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SHARTS OF VIRTUAL REALITY IN MODERN SOCIO-CULTURAL LIFE

Abstract: *In this article, the relevance of the study of virtuality and forms of manifestation of virtual reality in modern socio-cultural life, scientifically and philosophically studied the views on the development of modern society, all aspects of social life: social, economic, political, spiritual.*

Virtuality as a complex social phenomenon is a scientific theoretical study of the views of the processes of change in society associated with the objective tendencies of the formation of a historically new form or style of society.

Key words: *social, economic, political, spiritual, virtual, computer, virtual business, virtual money, virtual workplace, virtual studio, virtual partner, virtual tourism.*

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Introduction

The relevance of the study of forms of expression of virtuality and virtual reality in modern socio-cultural life is characterized by the development of modern society, the radical complication of all aspects of social life: social, economic, political, spiritual. This is clearly expressed in the emergence of flexible forms of organization of processes in every sphere of society of virtualization.

Analysis of the literature on the subject.

Forming the logic of social network users in the current era; increased competition; The rapid development of computer technology and technology has led to the active penetration of the latest information technologies and the global Internet into society, including the formation of a special environment with cyberspace, cyber security, electronic communications, media culture and other similar attributes. For example, Microsoft has introduced its new product. Among them is the holographic point HoloLens, which has the ability to create realistic holographic images [1]. It is known that in the process of testing this product, the company cooperated with NASA, which in turn developed a

special software that allows scientists to clearly see the surface of Mars [2]. The Holo Lens point case is equipped with various sensors that send information to the processor at a rate of terabytes per second. The viewing radius is provided by 120-degree cameras, which are designed to determine the depth of space [3].

Research methodology.

The process of computerization of all spheres of human social activity and daily life has led to the creation of unique new technical and psychological phenomena. This process has been called "virtual reality" in popular and scientific literature. The term has become firmly ingrained in popular culture, and is widely used in the public mind in a situation typically related to the computer industry. Recently, however, the term "virtual" has also been widely used in a context that is often outside the realm of information technology. For example, "virtual business", "virtual money", "virtual workplace", "virtual studio", "virtual partner", "virtual tourism" and others. Such facts show that the problem of virtuality goes beyond the scope of special disciplines and acquires an interdisciplinary character.

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Microsoft has launched Holo Studio for 3D modeling, as well as the Holographic API, which is expected to be available in Windows 10.

On the other hand, in a deeper sense, the relevance of the virtual problem is interpreted in relation to the turning point in the existence of society, which is expressed in the processes of changing the way of life of man and society. The development of modern science is characterized by the strengthening of the role of fundamental science and the increase in the capacity of modern computer equipment and technology, resulting in increasing diversity of social, economic, political, cultural processes. Every minute now, a whole "set" of many options for the future appears in front of man. The emergence of computer labor as a new historical form of labor is interpreted by most philosophers as a profound expression of the increasing complexity of future variability in modern times.

Analysis and results.

The process of computerization of labor, as in all spheres of human social activity and daily life in general, leads to the formation of new techniques related to the practice of design and modeling in the future and the strengthening of already established spiritual phenomena. These phenomena in the modern scientific and popular literature are being studied in connection with the concepts of "virtuality", "virtual reality" and "virtualization". This demonstrates the existence of virtual features in many spheres of society, the complexity of the content of the existence of society in the period from the potential to the realized state, the emergence of new features and forms that are possible and relevant. Virtuality as a complex social phenomenon represents the processes of change in society associated with objective trends in the formation of a historically new form or style of society.

Virtual reality, on the other hand, provides ample opportunity for an in-depth interpretation of aspects that develop in this context along with the idea of an integral world process that remain "in the shadows" or distorted in the study of society. This is primarily related to answering questions about the development trends of society, the reality of its economy, politics, changes in the nature of labor and property at the present stage. Thus, the elucidation of the social nature of the phenomenon of virtual reality is of particular interest in connection with the development of new aspects of the scientific concept of society in terms of the uncertainty of its future and the achievement of opportunities.

As we can see, virtual interactivity is undoubtedly the "voice" of hardware and technology, the sound of "hard ware" (key components of computer electronics), as well as the voice of the majority in communication networks. It involves a discursive mode of independent technology and a

"physical" digital-virtual layer of the "environment" of the technique and the circulation and transmission of digital information (clearly distinguishable, often heard as noise and redundant sounds). . Eco "transmission codes", "initial states of perception are necessary for the perception of subsequent images" [5].

