

## **PROMOTING LOCAL CULTURAL INITIATIVES WITH INFORMATION AND COMMUNICATION TECHNOLOGIES**

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Local cultural development including educational, artistic and scientific issues remains at the basis of Ukrainian societal growth nowadays. Promoting local cultural initiatives is important to ensure this development for the future. Emerging local associations including academic ones are an indicator of developing organized social capital in a city.

The author aims to discuss and highlight the role of information and communication technologies (ICT) in promotion and development of local cultural initiatives in Ukraine.

The successful activity of newly established local associations might be based on their non-hierarchic informal structure, individualistic approach, and recreational potential. In order to develop such non-traditional and alternative frameworks of social connection and engagement in local organizations one should use ICT in a brand new, informal and experimental ways. Information and communication technologies are able to provide necessary support to local associations with respect to the principles mentioned above.

Local cultural initiatives may be widely represented through social media, websites etc. Creating a group in social network, for instance, may serve well to show the results of local organization activities and prove their positive social impact (to improve accountability), to introduce discussion, to collect some feedback about it or to provide convenient means of communication for its members. But such way of ICT use narrows their potential and one should be aware of and avoid transforming social network in top-down one way delivery of information and results. To achieve a real social inclusion, decentralised, horizontal and personalised approach bottom-up means of ICT use are required. In this way local cultural communities are able to engage their audience, to improve social cohesion and accessibility in a spirit of solidarity and cooperation, to share knowledge with a help of ICT.

The communicational purposes of local associations include increasing flexibility, collaboration and new partnerships, widening participation and enhancing productivity and individualisation. Members of these associations have higher level of social contacts.

Scientific and academic communities in Ukraine are at the forefront of promoting local cultural initiatives for the benefit of their cities and regions. ICT may enhance the effectiveness of inner communication as well as strengthen their connections with other communities and likeminded individuals, and integrate them within the structures of contemporary civic society. Analysing the activity of Young Scientists Council of NTU “KhPI” in recent years, the author concludes that all stages of this local academic community actions and events involve ICT and are supported by online services and procedures. It helps both the members and the audience to interact with respect to the core values and benefits mentioned above.