

Problems of preserving the cultural heritage of the indigenous peoples of the North in the conditions of digitalization

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Abstract. The most important way of existence and development of culture is its cultural heritage. In his life, a person can understand, master and assimilate a small part of the cultural heritage. After himself, a person leaves the accumulated experience, cultural and spiritual values created by him during his life. All this after him becomes available to descendants in the form of cultural heritage. The main thing for posterity is to preserve this heritage. Preservation of cultural heritage, its popularization and broadcasting are prerequisites for the development of any society. This article is devoted to the consideration of the problems of preserving the cultural heritage of the indigenous peoples of the North, Siberia and the Far East in the context of globalization in cyberspace. The authors identified and analyzed the problems faced by representatives of small ethnic groups in modern conditions. The application of information and telecommunication technologies as a way of preserving cultural heritage is considered. The analysis of the implementation of IT-technologies in culture is presented.

1 Introduction

In the context of the creation of a global digital space, which has now embraced virtually all spheres of society's life, the cultural space of the Russian Federation has received a unique opportunity to expand the dialogue of cultures and develop a multicultural space. Currently, insufficient attention is paid to the ethnocultural and geocultural aspects of cultural policy, and, first of all, in the regions that are characterized by the presence of such features. First of all, such regions include the Arctic north of Russia, where representatives of more than 150 peoples live, among which there are many indigenous peoples of the North and Siberia (hereinafter referred to as the North), understood and considered as "the geospatial structure of many cultures and part of the global society" [1, p. 57].

The development of the peoples of these regions today is influenced by a whole complex of factors. First, these are multidirectional processes: the growth of ethnicity on the one hand, which leads to the isolation of cultures, and unification, on the other hand. Second, it is the active economic development of the Arctic and the negative impact of these processes on the preservation of the cultural heritage of the indigenous peoples of the North and Siberia. Third, this is an active redistribution of migration flows, which also negatively affects the preservation of the cultural heritage of all peoples of the region.

The loss of cultural heritage sites of the peoples of the North makes the problem of preserving, popularizing

and broadcasting cultural heritage urgent today. An active platform and at the same time an effective tool to popularize and broadcast this heritage are the Internet space and information and communication technologies. Integration into the global digital space makes it possible in the shortest possible time to establish an effective dialogue of cultures, overcome spatial isolation, while preserving and transmitting ethnic identity. Using the possibilities of the digital space influences the formation of ethnic self-awareness and stimulates the formation of ethnic identity.

2 Materials and Methods

In the context of the creation of a global digital space, which has now embraced virtually all spheres of society's life, the cultural space of the Russian Federation has received a unique opportunity to expand the dialogue of cultures and develop a multicultural space. Currently, insufficient attention is paid to the ethnocultural and geocultural aspects of cultural policy, and, first of all, in the regions that are characterized by the presence of such features. First of all, such regions include the Arctic north of Russia, where representatives of more than 150 peoples live, among which there are many indigenous peoples of the North and Siberia (hereinafter referred to as the North), understood and considered as "the geospatial structure of many cultures and part of the global society" [1, p.57].

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ethnicity on the one hand, which leads to the isolation of cultures, and unification, on the other hand. Secondly, it is the active economic development of the Arctic and the negative impact of these processes on the preservation of the cultural heritage of the indigenous peoples of the North and Siberia. Thirdly, this is an active redistribution of migration flows, which also negatively affects the preservation of the cultural heritage of all peoples of the region.

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In the context of changing geopolitical and economic conditions, in the face of new challenges, the digital space and the use of new information and communication technologies provide small indigenous peoples with the opportunity to preserve their unique material and spiritual heritage as a "necessary vital value", while maintaining a balance between polycentrism and the need to create common cultural space.

The object of our research is at the junction of a number of disciplines, such as cultural studies, history, law, information technology and a number of other disciplines.

In recent years, there has been an increase in interest in the study of this problem. The authors carried out a quantitative analysis of the literature on this issue. The indicators of two international bibliometric databases - Web of Science Core Collection and Scopus, as well as the national bibliographic database of the RSCI on scientific publications published in the period from 2014 to 2021 were taken as a basis. The search for articles was carried out according to thematic areas and by the keywords "ethnic culture", "indigenous peoples of the North", "ethnic identity" and "ethnic identification". More than 500 works were analyzed by the authors.

The analysis showed that over the past 7 years, interest in this topic has increased significantly. Today it is most actively developed by domestic researchers, but it is also possible to note the growing interest of foreign researchers in it, which is due to the fact that under the auspices of UNESCO, the UN is carrying out the process of "identification, inventory and preservation of material and digital computer technologies as one of the important ways to preserve ethnocultural diversity" [2].

Analysis of scientific literature allows us to conclude about the diversity of views and author's positions on this issue. The main problems touched upon by the authors: problems of the formation and implementation of the state cultural policy, within the framework of which attention is paid to the problems of intercultural

interaction of small indigenous peoples of the North in the process of evolutionary development of the habitat, the processes of cultural interaction of peoples in a globalizing world, issues of ethnic identity, the impact of globalization on culture of the indigenous peoples of the North. In recent years, studies have appeared in which the possibilities of preserving and popularizing cultural heritage using the capabilities of the latest information technologies and the worldwide Internet are considered.