In this sense, we must recognize that there is a new kind of communication between man and computer. In this case, the computer is trying to become an equal participant and partner, not as a tool. In this discourse, operators are, in a sense, paradigmatic, and programs and their functions are presented as unique works. J. Baudrillard calls such efficiency "total positivity" aimed at ensuring "complete transparency" [6].

The last quarter of the twentieth century has brought to humanity serious social problems associated with the creation of computer technology based on modern technologies. In recent years, this field has developed so intensively that it has had such an impact on society that there is an urgent need for a worldview, a philosophical understanding of these processes. Due to the development of computer hardware and software by the end of the twentieth century, a new, virtual reality has been formed, its impact on the processes taking place in society is growing like an avalanche and is affecting almost all spheres of society.

This situation is very important in the face of philosophy and develops problems related to the most pressing issues of the status of reality, which are still insufficiently developed, and socio-philosophical problems related to the development trends of society. Identifying these trends, analyzing them is a very topical socio-philosophical problem, because, in our opinion, the future existence of society depends to some extent on it.

The virtual reality event brings together three meaningful moments. First, virtual reality is a special form of objectivity. Second, man is the carrier of the virtual, his consciousness being the subjective, ideal form of a possible being. Third, virtual reality manifests itself as objects created by man in his material and spiritual activities.

However, all three points are reflected in a complex relationship. The phenomenon of virtual reality in society, thus, reflects important trends in its development. This is due to the complexity of society, the crisis of existing civilization and the change in the old mode of production, the deepening of human nature. The phenomenon of virtual reality ensures the universality of human nature, increasing the importance of human existence. That is, in virtual reality, man appears as a product of universal possibilities.

The task of philosophical science should be to determine the qualitative characteristics of the virtual type of modern reality, the specific laws of the

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operation of the virtual, to study the interaction of this phenomenon with the objective laws of the world and human existence. The solution to these problems is possible only in the close interdependence of the philosophical and private sciences left to determine their virtual properties in different fields.

Based on a scientific and philosophical understanding of these conclusions, it will be possible to develop a single theory of virtuality. Today, science is only able to define its own scope. This is primarily due to the fact that the content and manifestation of the phenomenon of virtual reality have fully and clearly revealed themselves, as it is still increasingly important to comprehensively understand and address the problem of building a strategy for the development of society. Because philosophy, like modern social sciences, today seeks to emerge at a level that determines the main trends in the development of human society.

Thus, many young philosophers are trying to reflect the changes in modern socio-economic life in different versions at different theoretical levels. They link the current situation in society with the formation of a new form of labor, the emergence of a new information product, the formation of an intellectual form of property, the need for a relationship of new values.

Thus, we must strive to know the socio-cultural nature of virtual reality, which has manifested itself at the present stage and is manifested in its ability to reflect objective laws and trends in society and human development. Virtuality, in our view, manifests itself as a "mirror" in the field of "development opportunities". This provides maximum opportunities for simulating the constructive activities of communicative practices, as well as their positive (including negative) effects (virtual models of social reality and its moments). Such a complex virtual

environment can serve as a special tool for organizing team activities on a new basis.

Virtual reality at the present stage serves as a catalyst and activator of human potential. It is not a mechanical reflection of objective reality, but a way to create new moments of real reality based on a systematic modeling of human activity. Therefore, the implementation of this principle of virtuality has led to the emergence of "digital economy", "e-government", "e-exchange", "Internet-shop", "virtual office", "distance learning" and many other phenomena.

Integrated virtual modeling of the Internet as a powerful source of information, methods of modeling linguistic and cognitive activities of people, neural networks and genetic algorithms are widely used in research activities today. Artificial neural network models replicate the "organizational" principles inherent in the human brain. If in most cases people in daily life for two or three reasons or in making current decisions and have strong motivation and high intellectual potential, it can combine up to six or seven parameters, then with proper and complete preparation, without any serious problems neural network dozens or even allows you to take into account hundreds of cases. Even today, neural networks are widely used as expert systems in financial markets, medicine, property and real estate appraisal systems, and education.

Conclusions and suggestions.

The socio-economic meaning of such achievements is that within a new type of planned market economy it is possible to create a special technical base that will largely replace real market competition with its costs. Virtual economic choice opens up really real opportunities for optimal development for society.

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