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Hololobov S.

Candidate of Sciences in Public Administration,
Associate Professor of the Department of Event
Management and Social Communications of the
Separate Division “Mykolaiv Branch of the Kyiv
National University of Culture and Arts”,
Mykolaiv, Ukraine

Mirzoyan K.

Candidate of Art History,
Senior Lecturer at the Department of Music and
Choreographic Arts of the Separate Division
“Mykolaiv Branch of the Kyiv National
University of Culture and Arts”,
Mykolaiv, Ukraine

USE OF INFORMATION TECHNOLOGIES IN THE STATE POLICY IN THE FIELD OF CULTURE: ADVANTAGES, DISADVANTAGES AND PROSPECTS

The relevance of the use of information technology in public policy in the field of culture is caused by the need to adapt to modern challenges and transformations in the digital age. Due to the rapid development of information technologies, including the Internet, social media, electronic platforms and analytical tools, there is a significant impact on the cultural sphere. This poses the challenge for the system of state cultural authorities to implement and effectively use information technologies to achieve their strategic goals.

Given the rapid technological development and changes in the ways of consuming culture, the use of information technology in public policy in the field of culture is a necessary element of adaptation to the modern digital environment. This not only improves access to historical and cultural resources, but also contributes to the improvement of communication processes, the effective use of data in the field of culture, and the improvement of management and decision-making processes in the field of culture.

Thus, the use of information technologies in the state policy in the field of culture is an urgent task that meets the needs of modern society.

The role and importance of information technologies in the state policy in the field of culture. The role and importance of information technologies in the state policy in the field of culture is extremely important, as they contribute to the effective management,

development and preservation of historical and cultural resources. Information technologies are becoming an essential tool for improving communication processes, interaction between government agencies and cultural and artistic institutions, as well as providing access to historical and cultural resources for the general public [1].

First of all, information technologies expand the possibilities of access to historical and cultural resources. Through the use of electronic platforms, websites, digital archives and other online resources, public cultural authorities can provide citizens with access to a variety of cultural materials, including museums, archives, libraries, exhibitions and art collections. This helps to increase the accessibility of cultural values and expand cultural education among the population.

Second, information technologies help improve communication processes in the cultural sector. Social media, electronic platforms, and other interactive tools allow state cultural authorities to interact with their audiences, hold consultations, and collect feedback and suggestions. This creates new opportunities for public involvement in decision-making and the formation of state policy in the cultural sector.

Third, information technologies in state policy in the field of culture help to increase the efficiency of management. Through process automation, centralized data collection and processing, information technologies contribute to the efficiency of planning, monitoring and evaluation of the development of the cultural sphere. This allows public authorities in the cultural sector to analyze and make informed decisions on resource allocation, infrastructure development, support for creativity, and investment attraction [2].

In general, information technology is crucial in the cultural sector, helping to minimize many challenges and ensure sustainable improvement of management, access to historical and cultural resources, and public involvement in cultural activities.

Advantages of using information technologies in state policy in the field of culture. The use of information technologies in public policy in the field of culture has a number of advantages that contribute to improving management, accessibility of historical and cultural resources and development of the cultural environment. The main advantages include [3]:

- Increased accessibility to historical and cultural resources: Information technologies allow for the creation of electronic platforms, websites, digital archives and online resources that provide broad access to a variety of historical and cultural materials, such as museum collections, archives, libraries, exhibitions and artworks. This makes historical and cultural resources accessible to the general public, including those who are unable to physically visit cultural and artistic institutions.

- Improving management efficiency: Information technologies help to optimize the processes of planning, monitoring and evaluation of cultural development. They provide centralized data collection and processing, analysis of results, and informed decision-making. This allows government agencies in the cultural sector to allocate resources more efficiently, plan programs and events, and identify potential problems and take timely action to address them [4].

- Improved communication and cooperation: Information technologies help to strengthen communication between governmental cultural authorities, cultural and artistic

institutions, creative communities and the public. Electronic means, social media, and other communication tools allow for quick information exchange, communication, planning of joint projects, and the development of partnerships between different cultural actors. This contributes to the growth of collective efforts, the exchange of ideas, and the transfer of cultural values.

- Promoting innovative development: Information technology stimulates innovation in the cultural sector, facilitating the emergence of new formats, interaction and experimentation. They enable cultural and artistic institutions and artists to introduce new technologies in the organization of exhibitions, production of artistic works, audiovisual products, and other areas of cultural activity. This expands the possibilities of creative expression and engages the audience in new forms of cultural consumption [5].

