


Educational Establishment
“Belarusian State University of Culture and Arts”

APPROVED

Vice-rector for research of Educational
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University of Culture and Arts”

 V. Yazykovich
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GLOBAL CULTURE
AS A PHENOMENON OF INFORMATION SOCIETY

*The syllabus of the academic discipline for the specialty
of the II stage of higher education
1-21.80.13 Culturology*

The syllabus is completed in accordance with the educational standard of the II stage of higher education OCBO 1-21 80 13-2019 “Culturology” and the Curriculum in the Specialty 1-21 80 13 Culturology, reg. No. D 21-2-006 / пр-тип. March 21, 2019

Authors:

L.K. Kukhto, Professor in the Department of Cultural Studies of the Educational Establishment “Belarusian State University of Culture and Arts”, Candidate of Cultural Studies, Associate Professor

A.E. Salikau, Professor in the Youth Policy and Sociocultural Communication Department, State Educational Establishment “National Institute for Higher Education”, Ph.D. in Cultural Studies, Associate Professor.

Reviewers:

L.S. Kozhukhovskaya, Vice-Rector for International and Scientifical and Methodological Work, Associate Professor in the Department of Youth Policy and Sociocultural Communications of the State Institution of Education “Republican Institute of Higher Education”, candidate of cultural studies;

S.A. Patienko, Associate Professor in the Department of Management of Social and Cultural Activities of the Educational Institution “Belarusian State University of Culture and Arts”, Candidate of Cultural Studies, Associate Professor

Recommended by:

Department of Cultural Studies of the *Educational Establishment* “Belarusian State University of Culture and Arts” (Minutes No. 12 dated 05.29.2019);

Presidium of the Academic and Methodological Council of the Educational Establishment “Belarusian State University of Culture and Arts” (Minutes No. 5 dated 06.12.2019).

Responsible for the editorship: *L.K. Kukhto*

EXPLANATORY NOTE

At the beginning of the XXI century, the process of globalization became the main trend in the world. Nowadays globalization is the general context of all social processes in economics, politics, social life, culture. That is why the phenomenon of globalization has become the subject of research in all social sciences and humanities.

The term "globalization" refers to the accelerated processes of integration of nations into an interconnected world system by means of development of economical and financial relationship, as well as the increasing role of the information and computer technology. Globalization of culture is not a new phenomenon. Globalization processes in culture have been existing throughout the history of mankind and manifested in various fields.

A number of researchers offer their own views to further development of modern culture. Problems of cultural and historical development transformed into cultural concepts. For example, S. Huntington argues the idea that cultural features are more significant than political and social differences, and the fundamental problem is the confrontation between modern and traditional.

The solution might be found in replacing the confrontation of political systems with a dialogue of different cultures, the formation of multi-polar multicultural interaction.

The program of the discipline "Global Culture as a Phenomenon of the Information Society" has a fundamental character, meets an interdisciplinary approach and is focused on the development of a set of competencies.

Aim of the discipline:

- to expand a system of knowledge on the development of modern global and national cultures, ways and problems of their interaction,
- to develop students' skills in solving research issues in the field of culture.

Objectives of the discipline:

- to determine the essence of culture and its dynamics,
- to identify the unique experience of dialogue of cultures in the context of globalization;
- to expand the understanding of the main trends in the development of modern culture and its interpretation;
- to expand analytical skills in the analysis of academic texts.
- to enhance respect understanding for values of other cultures.

As a result of studying the course "The Bases of Ideology of the Belarusian State" the student should:

- to know the most important methodological paradigms that provide an understanding of culture as an integrative system;
- to know the basics of the cultural and historical development;
- to know the main areas and features of modern cultural discourse;
- to know the basics of intercultural dialogue.
- be able to work with cultural texts independently;

- be able to analyse issues of contemporary culture;
- to assess the state of affairs, trends and perspectives of modern culture;
- be able to critically evaluate the various cultural phenomena;
- be able to recognize the importance of culture as an indicator of the state of society;
- to constitute own conceptual view of culture;
- interact successfully in multicultural settings
- to plan and carry out activities in the field of culture.

As a result of studying the discipline "Global Culture as a Phenomenon of Information Society" the students should obtain the competencies as follows:

Advanced Professional Competencies (APC)

APC -3. Be able to develop and maintain spiritual and moral values, norms and ideals of national culture.

Special Competencies (SC)

SC-2. Have the skills to predict the prospects for the development of national culture.

