Philosophy of Education: the Challenges of Globalization and Innovation in the Information Society

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At the heart of all these deep transformations is more increasing, almost defining role knowledge and information as play substrata of «information society». The mankind opened for itself and actively exploits a new resource-information. Information society puts forward on the arena new type of the power, at the heart of which activity–mastering by a new resource: information and knowledge.

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I. INTRODUCTION

Information society is an absolutely new public formation at which the infrastructure and the social relations correspond to the socialized essence of «information genotype» mankind. Information society is a natural social environment which allows the person to open completely the information nature, to use intelligence for joint creation with other people of new information on the basis of knowledge earlier saved up by previous generations.

At the heart of all these deep transformations is more increasing, almost defining role knowledge and information as play substrata of «information society». The mankind opened for itself and actively exploits a new resource-information. Information society puts forward on the arena new type of the power, at the heart of which activity–mastering by a new resource: information and knowledge. The password of the new power-intelligence as synthesis of knowledge, information and communications, the strength of mind, fundamental sociocultural values. Information should become a material for knowledge, and then knowledge the maintenance of professionalism, intelligence of shots as bases both economic, and political, both social, and spiritual creativity.

In today’s rapidly changing world, when the eyes of several generations at the same time there is a change and transformation of socio-cultural and civilization foundations of human existence, value system, ideology and worldview, it becomes especially important issue of cultural adaptation and socialization strategies. In the social transformation of society and its transition to the new conditions of civilization development is very significant is the problem of choosing a new policy of entering the post-industrial society in his new stage of development, when combined with new technologies are generated and implemented in the social life of innovation and knowledge-intensive products infrastructure. In turn, they are the forces that cause a fundamental change and transformation on all sides of social and cultural life, leading to a qualitative change not only the public system, but also the emergence of innovative events in the spiritual system. In these circumstances, subject to quality guidelines and principles of the Reformation world, consciousness, values, science, intercultural communication, there is a change of life scenarios, attitudes to technology and technology education system and knowledge-hull.

As it was said by the scientists, the term “global informational society” first of all according to the political, economical and social-cultural aspects consists of determination of the wide spread information industry, that’s developing with high level of information and education. This phenomenon is connected with global computer net, firstly with internet. A cheapness of communicational service, which is the result of the birth of these and development of the world market, is considered as two main factors for fast-development of information field and its social role.

In modern conditions the interaction of new media tools create a media culture man who not only lives in the media environment, but also develop personally through it. By personality we mean a self-acting, endowed with the will and aspirations of the human individual, which "appears connected with other

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such human individuals and learn about their manner of
such human individuals and learn about their manner of
treatment, the statements, the will and aspirations,
treatment, the statements, the will and aspirations,
meeting with their thoughts and views, opinions and
meeting with their thoughts and views, opinions and
takes some position with respect to their claims - pits,
takes some position with respect to their claims - pits,
moods and values" [1], expressing their thoughts,
moods and values" [1], expressing their thoughts,
opinions, judgments, as being the claims and rights,
opinions, judgments, as being the claims and rights,
attitudes and evaluations.
attitudes and evaluations.

In today's information-rich reality of new
In today's information-rich reality of new
changes, which are significant science, innovation,
changes, which are significant science, innovation,
education and information technology. The integration of
education and information technology is based on the knowledge, fundamentally
science, innovation, education and information technology is based on the knowledge, fundamentally
changing not only the social reality, but also qualitatively
changing not only the social reality, but also qualitatively
altering a person's attitude to the world, his world, the
altering a person's attitude to the world, his world, the
consciousness, values, and the role of social institutions
consciousness, values, and the role of social institutions
in the cultural adaptation and socialization.
in the cultural adaptation and socialization.

Among the many social institutions that are
Among the many social institutions that are
actively involved in the complex process of cultural
actively involved in the complex process of cultural
adaptation and socialization, is the institution of higher
adaptation and socialization, is the institution of higher
education. Higher education in modern conditions of
education. Higher education in modern conditions of
formation of a new infrastructure belongs to a complex
formation of a new infrastructure belongs to a complex
role of acculturation and socialization in the formation of
role of acculturation and socialization in the formation of
new ideological orientation and a system of spiritual
new ideological orientation and a system of spiritual
values. In modern conditions, the system of higher
values. In modern conditions, the system of higher
education is becoming one of the leading cultural
education is becoming one of the leading cultural
institutions in the complex process of acculturation
institutions in the complex process of acculturation
rights in post-industrial society into a new world - a
rights in post-industrial society into a new world - a
media culture.
media culture.

