

have the right to publish only those news of a socio-political nature that have already appeared in the state media, social networks themselves also strive for “self-cleaning”.

Reference

1. К вопросу о подлинности интернета: сколько в сети фейков и роботов [Электронный ресурс]. — Режим доступа: https://www.hwp.ru/articles/K_voprosu_o_podlinnosti_interneta_skolko_v_seti_feykov_i_robotov_150557/. — Дата доступа: 25.10.2019.

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CULTURAL LIFE OF THE CITY: THE DIALECTICS OF GLOBAL AND LOCAL

КУЛЬТУРНАЯ ЖИЗНЬ ГОРОДА: ДИАЛЕКТИКА ГЛОБАЛЬНОГО И ЛОКАЛЬНОГО

Today we can see a paradigm shift in the development of the city: “an office city”, “a machine city” and “an industrial city” are changing into “a cultural city”, “a city for life”, “a city that promotes a healthy city”. The combination of such approaches as “a city as an innovative project” and a city — is “a center of culture” acquires a new meaning. The city of the future will be characterized as a place, that promotes the implementation of innovative initiatives with participation of as many people as possible, as a place, where they approach social and economic problems in a new way, a place of collective creativity of the inhabitants, who are the representatives of different cultural and social backgrounds [1, p. 376].

The aim of the study is the analysis of the impact of the modern globalized world on new opportunities for urban development. Metropolitan areas are considered to be the most innovative centers where technological and scientific progress, economic, social and cultural developments are concentrated. By the innovation we mean the activities of people and organizations to change themselves and the environment

through the introduction of new processes, products, behavior. Nowadays cities are under the strongest pressure of increasing cultural diversity and social heterogeneity. Cities perform a socio-cultural function, proving that they are the cultural heritage sites of the peoples, who are living in them. Traditions, attitudes, and norms of behavior that regulate the behavior of social subjects are formed in cities. Thanks for this function the creative activity of individuals as well as their identification are realized. One of the most important conditions for the permanent urban development is the introduction of innovations. The innovative cities seek to link the innovative issues in the economy with the sustainability and governance issues at different levels of the city's energy system, in combination with the comprehensive basic urban planning programs [1, p. 378].

In order to outline the cultural potential of cities, it must be remembered that historical or cultural monuments of world or national importance are concentrated in cities. It is necessary to implement projects in the field of digitization of tourist and cultural spaces of the city, including navigation system, mobile Internet for tourists and personalized online services, and an updating of the websites of museums with the possibility of virtual tours of them. Museums and cultural centers around the world often use virtual reality technology.

Results of the research: current and future trends in the cultural life of the city: Glocalization (simultaneous processes of a globalization and localization of a culture). This tendency can be defined as the desire of providing an opportunity for every culture to implement its “peculiarities” in the multicultural world. It is a process of interaction of a global and local influence at the same time on all systems, and in particular on a culture; Integration is a blurring of borders, a universality of cultural norms and standards; a technological support for culture. Nowadays the culture is inseparable from the technological aspects of social development.

Reference

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