Modern research by domestic authors in this area can be divided into three components. The first group includes works devoted to the study of the culture of the indigenous peoples of the North. For example, a number of works are devoted to the study of the specifics of the culture of small peoples [3]. Another group of works is devoted to the study of the life of the northern peoples [4]. Very interesting are the works devoted to the study of ethnocultural and socio-economic processes among the small indigenous peoples of the North. But, despite such a variety of works devoted to the study of culture, in fact there are no works devoted to the examination and study of the real processes taking place today in the culture of the indigenous peoples of the North.

The second component is associated with the study of cultural policy in the modern multiethnic space. The main attention in these works is paid to the influence of the geocultural landscape, climatic and specific geographical conditions on the formation of ethnic culture. As the researchers note, "traditional culture, being a means of developing ethnic self-awareness, opens up an effective way of mastering other cultures, entering the world cultural space on the basis of a dialogue of cultures" [5].

The third component is devoted to the impact of globalization and digitalization on the culture and life of the indigenous peoples of the North. For example, L.I. Bakhteeva, Yu.V. Popkov consider the impact of globalization on local cultures. In his works L.I. Bakhteeva proposes to highlight the negative and positive impact of globalization at two levels: social and individual. As the author notes, "in order to maintain the culture of the indigenous peoples of the North and its development, it is necessary to solve the problems arising both at the socium and at the individual levels of its existence" [4]. Another author notes that "the preservation and development of indigenous peoples today is a global problem", requiring "interest in the preservation and development of these cultures not only on the part of the carriers themselves, but also representatives of other peoples and the world community as a whole, since ethnocultural diversity is recognized as a necessary condition for the viability of the global society" [6, 113]. Also, today there are works devoted to the problem of preserving cultural heritage in the context of digitalization, the influence of modern information technologies on the formation of ethnic self-awareness and identification.

Analysis of information sources showed that this topic is relevant today. As practice shows, today the possibilities of the Internet space are used quite actively to popularize and broadcast cultural heritage.

This paper examines the problems of preserving the

cultural heritage of the indigenous peoples of the North in the context of digitalization. The purpose of the work is to analyze the use of modern information and communication technologies for the preservation and development of the cultural and linguistic diversity of the indigenous peoples of the North in the digital space.

The hypothesis of the research is that the use of IT technologies contributes to the preservation of cultural and linguistic diversity and allows, in the shortest possible time, establishing an effective dialogue of cultures, overcoming spatial isolation, while maintaining and transmitting ethnic identity.

Within the framework of the study, in accordance with the goals and objectives of the work, a complex of methodological approaches and methods was used: cultural-historical, activity-based, methods of comparison, analysis and synthesis, the method of structural and functional analysis for the study of statistical data, official documents, a systematic approach to the study of the current state of culture and life of the indigenous peoples of the North.

3 Results

The new technological order that is being formed in the modern world is based on the use of IT, the creation and development of a digital society in which information and its level of accessibility affect all economic and socio-cultural living conditions of citizens [7]. IT is one of the most important factors influencing the formation of society in the XXI century [8].

Digitalization today has affected virtually all spheres of society, including culture. The process of forming a digital culture has begun, the essence of which can be defined as follows. Digital culture "on the one hand, is a set of digital technological processes in the field of culture, and on the other hand, it is a set of values, norms and rules that regulate people's relations in the information space of culture" [9, p. 14]. As the researchers note, the development of digital culture requires the search for optimal relationships between linguistic and cultural diversity and an effective way of integration into the world space to ensure an effective dialogue of cultures, which can ensure the preservation of their identity [10].

Within the framework of the emerging digital culture, there is a risk of extinction of the culture of indigenous peoples, including the small peoples of the North. The way of life and life of indigenous peoples presupposes focal territorial distribution, remoteness from cultural centers, that is, carriers of ethnic culture are in spatial isolation and face a lack of IT resources. In modern conditions, this is a serious threat and risk of the disappearance of the national language, culture, and then the ethnic group itself. As statistics show, today in the world every week a language "dies", as the last native speaker passes away. As a rule, this happens with the languages of small ethnic groups. The small peoples of the North also face such a threat. Today, the problem of preserving linguistic diversity is one of the main problems. Today, to solve this problem, a number of

measures are being taken at the state and regional levels.

Today, in the regions of the North, Siberia and the Far East, where small indigenous peoples live, various events are being held, programs are being adopted aimed at preserving cultural and linguistic diversity, including with the active use of IT technologies and cyberspace.

An analysis of Internet portals and sites showed that in fact in all regions there is a set of measures aimed at preserving cultural heritage. Also, the websites and portals of federal, regional and local government bodies contain various information about the peoples living in the region, about their history and culture.

