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### THE UNIQUENESS OF VISUALIZATION TECHNOLOGIES AS A SOCIO-CULTURAL PHENOMENON

**Abstract.**

*The article considers the uniqueness of visualization as a socio-cultural phenomenon. These problems are analyzed in the context of the postmodern paradigm, which allows to predict significant social transformations and radical changes in the system of social sciences.*

**Keywords:** *uniqueness of visualization, social transformations, fundamentally new social projects and values.*

Problem statement and its connection with important scientific and practical tasks. The postmodern era, about which philosophers have been talking so actively lately, has already begun and is becoming a reality of our lives. Modern society is reoriented to fundamentally new social values, gradually approving new social norms. Active processes of social transformation are directly related to and determined as global technological transformations. The essence of technological transformations in the total processes of informatization, which in its volume and power is gaining such strength that we state the emergence and existence of a new society: the modern information society or the new knowledge society.

In the modern philosophical and economic literature the problems of transition to the information society are actively investigated, the fundamental social factors which directly determine these processes, including factors of technological character are revealed. Recently, in the philosophical and economic literature, more and more attention is paid to the active processes of intellectualization of society and the accelerated introduction of the latest intellectual information technologies.

However, according to the authors, the above-mentioned topical problems (their formulation and consideration) need to be built from some other principles, to some extent, shifting the emphasis and translating their analysis and solutions into the plane of non-traditional approaches. Implementing this kind of innovation, the authors develop their scientific hypothesis and propose their scientific concept. What is the essence

and specifics of the approach implemented by the authors. In the previous publication of the author [1, p.123-129] the uniqueness of visualization as an information-intellectual phenomenon was studied and its special status in the context of technological and methodological innovations was substantiated. The main purpose of this article is to substantiate the uniqueness of visualization as a socio-cultural phenomenon and to study its special status in the system of modern social transformations. Let's consider these questions in more detail. But let's clarify some positions in advance:

Social transformations of modern society (which have already been mentioned above) are considered in the context of postmodernist analysis of social processes and postmodernist critique of rationalism. Confrontation of two social mega-tendencies: "modernization postmodernization" accordingly defines the confrontation of two social megaprojects:

1) built on the pervasive rationalization of all spheres of life of Western society (total rationalization) - utopian rational projects of total social transformation — the practice of total administration (administrative rationality, the power of administrative style) as an apology for extremely risky voluntaristic aggression Homo Sapiens'a on the reconstruction of the world - the natural world, society, man as objects of supervision, ordering, discipline, management and control. The world is chaos and the "subject of administrative rationality" came to it so that with the help of science and industry, science-intensive technologies turn this chaos into a managed and reliably controlled Order. The main goal is to maximize material and economic

benefits. Since the strategy of "modernization" forces, binds, limits the artificial boundaries of the evolution of nature, the history of society, the space of human freedom, so the rationality of metaphysical administrators is destructive and tragic for humanity. Such rationality levels a person, depersonalizes him, rejecting his immediacy and personal inclinations, the possibility of individual self-expression and creativity. Therefore, despite the fact that the modern paradigm of rationality still prevails, but it has no future.

Accordingly, the logical substantiation of the Eurocentric "civilizational" program is being improved. Attempts to remain faithful to the code of rationality of modernism: dominant of linearity, causality, determinism, ambition for the status of an indisputable universal-universal and infinitely authoritative paradigm.

2) The megatrend of postmodernization, offering its social megaproject, confirms a new stage in the historical formation of society - the postmodern era. Social reality, human life world, the space of his freedom is not the object of administrative influence, regulation, functional coordination (administrative rationality), and act as an autonomous sphere of spontaneous, nonlinearly connected, poorly coordinated processes.

Man is not an animal and the world of his needs as well as his whole life should not be limited by some code of administrative rationality. The material and economic situation of man is by no means the ultimate goal of his life. There are other, higher levels of subjective well-being.

The megatrend of postmodernism shows distrust of the grand narratives of the Enlightenment about the privileged position *Homo Sapiens*'a in the world. It is necessary not to rebuild, but to inhabit the world, trying to settle in it with maximum comfort, with a reasonably acceptable level of subjective well-being.

Within the framework of postmodern social theory, the most key concepts of modern social theory are subject to revision. But the most radical revision is given to the problems of human freedom and the invariance of the development of society.

Postmodern intellectuals are convinced that the megaparadigm of rationality must be replaced by the principles of pluralism of local paradigms. In the case of social megaprograms, this means the recognition of the Eurocentric civilization program not as universal and universal, but as local-historical. That is why the great European tradition is an invariant local tradition. Accordingly, freedom is understood not as a universal universal, but as a local paradigm of development of a specific historical society and man. Related to this are other socio-cultural and ideological transformations due to the megatrend of postmodernism.