The study of the course is carried out in the form of lectures, which are the basis of the theoretical background of students and stimulate active cognitive activity. Seminars are held with the aim of deepening and expanding the knowledge gained at lectures, as well as in the students' individual work.

The curriculum of the discipline "Global Culture as a Phenomenon of Information Society" is designed for 98 academic hours, of which 48 hours in a classroom. The approximate distribution of class hours: 18 hours - lectures, 30 hours - practical class. Academic success will be assessed at the end of the study in the form of an exam.

CONTENT

Topic 1. **Introduction**

The discipline "Global Culture as a Phenomenon of the Information Society" in the framework of cultural issues. The subject, content, structure of the discipline. Intersubject connections with other academic disciplines. Aim and objectives of the discipline. Learning objectives. Teaching methods. Technological tools. The academic success of students and their assessment.

Topic 2. **The essence of Globalization: approaches and paradigms**

The concept of "Globalization" in a sociocultural discourse. Approaches to explaining the processes of globalization. Globalization and regionalization. processes. Globalization and glocalization: correlation of concepts (J. Habermas, W. Beck, etc.). Globalization of the economy as one of the key features of world development. Cultural and historical types of globalization. The concept of a global society. The concept of cultural globalization Z. Bauman. Theory of Global Society I. Wallerstein. M. Castells on the importance of culture in the information age. The phenomenon of global culture R. Robertson. Modeling the cultural parameters of globalization by P. Berger and S. Huntington. Criticism of globalization. Antiglobalism and alterglobalism.

Topic 3. **The main features and factors of cultural development in the context of globalization**

Globalization of culture: genesis, typology, modern meanings. Approaches to the development of culture in the context of globalization. The role of modern telecommunications and international communication. Cultural exchange and communications. The spread of Western mass culture and the expansion of communications in the cultural business as the main component of global cultural interaction. Globalization of cultural markets. The mass tourism industry as a factor in cultural globalization. Development of global infrastructure and institutions. Development of scientific international communities. The role of the Internet in ensuring global communication. Unification of national cultures. A mixture of different cultures and lifestyles. The revival of cultural self-identities.

Topic 4. **National culture in the context of globalization**

The concept of "National Culture". The ambivalence of globalization. Contradictions that have a significant impact on the dynamics of the national-cultural type. Globalization as a process of unification and disintegration of national cultures. Axiological problems of globalization. The impact of globalization on the value-normative foundations of national cultures. The interdependence of globalization and national development. Problems of traditional and ethnic culture in a globalizing world. Cultural Assimilation. World Values Review (WVS). The concept of "cultural shift" in the developed industrial

societies of R. Inglehart. The identity of national cultures in the context of globalization. The trend of maintaining and updating traditional values.

Topic 5. *Globalization and cultural issues*

The processes of globalization in the world and trends in the development of culture. Globalism, regionalism and cultural identity issues. The renaissance of regional and local cultures as an integral part of the process of cultural globalization: its causes and consequences. The problem of cultural and civilizational identity in the era of globalization. The essence of dialogue between civilizations at the present stage. Understanding globalization in a religious context. Religious factors of modern globalization. Theory of secularization, multinationality and religion. Scenarios for the development of cultural globalization processes in the 21st century and prospects for the dynamics of global culture. UNESCO activities in the field of preservation of cultural diversity in the era of globalization. UNESCO policy for the protection of cultural diversity.

РЕПОЗИТОРИЙ БГУДУ

EDUCATIONAL AND METHODOLOGICAL MAP OF EDUCATIONAL DISCIPLINE

Topic	Number of class hours		Number of hours of managed student work	Assessment
	Lectures	Seminars		
Topic 1. Introduction	1			
Topic 2. The essence of Globalization: approaches and paradigms	2	2	8	Discussion on the results of individual class
Topic 3. The main features and factors of cultural development in the context of globalization	2	2	6	Discussion
Topic 4. National culture in the context of globalization	2	4	8	Presentation
Topic 5. Globalization and cultural issues	1	4	6	Discussion
Total	8	12	28	

**EDUCATIONAL AND METHODOLOGICAL MAP OF EDUCATIONAL
DISCIPLINE
(extramural)**

Topic	Number of class hours	
	Lectures	Seminars
Topic 1. Introduction	1	
Topic 2. The essence of Globalization: approaches and paradigms	2	
Topic 3. The main features and factors of cultural development in the context of globalization	2	
Topic 4. National culture in the context of globalization	2	2
Topic 5. Globalization and cultural issues	1	3
Total:	8	4

