



SYSTEM OF FORMATION OF DEVELOPMENT OF DIGITAL CULTURE IN EDUCATION

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Annotation

The article discusses one of the approaches to the development and substantiation of a model for the formation and development of the digital culture of a university. The content, structure and functions of the phenomenon of “digital culture of a university” as the basis for creating a system for training specialists in the field of digital economy are revealed.

Keyword: model, digitalization, digital culture, digital technologies, information and educational environment of the university.

Аннотация

В статье рассматривается один из подходов к разработке и обоснованию модели формирования и развития цифровой культуры вуза. Раскрывается содержание, структура и функции феномена «цифровая культура вуза» как основы создания системы подготовки специалистов в сфере цифровой экономики.

Ключевые слова: модель, цифровизация, цифровая культура, цифровые технологии, информационно-образовательная среда вуза.

Decree of the President of the Republic of Uzbekistan on the "Uzbekistan-2030" strategy of September 11, 2023 No. PF-158 and the "Concept for the development of the higher education system of the Republic of Uzbekistan until 2030" and "Digital Uzbekistan-2030" strategies aimed at solving the tasks of ensuring the rapid introduction of digital technologies into the economy and social sphere. The importance of skills and competencies in the field of using digital technologies for pain is great when creating an innovative approach to educating a new generation that is ready to learn the basis of the educational process throughout its life and is capable of creating innovations.

Digital technologies affect not only everyday life, but also all aspects of human existence - culture, security, personality [1]. Digital technologies have become an important component and integral part of the life and activity of a modern specialist, which requires the acquisition of digital culture skills, and the need for each specialist





to have the appropriate competencies. It is increasingly important to be aware of the impact of digital technologies on people as human beings, as well as their social consequences. The analysis of a number of scientific sources showed that the questions became the object of a number of studies aimed at studying various aspects of digital transformation of the educational system. In a number of works[2], the authors analyze the essence of the term "digitization" and note its role in the historical development of society. The authors of this study found that digitization can be viewed from different perspectives. On the one hand, this is not just a transfer of information to a "number", but a "new paradigm of thinking, communicating, interacting with each other". On the other hand, nature is a new stage in the development of society, which leads to an increase in the quality of life of the population and is a tool for the development of business processes and a comprehensive solution to infrastructural, management, behavioral and cultural problems. If we look at the articles of M.V. Maslakova [3], T.F. Kuznetsova [4], E.E. Elkina [5] dedicated to the problem of digital culture, they show methodological approaches and trends in the development of the studied phenomenon, the role of information culture in the educational process of the university and place is discussed. Dubovoy, Yu. V. Ulenko "a set of information worldviews is a system of knowledge and skills that ensures satisfaction of individual information needs using ICT" [6, p. 7]. For our study, the studies conducted by the authors of the works [7-12] are of interest, they rightly point out that the digitalization of education involves all its subjects in the digital educational environment, including tools and services, information systems, digital devices are not possible without input into the sources. At the same time, a digital educational environment will be created and developed to ensure the operation of educational institutions, to solve the problems that arise during the preparation and implementation of the entire educational process. In addition, digitization of education is an important stage in the process of changing the modern education system, which requires management of the university's business functions based on modern information and communication technologies. If we talk about the digitization of education, it is necessary to ensure the consistency of all elements of the educational process support system:

- State educational standards;
- educational programs and curricula;
- educational and methodological systems;
- training and retraining systems;
- educational evaluation systems results, skills and competencies.

An important component of this process is the development of digital competencies of the employees of the educational organization, which is closely related to the digital





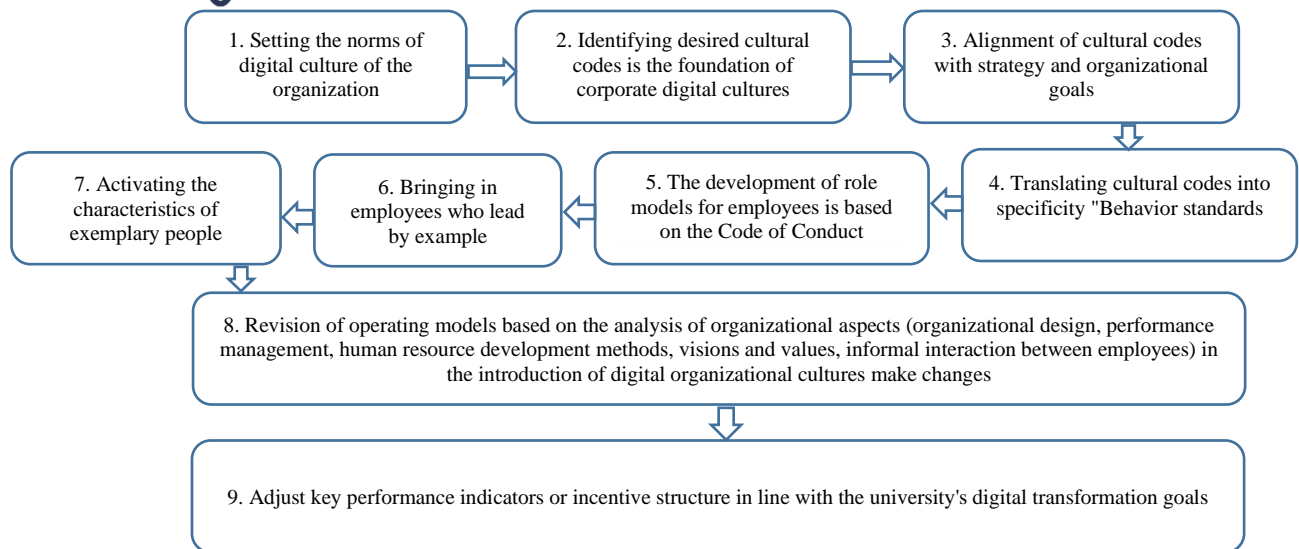
culture. At the same time, corporate culture and infrastructure of information and communication technologies should support and simplify the main activities of the educational institution.