The use of information technology in public policy in the field of culture has the potential to change and improve the way people perceive, interact with, and understand cultural values. Providing access to historical and cultural resources, improving management and cooperation, supporting innovative development are just a few of the benefits that information technology has brought to the cultural sector, emphasizing its importance and role in the modern world.

Disadvantages of using information technologies in state policy in the field of culture. The use of information technologies in the state policy in the field of culture, like any other technologies, is accompanied by certain disadvantages. Some of them include:

- Digital divide: Uneven access to information technology can lead to a digital divide between different groups of the population. Insufficient internet connectivity, low computer literacy, and access to necessary devices can make it difficult for citizens to benefit from digital historical and cultural resources. This can lead to inequality in access to historical and cultural information and services [6].

- Loss of authenticity: Some aspects of cultural heritage may lose their authenticity and uniqueness under the influence of digital technologies. For example, a digital replica of a work of art or a virtual tour of a museum may not fully convey the original experience and context of a cultural object. This can affect the perception and understanding of cultural heritage.

- Data privacy and security: The use of information technology requires the storage of large amounts of personal data of users. This can raise issues regarding the privacy and security of this data. Insufficient protection measures can lead to the risk of privacy violations and misuse of collected data.

- Lack of personal contact: The use of information technology in the cultural sphere can lead to remoteness and lack of personal contact between people. Interaction through electronic channels can deprive people of the opportunity to enjoy direct communication and emotional connections that can be important in cultural experiences. The lack of physical presence can limit opportunities for creating a shared creative environment and collaborative projects [7].

Despite these shortcomings, the use of information technology in public policy in the field of culture is an integral part of the modern world. By consciously considering these shortcomings and taking appropriate measures, it is possible to minimize their

negative impact and maximize the benefits that information technology has brought to the cultural sector.

Prospects for the use of information technologies in state policy in the field of culture. The use of information technologies in the state policy in the field of culture opens up broad prospects for further development and enrichment of the cultural environment. Below we consider some of the prospects for the use of information technologies:

- Virtual reality and augmented reality: The use of virtual reality (VR) and augmented reality (AR) in the cultural sector allows for immersive and engaging experiences for users. These technologies allow you to recreate historical events, museum visits, exhibitions, and other cultural events in an interactive and realistic format. The use of VR and AR can increase interest and engagement in cultural heritage by providing new ways to interact with cultural objects and materials.

- Mass access to cultural resources: Information technologies make cultural resources more accessible to a wider audience. Digital libraries, archives, exhibitions, and museum collections can be freely accessed online, allowing users to study and research historical and cultural materials anytime and from anywhere. This contributes to the dissemination of knowledge, increases cultural awareness and engagement in cultural activities [8].

- Interactivity and public participation: The use of information technology allows for public involvement in decision-making in the cultural sector. Electronic platforms and social media provide an opportunity for the public to express their opinions, share ideas and contribute to the formation of cultural policy. This increases openness, democracy and the inclusion of diverse opinions in decision-making, which contributes to the development of more representative and relevant cultural strategies.

- Improving management efficiency: The use of information technology helps to improve the efficiency of public administration in the field of culture. Process automation, digital data analysis tools, and electronic reporting systems facilitate the collection, processing, and use of information to make informed decisions. This contributes to more efficient use of resources, planning of cultural and artistic events, and improvement of strategic cultural management.

- Stimulating creativity and innovation: Information technologies provide new opportunities for creative expression and innovation in the cultural sector. The use of digital tools, virtual art, gamification, and other technologies creates new forms of interaction with culture, helping to unleash creative potential and stimulate innovative approaches in the field of culture [1].

All these perspectives demonstrate the importance and potential of information technology in public policy in the field of culture, paving the way for further development and promotion of the cultural environment, improving accessibility and public engagement, optimizing management processes, and stimulating creativity and innovation.

The conclusions drawn from the analysis of the advantages, disadvantages and prospects of using information technologies in the state policy in the field of culture show that these technologies have a significant impact on the modern cultural sphere. Their implementation helps to increase the accessibility of historical and cultural resources,

expand cultural education, improve management efficiency, engage the public and stimulate creativity and innovation. However, shortcomings such as uneven access to technology, preservation and digital security issues, and challenges in balancing the use of technology and traditional cultural and artistic formats must be taken into account. To achieve the full potential of information technology in public policy in the field of culture, it is necessary to develop appropriate strategies, ensure accessibility and training in the use of technology, ensure an ethical approach and preservation of cultural heritage. All this will help to create a modern, accessible and diverse state policy in the field of culture that meets the needs and expectations of modern society.

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