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## THE ESSENCE OF SOCIOCULTURAL ACTIVITY IN THE CONTEXT OF GLOBALIZATION PROCESSES

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Globalization as a multifaceted process of formation of general social, economic and informational systems with their own management strategies, criteria of production efficiency allows to highlight the projection problems of world development in them. The actualization of the use of the term «new normal» («new reality») in their substantive analysis is due to the possibility of identifying stabilizing structures in an anthropological dimension.

One of such sustainable structures in the perspective of the humanities is sociocultural activity – an open self-organized system with its own contours of direct and feedback in the functional subsystem «specialist in the sociocultural sphere – generalized subject (audience)» with the aim of harmonizing the interpersonal situational interaction of representatives of various cultures in the space/time of a specific cultural institution [1, p. 175].

In the context of studying the impact of globalization, primarily its modes – temporary properties, means and ways of influencing the organizational processes of socio-cultural activity, we can single out the most significant of them: 1) popularization of the functioning of cross-border cultural flows at different levels from the standpoint of their anthropocentric component. The most common streams include volunteering (social, environmental, media and art volunteering), excursion and tourism, information and communication, educational / self-education, sports and recreation, and recreation; 2) actualization of the implementation of the main categories of global ethics, which express the essence of ethical principles. Reflecting the deep processes in culture, in particular aimed at the synthesis of moral values of all civilizations, they set the norms of social behavior of an individual during the expansion of opportunities for the manifestation of his civil rights, in particular the autonomy of moral choice, the expression of public opinion in situations related to the prediction of active leisure scenarios (specialist) and its meaningful implementation (generalized subject); 3) improving the quality of life of citizens through the development of their ability to fill and apply general cultural competence in cultural institutions, etc. The normative model of this type of competence, reflecting a holistic composition of integrative general cultural knowledge, a variety of creative abilities and skills based on life cognitive experience, acts as the basis of humanistically oriented thinking; 4) activation of the individualized reflection of the actual attitude of the individual to those objects of culture and art, for the sake of which the subject socio-cultural activity is carried out. Its value-semantic complex is manifested in realistically realized motives-goals, which express the involvement of the individual in understanding the content of the diversity of cultures, the author's reflection of emotional states; 5) the emergence of new professions in cultural institutions, which are due to digitalization. Recently, such professions as curator of collective creativity, coach of creative game practices, personal tutor of aesthetic development, personal brand manager, multimedia director, augmented reality designer, foresighter, digital content producer, online project manager, social media specialist have appeared. etc. [3, p. 43].

Characterized by interdisciplinarity and extra-professional competences, these professions change the perception of the image of a specialist in the socio-cultural sphere, making him open to innovation and procedural creativity in changing situations of socio-cultural development.

As dominant indicators of the stimulating mechanisms of the functioning of socio-cultural activities in the context of globalization

processes, the complexity of the software implementation of the basic methodological principles of cultural compatibility, the priority of universal values in the content of general cultural projects were identified; perspective and viability of interactive forms, methods and means of socio-cultural activity; intensity of implementation of innovative technologies in cultural institutions, etc.

The question of determining the essence of the cultural meaning of globalization in the context of diversifying the risks of managing the processes of forming creative clusters – a commonwealth of independent companies and organizations united by a common urban territory, mutual relations of cooperation and competition in spatially localized spheres of socio-cultural activity – remains key [2, p. 56].

The constant shifting of the boundaries of creative clusters, which is observed in social practice, is explained by the development of both legislative changes in the field of cultural policy and the improvement of information, communication and network technologies. It is these technologies that condition the functioning of those modes of globalization that are projected on problematic issues related to the modernization of branch institutions of culture, in particular, the updating of the content of the professions operating in them, the creation of promising opportunities for specialists to master various types of competencies. Using the possibilities of e-mail, web blogs, chats, forums, guest books, they provide unlimited opportunities for engaging subjects in socio-cultural activities, which require deepening the spectrum of knowledge about the structure of the world market of information services, the rules that apply to information resources, and, as a result, changes in the combination of global and local [3, p. 45].

The considered modes of globalization do not exhaust the entire spectrum of its progressive organizational and technological development, connected with the dynamics of the active life position of the individual towards certain aspects of modern reality.

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