INFORMATION AND METHODOLOGICAL PART

Main literature sources

1. Buell, F. National Culture and the New Global System / F. Buell. – Baltimore, MD: The Johns Hopkins University Press, 1994. – 376 p.
2. Featherstone, M. Undoing Culture: Globalization, Postmodernism and Identity (Theory, Culture and Society Series) / M. Featherstone. – London: SAGE publications, 1996. – 192 p.
3. King, A. D. Culture Globalization and The World – Sistem. Conditions for the Representation of Identity / A. D. King [ed.]. – Minnesota, [s.n.], 1998. – 186 p.
4. Tomlinson, J. Globalization and Culture / J. Tomlinson. – London: Oxford: Polity, 2002. – 238 p.

Complementary literature sources

1. Albrow, M. Globalization, Knowledge and Society / M. Albrow. – London: SAGE Publications, 1990. – 288 p.
2. Appadurai, A. Modernity at Large: Cultural Dimensions of Globalization. Minneapolis, 1993. URL: <https://ru.scribd.com/document/244556073/Appadurai-Modernity-at-Large-Cultural-Dimensionsof-Globalization-pdf>.
3. Appadurai, A. Modernity at Large: Cultural Dimensions of Globalization. Minneapolis; London: University of Minnesota Press, 1996. – 248 p.
4. Global Culture: Nationalism, Globalization and Modernity / ed. by M. Featherstone. L., 1990. 441 p.
5. Groff, L. Creating global – local cultures of peace / L. Groff, P. Smoker // Peace and conflict studies. – 1996. – Vol.3. – P. 1–38.
6. Inglehart, R. Modernization, Cultural Change and Democracy / R. Inglehart, C. Welzel. – New York: Cambridge University Press, 2005. – 352 c.
7. McQuail, D. Mass Communication Theory / D. McQuail. – London: SAGE Publications, 2000. – 542 p.
8. Robertson, R. Globalization. L., 1992 ; Idem. Glocalization : Space, time and local theory // J. of intern. communication. 1994. № 1 (1) ; Idem. Glocalization : Time-Space and Homogeniety-Heterogeniety // Global Modernities. L. ; Thousand Oaks ; New Delhi, 1997.
9. Robertson, R., Lechner F. Modernization, Globalization and the Problem of Culture in the World-Systems Theory // Theory, Culture & Society. 1985. № 3.
10. Robertson, R. Globalization Theory and Civilization Analysis // Comparative Civi zations Review. 1987. Vol. 17, pp.1-19.
11. Smith, A. D. Towards a Global Culture? / Global Culture. Nationalism, globalization and modernity / Ed. by M. Featherstone. London, 1990. – 411 p.

Methods (technologies) of teaching

Effective pedagogical techniques and technologies are the following:

- problem and modular learning technologies;
- technologies of educational research activities;
- design technologies;
- communication technologies (discussions, press conferences, educational debates and other active forms and methods);
- a method for analyzing specific situations (case study);
- gaming technology, in which students participate in the business, role-playing, simulation games, etc.

To manage the educational process, and organize control and evaluation activities, teachers are encouraged to use rating, credit-modular systems for assessing educational and research activities, variable models of managed individual work, and guidelines alike.

In order to form competencies in the practice of conducting seminars, it is appropriate to use methods of active learning, discussion forms.

Diagnostic tools for learning outcomes

It is possible to use criteria-oriented tests as one of the leading elements in the diagnosis of student academic achievements: a collection of closed-form test items with one or more variants of correct answers; tasks for establishing correspondence between the elements of two options with one or more relationships and the same or different number of elements and options; open tasks with a formalized answer; assignments to establish correct sequences.

Guidelines for the organization and implementation of students' individual work

The role and place of students' individual work in the educational process are determined by requirements for a graduate, as well as a need to improve the quality of education. That is why students' individual work is an indispensable element of the professional training of specialists in the socio-cultural sphere.

In our opinion, to improve the effectiveness of the students' individual work it is necessary to adhere to the following recommendations[^]

- to identify at the beginning of the semester the key topics that contribute to the development of the competences of a future specialist;
- to organize students' individual work properly;
- to carry out systematic monitoring of the students' individual work;
- to recommend the necessary educational, academic literature, magazines in cultural affairs;
- to conduct counseling and to correct students' mistakes made in the process of students' individual work, if appropriate;
- to summarize the students' achievements using various forms of control (tests, colloquiums, concise paper works, presentations, etc.).