A large layer of information is posted on the website of the Government of the Russian Federation (legal information, statistical data, factual material and other information). This site also contains background information about events with mandatory visual support.

The website of the Ministry of Culture of the Russian Federation, which contains information about the cultural heritage of the indigenous peoples of the North, is also informative. Interesting for our research is the material posted on the Kultura.RF portal. The electronic catalog posted on the portal contains interesting information about the culture of the peoples of the North and Siberia. The archive contains the folklore of the peoples of the North, data on 30 objects of the intangible cultural heritage of the peoples of the North.

The official websites of the national regions are very popular. Their pages contain information about the cultural heritage of the peoples living in the region, their culture, language, events held in the region.

For example, ecology, education and preservation of the cultural heritage of the indigenous minorities of the North is a priority area of cooperation between Ugra and the RF Commission for UNESCO. Under the auspices of this organization on the territory of the region, since 2005, the International Ecological Action and the International TV Festival "To Save and Preserve" have traditionally been held. This experience was subsequently disseminated among the five National Commissions for UNESCO. Also in the region, under the auspices of UNESCO, conferences of associated schools "Ob-Irtysh basin: youth study and protect natural and cultural heritage in the regions of great rivers", International conferences on education for sustainable development are held. In 2013, the anniversary International IT-forum was held in Ugra, the most important issues at the forum were issues of support and preservation of the unique cultural heritage of the indigenous small-numbered peoples of the North. The site "Cultural Heritage of Ugra" contains information collected from various sources and systematized by thematic departments.

An interactive guide to cultural sites in the Yamalo-Nenets Autonomous District is attractive to Internet users. It is designed in the form of an interactive map of the region with tags of cultural heritage sites with a full description.

Currently, virtual museums are very popular, the exhibits of which reflect the history of culture and life of the indigenous peoples of the North living in this territory (for example, the Museum of History and

Culture of the Alexandrovsky District, Tomsk Region). The museum displays household items, crafts, applied arts of the indigenous peoples of Siberia. In the collection of objects, you can study in detail the hunting fishing tools, see the real oblas, narts. Also get acquainted with ornamented birch bark products: tues, kuzovs, boxes. Akan Khanty dolls are presented. For preschool and younger children, a model of the Khanty village has been designed, where children can see the Khanty dwellings, storage sheds, sledges, oblas (in a reduced form).

Kamchatka also has a unique ethno-traditional culture. The preservation and development of the traditions and culture of the indigenous peoples of the North of Kamchatka is one of the main tasks of the regional government. In order to popularize and preserve the cultural heritage of the indigenous people of the region, various events are held. The annual festival-contests of folk art of the small-numbered peoples of the North "Wandering Capital", the festival-competition of fairy tales of the indigenous small-numbered peoples of the North "Murgin-limn, lil", the essay competition "The best creative work in the native language of the indigenous small peoples of the North" are held. Participants demonstrate their talents: they tell stories in the Koryak and Itelmen languages, demonstrate vocal and choreographic skills.

The Kamchatka Institute for the Development of Education publishes teaching materials on the study of the Koryak and Itelmen languages. Specialists in the field of philology, history, geography, develops thematic blocks that are planned to be included in the curricula of educational organizations of the region. It is assumed that the course will contain such sections as the languages of the small peoples of the North, folklore, literature, religion, applied and decorative arts. As part of extracurricular activities, schoolchildren will be able to get acquainted with the basics of the linguistic cultural diversity of the region.

4 Conclusion

Modern ITs make it possible to actively use the Internet space for communication and education. The Internet allows people of the same ethnic group who live in different regions and sometimes in different countries to communicate freely. Live communication allows preserving language, culture, creates a sense of unity. Using modern technologies, online conferences, webinars, and lessons are being held today. When holding various events, multimedia materials are actively used. Today we can consider and evaluate them as a special kind of historical sources that allow us to preserve and retransmit national memory.

Internet technologies are indispensable in the Far North and Siberia because of the harsh climatic and geographic conditions. For communication, various forums and chats have been created and are actively functioning, allowing the exchange of information in the virtual space. Such communication for many people, especially those who live in remote villages and camps,

is a necessary and irreplaceable source of communication and information.

Of great help in the educational process are the Internet sites of scientific and public libraries containing the necessary educational, scientific and entertainment literature, sites of various publishing houses, cultural and educational institutions. Personal pages of cultural and art workers are of great interest. Especially those sites that contain information of historical, ethnographic, historical content. Most of the sites created have a targeted focus and content both in Russian and in the national languages, which allows preserving the national language.

It is especially necessary to note the project "Digitalization of the linguistic and cultural heritage of the indigenous small-numbered peoples of the Arctic", which is being implemented by the UNESCO Chair of the NEFU. The significance of the project lies in the preservation on digital media of the few native speakers and the distinctive culture of indigenous peoples. The project has been implemented since 2011. The Arctic multilingual portal has been created. It is planned to present all 40 indigenous small-numbered ethnic groups of the North, Siberia and the Far East on the portal. Today this project has received wide support from virtually all Arctic countries.

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