

Innovation culture as the basis of modern society

The article shows the essence of the innovation culture and its place and role in the development of modern society. There was analysed the relations between innovation culture of personality and innovation culture of society and identified the main tasks of development of effective innovation culture

Keywords: innovation, culture, innovation culture, society, person.

Philosophers, sociologists, psychologists were always interested in culture as a phenomenon of social life, reveals behavior, consciousness and human activity in specific forms of life (work culture, the culture of life, art culture, political culture), as well as a way of human life, collective and society as a whole. That is why attention to it particularly acute in the XXI century, which is characterized by intensive development of mankind and the avalanche increase of changes in all spheres of social life. It is a time of transition of society to a different quality of formation - information society, knowledge society. Under such circumstances, there is a need for understanding the "innovation culture" (which provides a continuous and innovative development of society) and how to build a person with an innovative type of activity, which would be an adequate response to the transition of civilization to the innovative type of development [7, p.11].

Many scientists are engaged in analysis of innovative problems in Ukraine and abroad. Among them: V.I. Ivanov, M.Z. Zgurovsky, S.V. Melnikov, N.B. Shust, I.E. Postnikov. Problems of innovation culture were highlighted in the publications of many other scholars. In particular, V.A. Balabanov outlined the problem of formation of innovative culture of a society, A.I. Nikolaev showed the role of innovation culture in the innovative development of society, Bondar-Podgurskaya analyzed the relationship between the formation of innovative culture and innovation policy, K.K. Cameron has developed a general approach to the diagnosis of the innovation culture. In addition, G.M. Zaharchishina were examined questions of modeling of innovative enterprise culture and the formation of an innovative business strategy. In turn, L. Patora highlighted the role of innovation culture in the development of intellectual potential of the company, and E.A. Laricheva identified the factors which influenced to the enterprise culture of innovation and invited the general scheme of its formation.

However, despite the many achievements in the direction of development and the importance of innovation culture in today's society, there are still many unsolved problems. For example "in Russian literature we have no single approach to the interpretation of the essence of culture, but at the same time everyone understands its weighty role in the innovation process, motivation of innovative activity" [12, p.13].

That's why the purpose of this article is to study the role of innovation culture society in a favorable environment to enhance the transition to innovative development.

To implement this goal it is necessary, first of all, by the socio-philosophical analysis and synthesis of the literature, using the concepts of "culture" and "innovation", reveal the essence of the concept of "innovation culture". Secondly, with the help of the system analysis tasks and functions of the innovation culture, to define its role in the development of modern society and to formulate methods to improve the level of innovation culture society.

So, the word "culture" ("breeding, cultivation of any plant, as well as the plants themselves, which are cultured" [6, c. 86-87]) was included in the scientific revolution of ancient times. First, it only applies to cultivation as agriculture was a necessary

condition of human life. Subsequently, under the culture began to understand all that is created man in contrast to the natural world, nature. From the standpoint of modern philosophy and science, culture - humanized, transformed the world of human beings. It's second nature is over the first "natural". It includes virtually the same content as the concepts of society and civilization [9, p.73]. With the further development of society, meaning has been extended and he has already begun to encompass areas such as training, education and religion. According to the V.M. Rozin words, "in our lives today the word" culture "is still associated with the opera house, the beautiful literature, good education" [13, s.200].

Such a wide range of semantic caused further spread the culture of almost all areas of society.

In general, culture exists on the general and individual levels, and expresses a special way of mastering the world, including both nature and society, as well as the formation and development of man's inner world. It is not surprising that the culture in the modern globalist world is constantly changing, expanding its sphere of influence. It is in human culture has historically formed the social organism's ability to reflect reality, transforming action, introduces an element of novelty and form thus of adaptive capacity of a society that makes it possible to solve various problems. All this is possible because of innovation, which is a common feature of culture. So, try to analyze the second component of the innovation culture - innovation.

