

Short Reports

THE USE OF INFORMATION AND COMMUNICATIVE TECHNOLOGIES AT THE ECONOMICAL AND CULTURAL SPHERES IN RUSSIAN FEDERATION

¹Schuh T., ²Cherniy S.A., ³Bekker M.V.
¹Germany, *Hochrhein- Bildungs- und Beratungszentrum in Waldshut, Leiterin*
²Perm state technical university, *manager of the economy cathedra*
³Ural state economical university, *Berezniki branch office the teacher at the mathematics cathedra*

In the article there is analyzed growing influence of informatization on the economy and culture in Russia. There are brought corresponding statistic facts.

Present time is characterized by the rapid growth of using the technical means at the sphere of exchange and treatment of information. Infor-

mative-communicative technologies become an integral part of production and social processes, act as an instrument and object of cultural and philosophical analysis. One can speak about «virtualization of reality». Wide use of computer technique, informative innovations, global and local nets have changed the form and regime of many organizations and presented new possibilities to the realization of economical activity and cultural exchange.

The use of personal computers in Russian Federation in 2008 was 32 on 100 men against 29 in 2007, 26 in 2006, 23 in 2005. The number of organizations, which used informative-communicative technologies for organization of sites in Russian Federation was 22348 in 2005 year, 33626 in 2007 year and 38812 in 2008 year [1].

The use of informative technologies at industrial and economical sphere allows enterprises to reach the advantages in the competitive strife at the expense of rise of effectiveness of the enterprises' work, lowering of temporal costs to the carrying out of defined operations, decrease of volume of paper circulation of documents. The use of special programs is revealed at the table 1.

Table 1

Number of organizations, which used special program means

	Editorial publishing systems	Educational programs	Antivirus programs	CRM	ERP	SCM	Other
RF	8979	28310	121612	5346	6081	1793	69094

Thereby, the necessity of using the informational technologies and systems is obvious.

In the cultural sphere informatization has led to the lowering of interest to libraries-

sand establishments of cultural-leisure type, but hasn't influenced publishing activity [2]. These statistic facts are obviously presented in the Table 2.

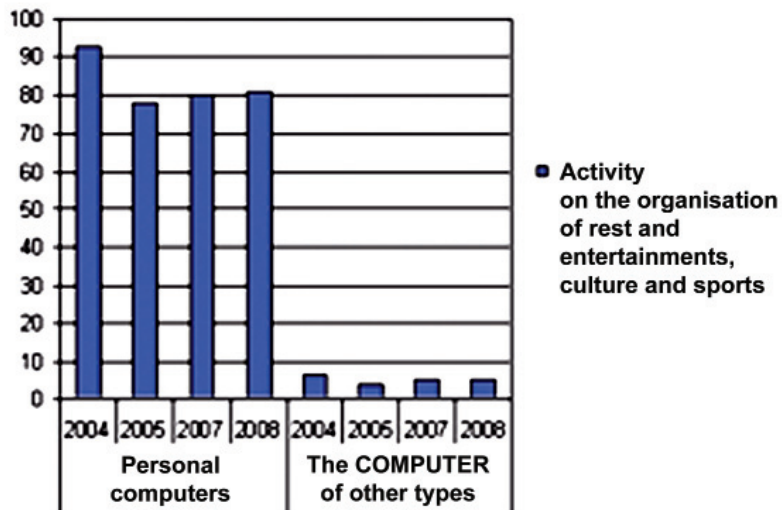
Table 2

The dynamic of condition of cultural activity and establishments of culture in Russia

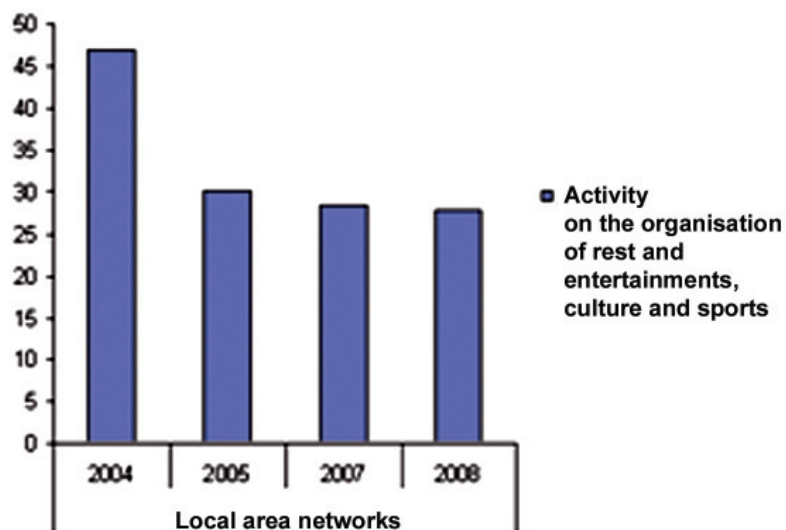
	2000	2003	2004	2005	2006	2007	2008
Public libraries, thousands	51,2	-	49,9	49,5	48,3	47,5	47
Number of professional theaters	547	568	579	588	590	594	586
Museums	2047	2229	2269	2285	2368	2468	2495
Establishments of cultural leisure type	54,8	53,6	52,9	51,4	49,5	49,5	48,4
Publishing activity:							
books and brochures (printing units), thousands	59,5	81	89,1	95,5	102,3	108,8	123,3
magazines and periodical publications	3570	4551	4674	4874	5429	6312	6698
Number of journals	5758	8086	7517	7535	8250	8516	8978

By the facts of Federal service of state statistic [4] at the sphere of culture and sport, rest and entertainment the use of computers, other types of electronically-calculation

technique, computer nets decreases in comparison with 2004 year, but there is positive dynamics from 2005 till 2008 years. (Picture 1; Picture 2)



Pic. 1. Number of organizations, which used calculation technique (in percents from the whole number of examined organizations of these types of activity)



Pic. 2 The use of local nets

At the economical sphere the use of informative technologies and systems is rather wide. One of the directions is electronic business and electronic commerce. At the picture 4 there is presented the structure of market of electronic commerce by different goods categories in 2009 year [4].

Modern direction of using the informative technologies in culture is visualization or rendering that means the process of getting the image by the model with the help of computer program, which is comparable with the idea of visualization. In conditions of extensive use of internet-technologies there is sharply stand the question of net culture.

Thereby, in Russian society the informative and communicative technologies are actively used at the spheres of economy and culture. There is realized the importance of their use, development,

there is increased the number of organizations, which use different types of informative-calculation technique and computer networks.

References

1. Regions of Russia. Socially-economical showings of 2009 year. / Site of Federal service of state statistic. // www url: www.gks.ru.
2. Russia in Numbers, 2010; / Site of federal service of state statistic. // www url: www.gks.ru.
3. Site MoiGorod.ru. // www url: <http://hbr.moigorod.ru/biz/business/news/?NewsID=13269>.
4. Timophei Gorshkov. Market of electronic commerce in Russia to the end of 2009 – beginning of 2010 year. // www url: [http://www.insales.ru/blog/2010/03/12/The market of electronic commerce-2009 of Russia](http://www.insales.ru/blog/2010/03/12/The%20market%20of%20electronic%20commerce-2009%20of%20Russia).