In particular, significant transformations are taking place in the system of logical substantiation of social megaprograms, which is expressed through the shift of emphasis and "removal" of the dominance of the "universal-general" and the assertion of pluralism and invariance of the "single-individual".

Summarizing the above, we point out that social transformations are carried out due to significant technological changes, the main essence of which are global processes of informatization. Informatization processes

provide raising the status and giving a global social role to intellectual activity, which is realized, first of all, by activating the latest intelligent information technologies.

In the modern scientific literature considerable attention is paid to the development of new intelligent information technologies and their implementation in all spheres of public life. Common issues bring together positions and provide conditions for cooperation between representatives of natural and social sciences, especially with regard to research on artificial intelligence. Therefore, these local studies in themselves are already insufficient, because the problem of artificial intelligence, as well as the problem of informatization in general are not only scientific and technical, but even to a greater extent, socio-economic, and on a more global scale and a common cultural problem. On the other hand, given the fact that the main driving force of informatization and development of modern artificial intelligence systems in the practical dimension are modern intellectual information technology, so it becomes clear why this issue (studied in various aspects) has recently become increasingly relevant.

The megatrend of postmodernism, affirming a new stage in the development of modern society - the era of Postmodernism, directly appeals to intellectual information technology, linking the essential features of such a society with maximizing the level of subjective services based on the use of informatization.

At the same time, the representatives of postmodernism, for the most part, see the threat of total informatization, as it is fully subject to the dictatorship of administrative rationality and is its undisputed leader. After all, the pressure exerted by the subjects of administrative rationality is provided with the help and active use of the most sophisticated and intricate information technologies. Modern information technologies themselves acquire a pro-innovation status and are included in more extensive social-innovation-type megaprojects for the approval of the "once and for all established Procedure".

However, questions naturally arise: How to protest against the power of the paradigm of rationality of Modernism? How to warn the new society of Postmodernism from rationalist false values and ideals? What to oppose them and what new socio-cultural values (and on what principles) to propose and approve? All these and other issues remain open and are the subject of modern active philosophical and scientific discussions.

Without claiming the absoluteness and finality of their position, the authors offer their scientific hypothesis and conceptually their own approaches to solving some of the above problems. Once again (to dismiss the accusation of a certain ambition), our research is a form of scientific hypothesis, and therefore their main provisions and conclusions are not considered complete and do not claim to be indisputable.

This is a common research position, one of the scientific points of view. At the very least, every scientist has the right to freely express his or her worldview and scientific understanding.

Regarding the complex of the above-mentioned global and local problems, in the opinion of the authors, it is necessary to depict the general socio-cultural and philosophical-scientific situation in a slightly different way (at least, the ways to solve it). And for this it is necessary to shift the emphasis and translate them into the plane of identifying the fundamental (qualitatively new type) features of the modern stage of informatization of society. And in the awareness of these fundamental features to find one after another answers (taking into account the possibilities) to the cardinal socio-cultural and scientific-philosophical problems. Implied?

Despite the fact that the representatives of postmodernism and modern processes of informatization, to some extent, show their distrust, seeing them as leaders in militant innovation and sophisticated information technology. Nevertheless, the current stage of informatization has given rise and recently actively develops another, already irrational nature and type of technology - information and image, which both represent and express the global technological trend - visualization. In the modern scientific literature of recent years, more and more attention is paid to the processes of visualization and implementation of information and imaging technologies. However, these problems are considered narrowly and, so to speak, exclusively and completely only in the scientific and technical aspect of their solution. Accordingly, this issue is traditionally the competence of such sciences as modern computer technology, science of artificial intelligence, etc. The authors propose to radically reconsider these positions and give this issue a fundamentally new character. And, according to the authors, this is exactly what is expressed and this, in fact, is a feature of a qualitatively new type of modern stage of information. So the way out of a difficult situation and the solution of a set of the above problems must be sought in these innovative products of information.

At first glance, it may seem that the authors make a mistake and formulate false problems. After all, what is the attitude to the global problems of modern humanity, to the development of new social values of science and culture, etc. has a tendency of the modern stage of informatization - visualization. What is the relationship between them? However, the authors strongly believe that the connection here is direct and immediate. After all, the latest results of modern development of informatization provide opportunities and the key to solving a complex of complex social problems. Therefore, the above regarding the trends of visualization and information technology shows that these are not just ordinary (everyday) information phenomena and processes. Their status is much higher and is measured not so much by the narrow scientific boundaries of the informatization process as by global and fundamental socio-cultural and philosophical-methodological criteria and status. The unique phenomenon of information-technological nature - visualization (and its real socio-practical forms of functioning - intellectual information-image technologies) become scientifically and

socially significant, as they provide a unique opportunity to find a way out and provide solutions to extremely important social problems.

