PRACTICAL ASPECTS OF DEVELOPMENT OF CULTURE IN THE DIGITAL ECONOMY

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Abstract: The influence of digital technologies in the modern world, deep in all spheres of life shows. The internet, mobile devices, social networks and other digital platforms plays a central role in the formation of human activity and cultural life. Digital life — not only this process, but the communication between people, creativity and is regarded as a new form of sharing knowledge.

Keywords: culture, communication, creative activities, digital media, online resources, virtual platforms.

The concept of traditional culture in the context of society, spiritual and aesthetic values, traditions and knowledge is included. Through this new platform allows the formation while the values in the digital environment. In the meantime, the life history of digital culture and the traditional form of the retention, expansion and creates the possibility of renewal.

Modern research that showsthe digital environment in the formation of people's daily habits, culture, communication, and creative activities and a radical change in the methods of obtaining knowledge are. Online resources, virtual platforms and new digital media tools have been adopted young people and adults through cultural practices, global and local cultural processes have been active.

The purpose of this article — life practical aspects of the analysis of the development of digital culture in modern technology and the effects of cultural processes show and in this process of social, psychological and pedagogical aspects of the study. The actual research results, that is, digital technologies have become an integral part of our lives and cultural processes are required to develop practical recommendations for efficient organization.

In today's era numbering insoniyathayotitobora stick, can rapidly penetrate all areas of business information kommunikatsiyatexnologiyalarining to hodisasisodir bo'layotganliginiko'rish. The flow of information and a severe every seconds, the level of coverage and boosts are his whole world. The effects of the digital environment as a result of the development of the person and in the properties change, and many times look at your country requires a new approach. Current period of our world leading countries of the "Fourth industrial revolution", the "smart economy", the "innovation economy"is characterized by the transition. Pandemiya further sped up the process of digitization.Economic growth of information technology in the literal sense of "a driver to become a"has been[1]. Consumer information needs to be in high demand today, and indeed increases significantly.Become an active participant in all age categories is a testament to the fact that this process is clear.I can say that is the reason many new problems to work on such activity.In particular,the skills of not enough information to work with, the lack of attention as cultural information, such as the increase of digital dependence and lack of standards in this example is a number of reasons.It is known as the future prosperity and striving to be sustainable development of our planet who live life to the younger generation of new ideas and the creative spirit which made efforts in a high power is incomparable.The united nations Youth strategy, as noted, young people "in the image of the incarnation of the most important resources is the most valuable and if I find her,how much of each will be back several times this investment increases because it is worth investing"[2]. Future work in this research, the formation of generations of young people who are our

owners harmonious how you can find the solution to the problems listed above, the word has stuck.All of us of a certain age educationand training are viewed as aspects which require specific attention in each period. Qaysiki serious issues facing this country as a factor in the case ofhis future are observed to be stable. A comprehensive knowledge,with the potential of young people is a huge treasure in the way of the prosperity of the country. Comparisons persist in such a way in the family while a stable environment in educational institutions, attention and responsibility hamdakeng held a public place. The process did not know the limits of education is considered.Every person, in every place ko'rishiva olishitabiiy.Therefore, in the education of youth from the effects of the external environment, many have increased significantly.Tizimlilik in the process of which requires education, foreign education to the environment, a growing trend is observed. The global information network of resources in the younger generation as a result of the analysis of the effects of the lifestyle of the formation of fikrkelib so out of them, the most popular in the present day it has become sanalganinternet of social relations specific to the environment. Tadqiqotlamingko'rsatishicha in the area of information literacy, and technological skills in young adults compared to it's better formed. This technical news from childhood youth holatzamonaviy be acquainted with them, for personal or social purposes for collecting information, processing and transmission associated with the use of it. Nevertheless, the accuracy and reliability of the facts baholashidama'lum challenges young people face comes[3]. That also stand on the basis of knowledge of the human intellect that changed the world the simple truth.Human knowledge, educationand training gets through. For this reason,it (science) to find ways to achieve education for service providers to develop mechanisms to aspiration-has been an integral part of the history of mankind [4].

Digital culture — this digital technology and the internet through the platform of the term form, and society, cultural values, traditions and cultural processes that includes creative activities of the system. Intertwined with traditional culture, it ishis plays a central role in the formation of information and communication technologies.