One of the leading theoreticians of the modern
One of the leading theoreticians of the modern
media education, the British scientist and educator L.
media education, the British scientist and educator L.
Masterman seven reasons to substantiate the relevance
Masterman seven reasons to substantiate the relevance
of media education in the modern world:
of media education in the modern world:
1) A high level of consumption of media saturation of
1) A high level of consumption of media saturation of
contemporary societies and the media;
contemporary societies and the media;
2) The ideological importance of the media and their
2) The ideological importance of the media and their
influence on the minds of the audience;
influence on the minds of the audience;
3) Rapid growth in the number of media information,
3) Rapid growth in the number of media information,
strengthening mechanisms for its management
strengthening mechanisms for its management
and distribution;
and distribution;
4) The penetration of the major media in the
4) The penetration of the major media in the
democratic process;
democratic process;
5) The increasing importance of visual
5) The increasing importance of visual
communication and information in all areas;
communication and information in all areas;
6) The need for education of pupils / students with
6) The need for education of pupils / students with
an orientation to meet future requirements;
an orientation to meet future requirements;
7) The growing national and international processes
7) The growing national and international processes
of privatization of information [2].
of privatization of information [2].

For Kazakhstan, a particularly important stage
For Kazakhstan, a particularly important stage
of the program of modernization and innovative renewal
of the program of modernization and innovative renewal
of society is the improvement of educational policy,
of society is the improvement of educational policy,
particularly in higher education. This problem stems
particularly in higher education. This problem stems
from the fact that society requires not only innovative
from the fact that society requires not only innovative
technology, modernized production, but also the
technology, modernized production, but also the
appropriate professionals who could work in the
appropriate professionals who could work in the
contemporary social and cultural space, based on new
contemporary social and cultural space, based on new
knowledge and innovative outlook. Modern educational
knowledge and innovative outlook. Modern educational
policy should be to prepare the educated, business,
policy should be to prepare the educated, business,
enterprising, competitive professionals. Over 20 years of
enterprising, competitive professionals. Over 20 years of
independent development in Kazakhstan there were
independent development in Kazakhstan there were
qualitative changes in education policy: UNT system
qualitative changes in education policy: UNT system
was introduced, the public credit, grant support. All of
was introduced, the public credit, grant support. All of
these reforms in educational policy, ultimately aimed at
these reforms in educational policy, ultimately aimed at
creating conditions for the formation of intellectual
creating conditions for the formation of intellectual
capital in the face with a specialist vocational education,
capital in the face with a specialist vocational education,
with opportunities for cultural adaptation. In this process
with opportunities for cultural adaptation. In this process
plays an important role not only knowledge-component,
plays an important role not only knowledge-component,
but also the spiritual and moral values, rational
but also the spiritual and moral values, rational
worldview. An important issue is the philosophical
worldview. An important issue is the philosophical
understanding of new theoretical and methodological
understanding of new theoretical and methodological
problems of education, educational policy in the
problems of education, educational policy in the
modernization of Kazakhstan’s society, the challenges of
modernization of Kazakhstan’s society, the challenges of
globalization.
globalization.

One of the important problems of the
One of the important problems of the
philosophical and methodological level, which seek to
philosophical and methodological level, which seek to
understand the scientists, philosophers on education
understand the scientists, philosophers on education
policy is the task of combining the features of national
policy is the task of combining the features of national
culture and value aspects of the Western model of
culture and value aspects of the Western model of
education. A very important component of this task is
education. A very important component of this task is
the translation of the principle of tolerance and solidarity
the translation of the principle of tolerance and solidarity
through the educational program. Along with this
through the educational program. Along with this
problem is especially acute problem of preserving ethnic
problem is especially acute problem of preserving ethnic
and cultural identity, which is very important for young
and cultural identity, which is very important for young
people and in general for society. This problem is
people and in general for society. This problem is
closely linked not only with educational policy as a
closely linked not only with educational policy as a
social and cultural institution, fulfilling the role of cultural
social and cultural institution, fulfilling the role of cultural
adaptation but also plays an important role in the
cultural adaptation but also plays an important role in the
cultural socialization of young people and cultural
socialization of young people and cultural
identity. Thus, in the broadcast of cultural values and
identity. Thus, in the broadcast of cultural values and
patterns of cultural communication and social relations
patterns of cultural communication and social relations
play an important role, such as cultural studies
play an important role, such as cultural studies
academic subjects, ethnic culture, world culture, the
academic subjects, ethnic culture, world culture, the
history of Kazakh culture, history of science in shaping
history of Kazakh culture, history of science in shaping
the ideological orientation and world-attitude plays an
the ideological orientation and world-attitude plays an
important role philosophy, history of religion. Cognitive
important role philosophy, history of religion. Cognitive
and educational value and function of these disciplines,
and educational value and function of these disciplines,
knowledge-capital of these disciplines allow young
knowledge-capital of these disciplines allow young
people to not only get acquainted with various cultural
people to not only get acquainted with various cultural
and ethnic communities, to develop an idea of a
and ethnic communities, to develop an idea of a
multicultural diversity of the peoples of our planet, but
multicultural diversity of the peoples of our planet, but
also expands the notions of the uniqueness of their own
also expands the notions of the uniqueness of their own
ethnic culture, forms of interest to national the origins,
ethnic culture, forms of interest to national the origins,
traditions, language [3].
traditions, language [3].