Taking into account the above, we came to the need to introduce the concept of "corporate digital culture", which is the most important factor of the success of the digital transformation of education, into scientific circulation. It is the corporate digital culture - openness, how the higher education institution supports the development of digital competences among its employees and students, the internal and external communication style and the approach to issues such as digital security and well-being, innovation, etc. indicates that it will determine.

The corporate digital culture of an educational organization represents how the educational organization supports the development of its core strategies, administrative structures and processes, including strategic planning, quality improvement and asset management, as well as cultural characteristics - in which leadership, management, The digital skills of their employees and students through the transition to innovative technologies, the active participation of students and employees, the organization should form a unique model of corporate digital culture. Let's present evidence confirming the need to justify the model of formation and implementation of corporate indicators. The culture of the educational organization:

- one of the main obstacles in the digital transformation of the organization is the shortcomings in the organizational culture. At the same time, it is the digital culture that allows people to achieve results faster, because decisions can be made quickly on the spot, which increases the involvement of employees in the learning process;
- the presence of the digital culture of the organization will attract a new generation of millennial employees who are interested in forms of organization characterized by collaboration, creative environment and sufficient autonomy to make independent decisions in the field of their competences;
- digital corporate culture can become one of the most important competitive advantages, including beliefs, assumptions, values and methods of interaction that contribute to the creation of a favorable social and psychological environment in the organization;
- the digital corporate culture is an evolving paradigm, and every member of the organization becomes part of a common belief and way of life, work and a common understanding of creating value for the organization;
- digital corporate culture does not have a hierarchical management structure. This type of corporate structure allows the organization to be more innovative and flexible,





1- scheme

In the context of increasing competition among educational organizations, it is very important to have a horizontal corporate structure. A horizontal corporate structure allows the organization to create its own DNA, which includes the cultural codes of the new generation, their digital culture. The existence of a horizontal corporate structure in the organization allows to overcome the obstacles caused by various hierarchical problems of traditional management structures.

Ultimately, a digital corporate culture can become a key factor in a university's success, a factor in achieving its complex long-term goals. It seems that digital transformation is not technology, but the flexibility of the educational organization. Therefore, the formation of the digital culture of the university becomes an important factor in the successful digital transformation of education.

Scheme of formation of the organization's corporate digital culture model (Scheme 1). let's imagine that as in

Successful introduction and implementation of corporate digital culture requires solving a number of important issues, among which we note the following:

- creating a digital workplace for teachers and students;
- investing in digital skills of employees;
- formation of a team of leaders and agents of change goods to promote digital culture in the organization;
- new digital formation design should focus on KPI (key performance indicator) behaviors;
- create internal social networks to increase cooperation between lower levels of government;
- development of digital skills of organizational partners;



- cooperation with leading digital education companies and creation of their own online educational programs;
- to combine the digital skills of colleagues through digital work methods and pseudonyms;
- Aligning digital transformation goals with the values and behaviors of the organization's employees.

The implementation of these tasks creates a corporate digital culture of the university, and a well-designed educational environment serves to ensure quality e-learning by creating a collaborative platform that supports an open and transparent educational process. In order to successfully implement corporate digital culture, it is necessary to develop all the competencies of teachers, including personal digital culture.

In conclusion, we emphasize that digital culture is an important component of the professional development of not only university teachers, but also future specialists in various fields of activity. In this regard, it is necessary to develop and introduce into the educational process interdisciplinary programs aimed at training universal specialists who can flexibly respond to the needs of the social sphere, economy and technology. Also, it is necessary to include digital culture competence in educational standards, its implementation will allow to form a socially responsible and competitive specialist. In order to make the process of training future specialists more flexible, we think that it is necessary to develop the technology of measuring it along with the proposed competence.

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