In the domestic as well as in the world literature there are numerous views on the nature and content of the concept of "innovation". This is not surprising, because among the problems faced by society, there is no more important and complex than the problem of innovation. It should be noted that despite the significant accumulation of theoretical concepts, today there is no generalizing theory with innovation, because the interpretation of the term depends on the scope of its application. For example, the technical sciences focus on the technological side of new technologies changing. In economic science do not look only at the implementation process, but also at the cost-effective innovations using. In the field of pedagogical sciences it has become increasingly popular the innovative activities in the field of educational process.

Depending on the object and subject of research or innovation considered as a process (B.Santo, B.Tviss), and in a narrower sense as one of the phases of the process (F.Pfitch), or as a result (S. B. Byeshelyev, FG Gurvich), or as a change in the social environment in which the proceeds "life cycle" of innovation (F. Valenta, L. Voldachek, UV Yakovets).

According to some Russian scientists, innovation (from the English. Innovate) – is completely focused to the introduction in the current practice.

In philosophical dictionary H.Shmidta innovation means the same thing as innovations in contrast to the traditional training and use of traditional household items, the ability to navigate even in new situations. This is due to updating and dissemination of thought, due to the specific understanding of the new problems that really understood and resolved at least in part. Frequent falling in such situations and overcome them leads to new knowledge, which resulted in active creativity, created and used in new structures of thinking, new improved ability to understand the specific causes and relationships and to capture them [14. s.178-179].

Thus, in the philosophy of "innovation" is the ability to break out of the difficult problem of philosophical thinking, see new problems, ways and means of their decisions, purposefully implemented a particular innovation in the current practice. It caused the positive changes and desired effect. Innovation also includes the process of introducing elements of one culture to another, socio-cultural process that promotes natural transformations and diverse society.

By international standards, innovation is defined as the end result of the activity in question, which is embodied in new or improved products, which is introduced on the market in new or improved process, which is used in practice, or a new approach to the provision of social services. Here as enshrined in the law of Ukraine "On innovation activity", "Innovation - newly created (applied) and (or) improved competitive technologies, products and services as well as organizational and technical solutions - industrial, administrative, commercial and other, significantly improve the structure and quality of production and (or) social "[17].

It is advisable to pay attention to the definition of innovation, which belongs to the American Management theorist Peter Drucker, whom some considered the founder of modern scientists word "innovation". P. Drucker understands that innovation is not just a one-time innovation. For him, innovative activity is "well-organized, rational, systematic work" [2, p.67] and "innovation, which is based on new knowledge, it causes changes aimed at creating new needs" innovation provides a system as mindset and actions [2, s.171].

We believe that innovation involves process and some changes and phases of the process and the result, because most innovation is a process with the transition from one state to another. Stages in the innovation process involves nucleation (search for relevant innovations), development (implementation of on-site), diffusion (repetition innovations to other sites, replication) and implementation of innovations in stable, continuously operating elements corresponding objects.

Innovation is implemented at the level of each individual in transforming attitudes to life, to their role in society, in an effort to improve themselves, interpersonal relationships, self-professional activities and more. Weight innovations of modern life in almost all sectors of society naturally makes the transition category in the category of quantitative quality.

Therefore there is a need for specialists who will be able to produce the innovation and have the moral qualities which provide a choice of innovation. These people must have an innovative culture of personality, which can form a critical evaluation of innovation. Personality innovative culture is a part of general culture of innovation that creates conditions for effective use of innovative potential of the individual in the interests of society and provides balanced in its reform.

Innovation culture is a system of values that correspond to innovative development of society, the state, regions, industries, enterprises, institutions, organizations, and reflect the individual psychological qualities, other important social values humans, contributing to the formation and development of innovation-active personality [1, p .258]. In addition, innovative culture includes creation of knowledge, skills, behavior as an individual and of society, the country that are aimed at adequately related to innovation, ability to work creatively constructive initiative.

