

DIGITAL CULTURE AND INTERNET CULTURE

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Annotation: *This article discusses digital culture and internet culture, their role and influence in society, and how they spread among young people and different social groups. The article analyzes tools of internet culture, forms of communication, and their impact on contemporary culture.*

Keywords: *Digital culture, internet culture, social networks, virtual communication, online community*

INTRODUCTION

In recent years, the rapid development of information and communication technologies and the internet has profoundly affected all aspects of human life. Mobile devices, social networks, blogs, video platforms, and forums have not only changed the processes of daily communication and knowledge acquisition but also significantly influenced people's worldview, cultural values, and behavior. At the same time, the internet and digital platforms have become not just sources of information but environments that shape and cultivate contemporary culture.

Digital culture refers to the implementation of human activities and cultural processes through digital tools. It is distinguished by its interactivity, speed, and global character. Today, people use digital culture tools in various areas of daily life, including online education, remote work, digital art, and virtual entertainment platforms. Through these tools, digital culture organizes social and cultural human activities in new forms.

Internet culture, in turn, is a specific aspect of digital culture that is formed through virtual communities, memes, viral content, blogs, and other online phenomena. Internet culture requires active participation from users and creates a fast-changing, interactive environment. For example, through social networks, young people quickly become acquainted with global trends, new ideas, and cultural innovations while forming online communities based on shared interests.

In the modern world, digital and internet culture directly influence the development of society. They not only accelerate the exchange of knowledge and information but also create new cultural values, artistic forms, and social norms. Digital culture enriches communication between people, strengthens global connections, and allows individuals to shape their identities in new formats.

It is important to note that digital and internet culture bring not only opportunities but also risks and challenges. Issues such as cybersecurity, misinformation, and the vulnerability of personal data remain pressing problems. Therefore, it is essential to study and analyze the influence of digital and internet culture on society and to use these tools rationally.

Overall, digital and internet culture have become inseparable factors in the cultural, social, and moral life of humanity. Studying them allows for a better understanding of human behavior, cultural values, and communication patterns in virtual environments.

Digital culture and its characteristics

Digital culture refers to human activities and cultural processes carried out through digital tools. Its main characteristics include:

Interactivity: Users actively create content, express opinions, and communicate with others.

Global Connectivity: The ability to interact with people from different countries and cultures.

Speed: Rapid dissemination of information and real-time updates.

Multiformat Content: Integration of text, video, audio, and other types of content.

Internet culture and its characteristics

Internet culture is a system of cultural processes formed through the internet and digital platforms. Its main elements include:

- **Memes and Viral Content:** Visual and textual elements that spread rapidly among online communities.

- **Online Communities and Forums:** Users interact in virtual spaces based on shared interests and goals.

- **Digital Identity:** How users represent themselves online through avatars and profiles.

- **Trends and Phenomena:** Rapidly changing online trends, challenges, and global movements.

Conclusion

Digital and internet culture have become integral parts of contemporary life.

They have transformed communication, learning, entertainment, and creative activities. Through the internet and digital platforms, people communicate globally, access new knowledge, and develop their cultural values. Meanwhile, internet culture spreads among young people and social groups through trends, memes, and virtual communities, enriching the social and cultural life of society.

One of the main features of digital culture is its interactivity and global nature. Users are not only consumers of information but also actively participate in creating and distributing it, which elevates social and creative processes. Internet culture allows individuals to form digital identities, express opinions, and engage in various online communities.

However, along with its positive aspects, digital and internet culture present certain challenges, such as the rapid and uncontrolled spread of information, personal data security, online violence, and misinformation. Therefore, studying, managing, and using digital and internet culture consciously is crucial.

In the future, digital and internet culture will continue to develop, increasing their role in human life. New technologies and platforms will expand cultural exchange, global communication, and creative activity. It is important for society and specialists to foster the

positive aspects of digital and internet culture, reduce negative impacts, and manage human behavior in these environments consciously.

Overall, digital and internet culture serve as essential tools for contemporary cultural, social, and moral development. They enhance humans' role in the global environment, provide new communication and creative opportunities, and contribute to the preservation and development of society's cultural heritage and values.

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