

## **New Features of the Process of National Identity Understanding in the Formation of the Global Information Space**

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**Abstract.** This article discusses the issues of studying the essence, characteristics, formation factors, and social significance of the phenomenon of national identity in the context of today's global information space and the "network society" that is being formed under its influence.

**Keywords:** globalization, globalistics, national identity, transformation, progressive, regressive.

Today, in the conditions of the global information space and the "network society" that is being formed under its influence, the study of the essence, characteristics, factors of formation and social significance of the phenomenon of national identity has become one of the important scientific and practical tasks of our time.

The transformation of the process of national identity in the conditions of an information society is of not only theoretical but also practical importance. Therefore, only by understanding the nature and directions of this transformation can effective strategies for preserving and developing national identity be developed.

The following methodological approaches were used to analyze the transformation of the process of national identity in the conditions of an information society:

- systemic approach - studying the process of national identity in the conditions of an information society and national identity as an interrelated system;
- evolutionary approach - analyzing the dynamics of the development of the process of national identity in the conditions of an information society;
- sociological methods - studying the social aspects of the process of national identity in the conditions of an information society;
- prognostic methods - to identify future trends in the process of national identity development in the context of an information society.

The idea of an information society was developed by many theoreticians, and these concepts are aimed at revealing the place of information in the life of society and the impact of information technologies on the processes of social transformation. The theory of an information society is fundamentally different from previous models of society - in it, the basis of human activity is not the production of material goods, but the processes of information, knowledge and communication.

In our opinion, the main features of an information society are:

the priority of the service sector in the economy;

- the widespread use of knowledge-based technologies in production;

- the transformation of information and knowledge into the main factor of production;
- the transformation of educational and research centers into central institutions of society;
- the priority of the professional and technical personnel.

In the context of an information society, the issue of preventing information threats to national identity, developing mechanisms to combat them, and ensuring information security is of urgent importance. Ensuring information security covers not only technical, but also legal, social, cultural, and spiritual aspects. The formation and development of a national information space is an important condition for preserving and developing national identity in an information society. The national information space is formed on the basis of national values, culture, language, and history and performs the functions of demonstrating, promoting, preserving, and developing national identity.

Therefore, in the context of an information society, preserving and developing national identity and ensuring its security are of great importance. In this process, issues such as ensuring “digital sovereignty”, creating national digital content, forming a national information space, ensuring information security, and increasing digital literacy are of urgent importance.

## **LITERATURE**

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