Global collaboration – people are connected with the whole world via the internet, is the exchange of experience between different cultures.

The interactive information users not only the receiver but also will take an active part in the content creation process.

Personalize – the personal desires of users of digital platforms and offers appropriate behavioral cultural resources.

Time and space restrictions, the lack of cultural processes in the online environment at any place and time is performed.

Quick update and variability – is quickly updated digital content, new formats and platforms appear regularly.

Digital technologies have radically changed the cultural life of human. Computer programs, mobile applications, virtual reality (vr), artificial intelligence (ai) and other technologies to not only information, but also lead to a new phase of creative activity out.

Komunikatsiya tools, in particular social networks, blogs, forums and interactive videoplatformalar ensures the formation of culture. For example, in social networks works of art, music and cultural events will be delivered to a wide audience, while users share them, write reviews and will create a new project.

Internet and global processes in the formation of cultural digital media platform serving. Their role is manifested in the following aspects is:

Quick delivery and information – news, scientific articles, works of art and historical materials will be delivered quickly and to a wide audience.

Cultural integration – various countries, and the cultures of the peoples that are near to each other, intensify the effects of the interaction.

Creative platforms – YouTube, Instagram, TikTok and other platforms stimulate creative activity among young people.

Online communities – users common hobbies-based groups and forums will exchange opinions, their cultural identitetlarini shape.

The practical aspects of digital culture, daily life, education, the arts, communications and consumer information seems to be accurate. Digital platforms and the formation of human activity in modern society and plays a central role in the development of cultural values.

Digital technologies have radically changed the educational process. Electronic library, online courses, virtual labs, and interactive platforms of knowledge of pupils and students using a quick and effective method.

Online courses (at <url> at edX, Udemy and h.k.) uses global users through knowledge sources.

Electronic books and multimedia materials in the form of visual and audio delivering knowledge, enriches the cultural and scientific data.

Virtual laboratories and are simulyasiya will help develop practical skills, at the same time increases the interest to the scientific and cultural processes.

In the process of education between the age of interactive digital culture, creativity and independent thinking to the development of serves. At the same time, cultural values and also as an effective means of teaching online resources are used.

The digital environment, the arts, and created new forms of creative activities. Virtual galleries, digital music and graphic design of the platform allows us to provide users with a global audience of their own creativity.

Digital art (digital art) and 3d models through the creation of new artistic work in a style students will be able to.

Virtual galleries and tours online will be delivered to a wide audience of cultural heritage, for example, "google art & culture" project.

Music and video platforms (Spotify, YouTube, SoundCloud) creativity works spread to a wide audience, as well as creates an opportunity to unify the various cultural genres.

Digital arts and cultural pluralizmni develop creative platforms, users can get acquainted with different cultures and identitetlarini own creative shape.

Communication is fundamentally different from traditional forms of communication tools in the digital environment. Social networks, forums, and blogs will enrich the cultural experiences of the people.

Social networks (Facebook, Instagram, Telegram) to users to demonstrate their cultural activities and gives you the opportunity to share your experience with other users.

Online communities users, combining cultural and scientific cooperation projects you will develop.

Blogs and video channels (YouTube, TikTok) is an effective tool in the spread and creation of cultural content.

Quick digital culture of consumer information and interactive forms forms. Online news, podcastlar, videos and users will get acquainted with the local culture through global and electronic publications.

Podcastlar and video platforms allows different users to study cultural and scientific topics.

Digital news and blogs serves to take quick cover cultural and social processes.

Multimedia resources of knowledge and enrich the cultural experience, for example the infographic, animated and interactive cards.

Digital platforms historical and cultural heritage plays a big role in presenting to a wide audience and to preserve.

Digital archives of historical documents, works of art and allows you to save ancient sources online.

Virtual museums and excursion creates the opportunity to learn the cultural heritage of users.

Digital restavratsiya and reconstruction of traditional cultural objects in a new format offers.

This section of the practical aspects of digital culture through education, the arts, communications, media and cultural heritage found in the area of form that showed how the trend.

Digital culture not only enriches cultural processes, but also a social person and has a significant impact in psychological life. It's young people, adults and cultural habits of the whole society, communication and information consumption habits are a radical change of methods.

