

# **The russian-speaking Internet in a situation of intercultural network dialogue**

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This research is concentrated on the problem of the worldwide globalization. The inner culture of every country, especially in Russia, is transforming into unified cultural unit with the common lifestyle and way of thinking. The author of this research will try to analyse the situation about the consolidation of the virtual and native cultures. Moreover, key factors which influences the process of cross-country communication will be found.

## **1 Background**

In the modern world there is a tendency to strengthen the impact of networks on the most important spheres of society such as economical, political, cultural, which requires new approaches to the understanding of this major process. The actuality of this topic is due, in particular, to the active penetration of network technologies in the sphere of culture, resulting on a loss of cultural identity and the erosion of cultural boundaries. In addition, there is the imposition of new cultural codes that are not conformed with country's historical development. Today it is manifested most clearly in “digital culture”, grabbing the art in its zone of influence as a special kind of art space associated with the development of digital technologies.

The precondition for this research is the highlighted tendency in the information society to transcode cultural achievements into electronic format. On the one hand, the Internet creates information that is easy to understand and the easier access to cultural heritage allows from any point of the world at any time to join the “commonplace” of any culture. On the other hand, if imposed by the Internet information remains as a prior and dominating source of information, it is created a wrong impression of the identity of any cultural tradition, and thus formed a unified consciousness of the Internet era.

Many authors have considered the question in their works about the transformation of cultural values under the influence of the global network under the condition of an open access. The nature of communication, forming the culture “before” the Internet, with the advent of the Internet is changing and undergoing the cultural identities by a fundamental transformation (Castells, 2011). It is also need to consider the fact that the emergence of an open and free mass community network assumes openness across any cultures and the “washout” of their boundaries (Leidner, 2010), so when we set research prob-

lems there is a need to pay attention not on the homogeneity of cultures but on their heterogeneity (Bhawuk, 2008).

This problem was highlighted fairly complete from the theoretical side, but the lack of research on the example of Russian civilization (and, accordingly, researches of applied nature), leaves open the opportunity for a deeper understanding of the role of the Internet in the current situation of intercultural network dialogue. This research will highlight some of the theoretical aspects of the impact of the global network in Russia on the sphere of culture and complements it with the empirical analysis of this interaction.

## **2 Data and Methodology**

In the context of this research it is indispensable to use the empirical analysis of available data related to the Internet and culture. The data can be extracted from sites of the Ministry of Culture (mkrf.ru), the Main Computing Centre of Ministry of Culture (givc.ru) and statistic database of UNESCO (uis.unesco.org). Moreover, there is a need to collect the data from official internet sites of famous russian museums, for instance, the Hermitage (hermitagemuseum.org) or the Tretyakov Gallery (tretyakovgallery.ru). Moreover, it is interesting to observe the social network communities related to the sphere of culture (the topics about museums, theatres, galleries and the other cultural units).

The aggregative data should be analysed using regression analysis. As a depending variable that is will be computed as the measurement of the integration of the Internet and russian culture (the kind of specified indicator). The independent variables could vary on the dependency of collected data. The analysis of time series is also can be used. Consequently, the predicted value of this indicator may be obtained.

## **3 Expected Results**

On the basis of culturally-philosophical and cultural approaches, and methods of statistical and regression analysis, it may be founded in what way the integration of network culture in the Russian cultural space occurs, and how the dynamics of the preservation of cultural traditions is changed and what transformations at the same time of familiar forms of culture are undergone.

## **References**

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