



VIRTUAL REPOSITORIES IN THE SPHERE OF INFORMATIZATION OF CULTURE AND ART

¹Antonina Kosheleva

¹Candidate of Pedagogical Sciences, Associate Professor of the
Department of “Social and Human Sciences”, Uzbekistan State
Institute of Arts and Culture, Tashkent, Uzbekistan
shahnozawork@gmail.com

Abstract:

This article focuses on methods of protecting and preserving information through virtual storage in the field of culture and art. Information development is considered not only as a necessary condition for competitiveness, but also as an important factor in comprehensive development. The established system of education in Uzbekistan is such that the necessity of applying innovative forms and methods along with traditional ones becomes absolutely clear. One of the strategic areas of learning is the global and increasing informatization of society. Information development of the country is considered today not only as a necessary condition for its competitiveness in the world community, but also as an important factor of socio-economic development, effective use of human potential, improving the quality of life of the population and ensuring national security.

Keywords: Culture, art, informatization of society, digital technologies, virtual storage, popularization of culture.

Introduction

President of the Republic of Uzbekistan Shavkat Mirziyoyev rightly notes: “Great history does not disappear without a trace. It is stored and reproduced in the genetic code of the people, in their historical memory and in their deeds. That is where its mighty power lies. Preservation and study, transmission from generation to generation of historical heritage is one of the main priorities of our state»[1, p. 2].

The advent of digital repositories has led to significant changes in the way cultural artifacts are accessed, preserved, and promoted. These platforms provide a centralized infrastructure for storing and managing a variety of digital content such as images, videos, files and 3D models of various cultural heritage sites. [2, p. 182].





Main part

Today world experts distinguish two directions of using electronic technologies in the sphere of informatization of the sphere of art and culture:

1) electronic copies of traditional cultural repositories (electronic museums, libraries, exhibitions, databases, etc.);
2) electronic forms of new cultural objects (computer programs, networks, technologies, digital works of art, etc.) that may eventually become objects of cultural heritage, but are close to the category of intangible heritage in terms of preservation. Current scholars describe the potential applications of the system in virtual learning environments and distributed archival repositories, emphasizing its broad relevance and relevance to a variety of contexts [3, p. 49].

Virtual repository is an important solution for cultural organizations in preserving heritage. Through the use of technology and digital tools, such a repository ensures the safe preservation, display and sharing of cultural materials.

On May 23, 2022, the Ministry of Tourism and Cultural Heritage of Uzbekistan hosted the presentation of the platform of cultural heritage and creativity. The aim of the Cultural Heritage and Creativity Platform is to ensure the protection of cultural and natural heritage and to promote creativity and sustainable tourism in Uzbekistan. Promoting cultural programs and initiatives is also an important aspect. They include the UN's Sustainable Development Cooperation Program. In addition, the strategy for the development of a new Uzbekistan for 2022-2026 is in focus, as well as strengthening the protection of cultural and natural heritage, the development of cultural and creative industries and the development of sustainable tourism in Uzbekistan. [4, c. 1].

Among the tasks of the platform as the most important we emphasize:

- Identification of cultural programs implemented in Uzbekistan;
- Strengthening of the value approach to the implemented projects;
- taking into account in the implementation of any programs and projects in the field of culture, their relevance to the current course of events and the needs of the day;
- Strengthening, on a permanent basis, the existing international ties and creating new ones;
- communication and assistance in the field of cultural heritage;
- exchange of experience between local cultural institutions.

Adoption of such technologies involves more than just promotional efforts; it involves a strategic approach to attracting a global audience and providing services that appeal to a target demographic that includes both face-to-face and digital visitors. In today's context, many cities use cultural heritage, cultural events and institutions to improve





their image, stimulate urban development and attract visitors as well as investment. And first of all it is necessary to emphasize the activity in this direction of such cities of Uzbekistan as Samarkand, Tashkent, Bukhara, Khiva.

A gratifying fact for Uzbeks was the inclusion of 5 sites of Uzbekistan in the UNESCO World Heritage List: Ichan-Kala (inscribed in 1990), the historical center of Bukhara (1993), the historical center of Shakhrisabz (2000), Samarkand - Crossroads of Cultures (2001), Western Tien-Shan (2016). [5, p. 1].

Often in Europe, several initiatives related to the use of information and communication technologies in the field of cultural heritage have been launched in recent years. In particular, in the educational activities of Italy, Spain and Poland. Some universities have opened new specializations in literature, cultural studies and history (in the context of cultural heritage). The same task is set for scientists in Uzbekistan today. In Russia and Europe Information and communication technologies are widely used in new special courses. In particular, at the University of Florence, the Faculty of Literature and Philosophy has opened a university degree (three years) to train “Cultural Heritage Operators”. The special disciplines there are: “special courses in informatics”, ‘applied informatics’, ‘image processing and laboratories’ on the use of computers for digitization, archiving, cataloging.

Summary

Currently, more than 1,000 multimedia and electronic textbooks on cultural heritage have been created in Uzbekistan. It is no secret that an e-textbook realizes the learning process from its purpose to its result. However, the technologies in it are different and depend on the technical condition of higher education institutions and the skill of the author-teachers. The technology of the electronic textbook includes the subject of the educational process from its purpose to its results and implies the realization of teaching, developing, educating, value-orientation and cultural functions.

In this context, the operational program “Science and Education for Smart Growth”, financed by European funds, supports the creation and development of the Center of Excellence Heritage.BG (www.nasledstvo.bg). According to the website, “the project is being implemented by twelve leading organizations that are the backbone of the national research infrastructure in the cultural and creative fields (architecture, film, television, video games and multimedia) of cultural heritage, design including fashion design, festivals, music, performing and visual arts, publishing, and radio.” The main goal of the project is to create a modern infrastructure for research and innovation in the creative industry. [6, p. 1].





In the light of the above, the task of finding new approaches to training specialists in the field of arts and culture of a new format is of particular relevance for higher education in Uzbekistan.

References:

1. Speech by President of the Republic of Uzbekistan Shavkat Mirziyoyev at the opening ceremony of the 43rd session of the Council of Ministers of Foreign Affairs of the Organization of Islamic Cooperation. 18.10.2016. [Electronic resource]: URL: <https://president.uz/ru/lists/view/34> 6p.
2. Patel, M.; White, M.; Mourkoussis, N.; Walczak, K.; Wojciechowski, R.; Chmielewski, J. Metadata requirements for digital museum environments. *Int. J. Digit. Libr.* 2005, 5, 200 p.. [Google Scholar] [CrossRef]
3. Karafotias, G.; Gkourdoglou, G.; Maroglou, C.; Koliniatis, C.; Loumos, G.; Kargas, A.; Varoutas, D. Developing VR applications for cultural heritage to enrich users' experience: The case of Digital Routes in Greek History's Paths (RoGH project). *Int. J. Cult. Herit.* 2022, 7, 32–53. [Google Scholar]
4. Uzbekistan launches a platform of cultural heritage and creativity. [Electronic resource]: URL <https://kun.uz/ru/news/2022/05/24/v-uzbekistane-zapuskayut-platformu-kulturnogo-naslediya-i-tvorchestva> 2p.
5. A platform for cultural heritage and creativity will be launched in Uzbekistan [Electronic resource]: URL <https://www.gazeta.uz/ru/2022/05/24/culture-heritage/>
6. Center of Excellence Heritage. B. G. [[Electronic resource]: URL <https://www.nasledstvo.bg/>.