Over the years the ongoing reform of higher
Over the years the ongoing reform of higher
education in Kazakhstan aimed at forming the basis for
education in Kazakhstan aimed at forming the basis for
the creation of conditions respond to the challenges of
the creation of conditions respond to the challenges of
globalization. In this regard, introduced new standards
globalization. In this regard, introduced new standards
of education, changed the emphasis from training,
of education, changed the emphasis from training,
transfer of a body of knowledge, experience, on the
transfer of a body of knowledge, experience, on the
other a more active form in which the proportion of self-
other a more active form in which the proportion of self-
education has expanded considerably. And with it the
education has expanded considerably. And with it the
task was carried out aimed at finding new and creative
task was carried out aimed at finding new and creative
methods of «learning», related research tasks, new
methods of «learning», related research tasks, new
original productions tasks and involving students in
original productions tasks and involving students in
projects with a high proportion of the implementation
projects with a high proportion of the implementation
methods of solving problems in practice. This formulation of the new educational objectives actualized number of theoretical and methodological and educational issues. Among them is a philosophical reflection on the new educational priorities, value systems, world outlook, cognitive tasks and methodical teaching plan. There was a problem of understanding the new paradigm of education in the context of globalization and modernization.

For the first time in Kazakhstan, was introduced 3-stair continuous system of education (bachelor's, master's, doctoral PhD).

In the higher education system was introduced academic mobility of students. The first of the students who had been sent to foreign countries for the summer semester, there were undergraduates. Our first graduate students traveled to foreign countries for a period of training for 15 days, month, and then one more semester. Since last year, our university has introduced a new system - distance learning.

«Dasein» modern man, his daily practice - the practice of obtaining news, transfer of knowledge and experience with the media, the practice of recreation, entertainment, creativity, possible thanks to the media, the practice of communication-habitually associated with the media and media technology: personal computers, television, mobile phone, etc. on the right to scientists, “a type of culture and civilization, which is education, we believe, should play in the present and near future is closely linked to the dominant media sphere today, but because the philosophy of education, engaged in identifying the source of cultural values and fundamental worldview education and training, is destined to enter media culture in the region of its priority interests” [4].

Today, the development of new media technologies and media replaced the paper in the background. The emergence of radio, film, television, computer, and today - the Internet has made the newspaper about the “legacy” type of communication. Functions that have made the once so popular newspaper - news, information, education, entertainment, now serve other media, and perform much more efficiently.

Thus, the social-philosophical analysis of some aspects of developing a new information society enables us to draw some conclusions. First, the information society - is a practical social reality of global and local order. Second, a number of modern science have created a strong new management concept, the information society, dynamic, especially in the leading countries of the world. Thirdly, the modern Western concept of management information society made a significant contribution to the modern science of control and are of practical importance in building the society in different countries.

II. Conclusion

The result is increased levels of ME media competence / literacy audiences. Media competence is multidimensional and requires a broader perspective, based on advanced knowledge of the structure. An essential element of human development of media education is to create its own media production, that is, owning messages to their operational discussion of virtual discussions, debates with Internet users located in different cities and countries. Media Education as a factor of cultural socialization and personal development is manifested in the fact that Kazakhstan's youth change their media preferences, choosing virtual forms of communication, Internet technology, creating their own media, thus, forming a new media space, setting the information space of their own moral criteria, its measure of responsibility.

References Références Referencias


Summary

Philosophy of Education: the challenges of globalization and innovation in the Information society. This article discusses the characteristics and place of the theoretical and methodological problems of education in the context of media culture in Kazakhstan. Showing the influence of media education in the development of distance education in a information society. And also provides an analysis of cultural socialization and personal development of man in modern society, the scientific concepts related to information society scholars.
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