CYBER-ETHNICITY AND DIGITAL CULTURE

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DIGITAL CULTURE AS A SUBJECT
OF MODERN CULTURAL STUDIES

The perception of science is currently undergoing changes. Post-academic science is replacing academic science as a system of fundamental scientific knowledge regulated by social scientific institutions and relations, aimed at obtaining the truth. It is mainly concerned not by theoretical issues, but by practical knowledge, which is widely and quickly implemented in all spheres of activity. There are certain contradictions between these two ethos of science, giving rise to a whole range of problems, including the commercialization of scientific research and its results, the loss of ethical standards of a scientist's work, disregard for the criteria of scientific knowledge and for strict, scientifically proven methodology of scientific research, etc. As a result, today the implementation of technologies and scientific solutions surpasses their theoretical understanding. This, in turn, leads to a violation of the balance in the relationship between man and the universe. One of the most important elements of human-universe interaction is digital culture. Today it is studied by a range of scientific disciplines: natural, humanitarian, technical and social sciences. Various approaches and methods bear numerous definitions of digital culture, which cannot always be reduced to a single understanding and interpretation. This affects the quality of the results obtained, leads to the metaphorization of concepts and often to their semantic distortion. In this work, the author attempts to study the multifaceted phenomenon of digital culture as a subject of modern scientific knowledge, based on the fundamental knowledge of academic science, which includes three main levels: anthropological, social and civilizational.

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