Digital platform have become the main means of formation of cultural habits among the youth. For example:

- Online educational resources for young people and takes knowledge through multimedia platforms, behavioral chooses content to fit their culture.
- Mobile apps and social networks interactive is delivered in the form of visual and cultural habits.
- While professional adults and enriches the cultural aspects of their activities through the means of social communication, will get acquainted with new trends and technologies.

As a result, changes in the habits of human daily life, digital culture, interactive and directs the exchange of operational information.

Digital culture from human information and communication tools with the responsibility requires the use of.

Information security – the protection of users ' personal information and to ensure digital security force.

Etik rules of online social networks to communicate in cultural, dear , and constructive to express thoughts habits are formed.

Responsible for creating content – the quality of the content created by users of culture, on and it is important to be worthy of respect.

Digital ethics and responsibility of the community of sustainable and healthy communication is important in ensuring the development of the cultural environment.

Formation of digital culture and the practical aspects of various projects from development, and global cooperation is manifested through online platforms. In this section , uzbekistan and practical examples will analyze the experience of the world.

Uzbekistan the development of digital culture in recent years on a number of projects has been implemented.

Virtual libraries and digital resources – the "national library" books and online library services to users through digital presenting scientific articles. These young people and will allow wide access to cultural and scientific resources for researchers.

Online cultural events – organized by uzbekistan's cultural institutions, virtual concerts, theatre and gallery tours of the culture of the country is known to a global audience.

Platform education – National and international students through online courses on digital culture and knowledge of modern technology. For Example, The Republic Of Uzbekistan "Edu Upon.uz" platform through online courses.

Experience the world of digital culture in the development of comprehensive and innovative projects is demonstrated.

The google art & culture – the world across in the form of museum exhibits art works and digital tvs. This project allows users to get acquainted with the cultural heritage globally.

UNESCO and digital heritage project of digitization of cultural and historical objects and saves them through popular around the world.

Virtual festivals and concerts – COVID-19 pandemiyasi virtual music festival theatre and in the period of the contours was delivered to a wide audience, this has the practical ability of digital culture.

Online communities occurs through digital culture. Users from different countries will exchange views with each other, is involved in cultural projects and creative cooperates.

Reddit, Discord, Facebook groups – different interest and cultural links users to combine.

YouTube and TikTok users own the creation of cultural content, is spread to a global audience.

Online hackathon and digital projects of the festival – the user develop creative and innovative thinking, allows you to test the new cultural format.

Practical experience shows thatdigital culture is effective in the formation of the following ways:

Cultural heritage and scientific resources to deliver to a wide audience.

Young people and encourage interactive and creative activities among adults.

The integration between different cultures and the development of global communications.

Digital ethics and responsibility-formation content creation abilities.

This is not only practical aspects of digital culture in uzbekistan, but the world's experience showed through.

Digital life have become an integral part of the development of culture in modern society. The results of the research it showsthat digital cultural habits of the people of platforms and technologies, creative activities and information consumption habits changed radically.

Education in the field of digital culture the process of getting the knowledge of interactive, visual and multimedia based organizes, and abilities you will develop the independent thinking and creativity at young adults.

Art and creativity in the field of digital platform allows the creation of different cultural experiences to enrich and out to a global audience.

Communications and public relations is one of the main means of digital culture, connecting with the global community of users, you will develop cultural pluralizmni.

Information and media consumption of users through quick, transparent and interactive cultural and scientific information in a way that will be able to.

Digital ethics and responsibility is important because digital culture and communication users create content takes responsibility for the formation of healthy in.

The use of digital resources in education – interactive courses, virtual laboratories, and the expansion of the digital library.

Art and culture to promote digital platform – virtual galleries, concert and festival development of the project online.

Social and cultural support community – online forums, blogs and media platforms through the development of cultural communication.

Digital ethics and the formation of responsibility – to-user information security, and the organization of training seminars on creating content responsible etik communication.

The study of digital culture on continue research into new technology platforms and constant analysis of the effects of cultural processes.

As a result, digital life and culture strengthen one another, human, social, psychological and cultural development serves. In this process, scientific and practical work is a combination of the development of the effective use of the digital platform and cultural values is important.

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