The universal definition of "innovation culture" makes B. Lixin. He stresses that "the semantics of the phrase" innovation culture "follows a clear rational benefits, which is the next thought: a culture of life where the basis of human behavior motivation is the desire to update the generation of ideas and their implementation - not only in the field of professional activity, but also in his personal life (self-education, leisure, socializing with children, behavior in the family) and to communicate with others "[8, p.33].

Important for understanding the role of innovation culture in shaping modern society is axiological analysis and structural-functional approach to the definition of this concept. Axiological approach is that innovative culture is a system of values at this stage of innovation development of society. Structural and functional approach involves understanding certain system material and ideal elements reflected in the mind and human behavior, the unity of their actual functioning [11, p.73].

Thus, innovative culture is an integrated system, that made inherent in the society and its members values and behaviors that affect the appearance of innovation and, consequently, the way of life of society. Innovation culture is not initially defined as a result of social interactions and passed through training, numerous contacts between groups of people, behavior, guidelines, standards, system values, employment ethics, characters, style guide, ceremonies, communication and language.

The range is quite wide culture of innovation: the creation of the effective use of innovative capacity (individual, company, organization) to its reform. In addition, innovative culture provides the susceptibility of people to new ideas and their willingness and ability to support and implement innovations in all areas of life. Accordingly, innovative culture following functions: broadcasting, by which is transmitted from the past into the present and the present to the future well-established types of innovative behavior of social actors who have acquired a certain color values within the society; Selection responsible for the selection of created or borrowed innovative behavioral patterns that are at most suited to the needs of society at a certain stage of development; Innovation - opening creative possibilities of socio-cultural mechanisms, development of new types of innovative human behavior based on samples innovation that arose within the culture or were vaccinated outside.

According to V.A. Noskov researches, other than those of existing and innovative cultural features such as "cognitive-transforming performing activities of theoretical and organizational activities; regulatory, underlining the importance of innovation in the development of society and its social institutions; value-normative, which evaluates phenomena in the field of innovation; communication, which provides communication and exchange of experience with innovation and technology education; forecasting, which involves studying and forecasting the possible ways and directions of innovation culture in a particular area; integration, combining other kinds of cultures in a single cultural identity "[11, p.73].

With these functions, it is clear that innovative culture reflects not only the level of innovation processes society, but also as participation in these processes of people, their fun with this part. It provides the susceptibility of people to new ideas and their willingness and ability to support and implement innovations in all areas of life.

Thus innovative culture in modern society performs the task to organize, optimize, streamline, control, regulation and stimulating interaction of all elements of the innovation system of society. The goal is creating a culture of innovation and the implementation of effective innovation in qualitative terms, improving the mechanism of activation of the required capacities in the innovation process. Accordingly, the objective of innovation culture are: identify creative powers and abilities, talents, development and realization of creative potential of society; stimulate intellectual and creative activity for achieving certain goals through the use of innovative ideas; activation and optimization of innovative processes society; formulation and implementation of innovative strategies for development; application of democratic management style; cooperation with all stakeholders innovation infrastructure; formation of intense intellectual climate within the enterprise, as well as creating innovative image; organizational and management services innovation process [5, p.28].

Formation of innovative culture associated with the development of creative abilities and creative potential realization of the person. Innovation culture reflects a holistic orientation rights, enshrined in the motives, knowledge and skills, as well as images and norms of behavior. Formation of innovative culture based on the value system of society, which are a number of ideas, often unwritten, justifying the goals of society. The concept of cultural values is wider than the formal concept of society's goals. Culture consists of rules which give a positive effect. Values primarily based on human needs. At its core values of society is transformed its human needs (personal)

environment-dependent individuals. Similarly, the innovative culture of a society depends on innovative cultural identity, and its development is provided in the first place, understanding the essence of innovation processes and their role in these processes.

