, and analytical thinking. Educational institutions are increasingly incorporating digital technologies, media education, and innovative teaching methods to improve students' ability to navigate the complex information environment.

In addition, contemporary research emphasizes the importance of information security and ethical responsibility in the process of working with information. The development of digital technologies and social media has created new challenges related to the spread of false information, cyber threats, and manipulation of public opinion. Therefore, researchers stress that the formation of information culture should include not only technical and cognitive skills but also ethical and legal awareness.

Overall, the analysis of scientific literature shows that information culture is a multidimensional phenomenon that integrates technological competence, critical thinking, media literacy, and ethical responsibility. The study of its theoretical and



methodological foundations remains an important task in understanding the development of modern information society and preparing individuals to function effectively in the digital environment.

Today, the mass media, television, cinema, theater, all types of art, cultural exchanges, any information transmitted via the Internet, to some extent influence a person, forcing him to change his worldview. The main goal of applying the above concepts and conducting media education, media literacy, media criticism and media studies today is to understand the process of creating, distributing and evaluating information, to understand the essence of information distributed for commercial, economic, spiritual and cultural, political purposes.

It is worth noting that there are two scientific schools that interpret the relationship between these two interrelated areas differently - media literacy and information literacy. Representatives of one school see information literacy as a broader field of study, of which media literacy is an integral part, from the point of view of the other school, information literacy is only a component of media literacy, which is considered a broader field. However, an international group of experts convened by UNESCO noted not only differences but also points of contact between the media and other information services.

## **CONCLUSIONS AND SUGGESTIONS**

The conducted research shows that the formation of information culture in modern society is an important factor in the development of the information society and the intellectual potential of individuals. In the context of rapidly increasing information flows and the expansion of digital technologies, the ability to search, analyze, evaluate, and effectively use information becomes one of the key competencies of modern individuals.

The study has revealed that information culture is a complex and multidimensional phenomenon that includes not only technological skills but also critical thinking, media literacy, ethical responsibility, and information security awareness. The formation of information culture requires a systematic approach that integrates educational, social, and technological factors.

The research also indicates that educational institutions play a crucial role in developing information culture among young people. The introduction of media education, digital literacy programs, and innovative teaching methods contributes



to improving students' ability to critically evaluate information and resist misinformation and manipulative influences.

Based on the results of the research, several suggestions can be proposed. First, it is necessary to strengthen media education and digital literacy programs at all levels of the education system. Second, educational institutions should actively integrate modern information technologies and interactive teaching methods into the learning process. Third, it is important to promote critical thinking and responsible attitudes toward information among students and the wider public. Finally, cooperation between educational institutions, media organizations, and social institutions should be enhanced to create an effective environment for the development of information culture in society.

In conclusion, the formation of information culture is a continuous and dynamic process that requires coordinated efforts from the education system, society, and state institutions in order to ensure the effective use of information resources and the sustainable development of the information society.

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