Автори, базуючись на нових наукових та філософсько-методологічних підходах, формулює нові положення, де стверджує:

1. The root cause of the negatives of the megaparadigm of rationality must be sought in its epistemological origins, which testify to the existence of significant epistemological deformations: absolutization and monopolization of the "universal-general" and ignoring and leveling the "singular-individual".

2. The megaparadigm of postmodernism in the implementation of the critique of rationalism appeals to irrational (irrational) components of thinking and cognition, which are epistemologically capable and are forms of spiritual construction "singular-individual".

3. The figurative component of thinking and the type of cognition (being a kind of irrational structures) in the modern information society is realized through a global technological trend - visualization, the forms of functioning of which are modern information and image technologies.

4. Confrontations of two megaparadigms "Modernism - Postmodernism"; in the information society, determining the confrontation of two social megaprojects in a more specific socio-technological expression is reflected through two global trends: symbolization and visualization.

5. Identifying and implementing two global technological trends at the same time: traditional - symbolization; innovative - visualization, the objective process of the modern stage of informatization shifts the emphasis and gives a dominant to innovative trends, intensifying the development of information and image technologies.

6. The confrontation between the two megaparadigms "Modernism-Postmodernism" must be replaced by forms of their cooperation and complementarity. The relationship between the two social megaprojects, and hence the two global technological trends, must change accordingly.

7. Given that visualization is a relatively new and in the future more effective technological trend (which is associated with significant information transformation of modern society), and that is why it needs more scientific analysis and study and, in particular, philosophical and methodological understanding.

8. The epistemological quintessence of visualization (and its functional structures - information and image technologies) is the spiritual construction of the "single-individual", which accordingly determines its global socio-cultural function: in the macro-dimension - the establishment of harmonization and humanization of the system "man-world"; in the micro-dimension - ensuring individual self-expression, spiritual freedom and creativity of the person.



**Conclusions and prospects for further research.** Summarizing all the above, we can say that rationalism from the very beginning as a certain scientific and philosophical direction has set the appropriate direction and programmability of the spirituality of man and society as a whole, which is enshrined in certain socio-cultural norms and stereotypes. Emphasizing attention in this context, it is legitimate to consider the problem of the ratio of rational and figurative not only as a philosophical and epistemological, but also a socio-cultural problem. Because the rational promotes the ideology of the dominant of the general (suppresses the individual). The figurative, on the contrary, calls for spiritual search and penetration into the individual and is its quintessence, then, accordingly, certain social traditions and spiritual stereotypes are created, when society as a whole follows similar social programs. Therefore, the transition to the postmodern era involves, at

the same time, radical changes in social thinking, and, consequently, in human social life, a significant reorientation of society as a whole, leading to the development of fundamentally new social strategies and approval of new social projects.

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**ФОРМУВАННЯ ГОТОВНОСТІ СТУДЕНТІВ ДО УПРАВЛІННЯ ЯКІСТЮ ОСВІТИ У ЗАКЛАДАХ ФАХОВОЇ ПЕРЕДВИЩОЇ ОСВІТИ**

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**FORMATION OF STUDENTS 'READINESS FOR EDUCATION QUALITY MANAGEMENT IN PROFESSIONAL PREVIOUS EDUCATION INSTITUTIONS**

**Анотація.**

В роботі визначено значення та роль якості освіти та її залежність від рівня престижності освіти в громадській свідомості і системі державних пріоритетів. Охарактеризовано результати освітнього процесу та їх різноманіття. Проведено аналіз організаційної структури управління та виділено основні стадії управління якістю фахової передвищої освіти. Описано етапи моделі формування готовності студентів до управління якістю фахової передвищої освіти. Запропоновано функціональну структуру управління системою якості фахової передвищої освіти і стратегічний напрям на підвищення якості освіти із забезпеченням реалізації професійних потреб та інтересів педагогічного колективу. Методика може бути використана для отримання корисного результату в практичній педагогічній діяльності, чітко розробленої програми дій і налагоджену систему інформації про власні результати для студентів.

**Abstract.**

The importance and role of the quality of education and its dependence on the level of prestige of education in the public consciousness and the system of state priorities are determined in the work. The results of the educational process and their diversity are described. The analysis of the organizational structure of management is carried out and the basic stages of quality management of professional higher education are allocated. The stages of the model of formation of students' readiness for quality management of professional higher education are described. The functional structure of management of the quality system of professional higher education and the strategic direction on increase of quality of education with maintenance of realization of professional needs and interests of pedagogical collective are offered. The technique can be used to obtain a useful result in practical pedagogical activities, a well-developed program of action and a well-established system of information about their own results for students.

**Ключові слова:** *якість освіти, освітня послуга, освітній процес, результат, організаційна структура, фахова передвища освіта, методологія PDCA, цикл Демінга.*

**Keywords:** *quality of education, educational service, educational process, result, organizational structure, professional background of education, PDCA methodology, Deming cycle.*