There is a distinction between the concepts of "innovation culture society" and "innovative culture of the individual." One of the exploration of the problem A. Karpov innovation culture society defines as "the creation of a fetus innovation infrastructure, innovation institute" innovation culture and personality through it considers "human ability to adapt to a world that is constantly changing, the ability to create new skills properly assess and adopt innovation "[4, p.33]. In turn, it should be added that the foundation of innovative cultural identity is an innovative simulation of human life, behavior and thoughts, and innovative culture society - a kind of innovative spirit, ideology and human environment. As a means of self-identity, innovation involves the development of innovative human abilities: it can take a fresh look at the everyday, ordinary things, generate their own idea, to identify ways of implementation and reach the end in achieving this goal. Development of innovative cultural identity can be seen as the development of individual creative abilities and creativity.

Thus, innovative culture helps to create an atmosphere in society, in which a new idea is perceived as a value to be taken this society and supported him. Accordingly, the innovative culture of a society affects the formation of innovative culture. In support of this conclusion we can show the view of V.D. Tsvetkova, whereby the formation of innovative cultural identity on the conscious level allows a person "not only in its activities generate external diversity, but also acquire inner stability and unity to the endless process of updating ... humanistic potential innovation culture related to its function of providing unity human existence in the innovation society "[16, p.97]. As part of the culture of modern man, innovative culture allows individual, supported by society, to reveal their internal capabilities and self-realization. Associated with innovation culture society, it promotes personal development too. According to the director of the Institute for Strategic Innovation A. Nikolaev: "Innovation culture reflects a holistic orientation rights, enshrined in the motives, knowledge and skills, as well as samples and standards of conduct. It shows the level of the relevant social institutions and satisfaction with involvement of the people and the results "[10, p.54]. The level of the most innovative cultural identity depends on society's attitude to innovation and the work that is carried out in the community for the development of innovative culture.

Thus we can speak of interdependence of society innovation culture and personal innovation culture.

The development of modern society is manifested in the fact that it: at first, acts as a stimulator of creative thinking person, because it is an area of her[his spiritual life and it reflects its values, enshrined in the motives, knowledge, skills, patterns and norms of behavior and susceptibility provides them new ideas, its willingness and ability to support and implement innovations in all aspects of life [15, p.8]; secondly, it optimize all components of the innovation potential of person and society and reflects the relationships that develop throughout the innovation cycle; at third, because of its regulatory function, innovation culture gives the whole innovation process of certain organization, the relevant procedures regulating innovation in society; at fourth, it significantly reduces the resistance of innovation through the culture changes and transient; at fifth, it organizes the process of innovation through its institutional nature; at sixth, it optimizes the entire innovative society way, which is based on the receiving values and a desire to be proactive and adequately perceive the modern challenges of the time.

Based on the above, we can identify the main causes that negatively affect the development of innovation culture:

- low level of public awareness of the need for change and innovation in various areas of social development;
- low level of innovation culture of personality, which manifests itself in the reluctance to accept new;
- lack of interest of people as well as society in innovation;
- decline in the prestige of scientific work and unwillingness to learn and re-learn, to adapt to changes in the world;
- lack of motivation to innovate.

By overcoming these problems is their consideration at the level of state regulation of politics, science, education and economy. That improvement in these areas of development of society is able to raise the level of personality innovation culture and society innovation culture. To do this through education and science to develop in society's ability to go beyond the knowledge and experience in the economy and business activities stimulate the emergence of innovations and innovators by bringing innovators to participate in the profits from their innovations; implement creative freedom of the individual from political, religious, and other bureaucratic restrictions, resulting in reduced resistance should society to innovate, improve innovation culture identity by introducing innovative development ideology in education.

Compliance with these requirements will not only awareness of the need for innovative changes in society, but also it will prepare people for the effective life under constant transformation and change social attitudes and the active participation of the population in the formation of their well-being through its own innovation.

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