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TECHNOLOGICAL OPTIMISM-TECHNOLOGICAL PROGRESS WELL-BEING LEVEL

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Annotation: This article analyzes that active work is underway to create various concepts of "industrial," "post-industrial," "techno-tronal," "information" societies, that under the influence of the scientific and technological revolution, the "ordinary" agrarian society will be replaced by an industrially developed "industrial" society, and the further development of technocratic civilization will cause many problems.

Keywords: Globalization, illusion, techno-optimistic, industrial, post-industrial, techno-tronic, informational.

Currently, comprehensively studying the large-scale processes of integration and globalization, which are becoming one of the important features of world development, is becoming a necessity. These processes, the unparalleled development of science and technology, as well as information technologies, are having a serious impact on the ideological sphere. Globalization (from the Latin globus - sphere, fr global - general, universal) is an objective process of formation, organization, functioning, and development of a new, universal global system based on the deepening of interconnection and interdependence in all spheres of the international community. The term "globalization" is first mentioned in one of the 1983 issues of the American scholar T. Levit's "Harvard Business Review" journal[1]. However, the aforementioned views were pushed aside by a new wave of technocratic sentiments at the beginning of the 1960s and lost their influence on public consciousness for almost two decades. This was facilitated by the industrial upsurge in the post-war period, which encompassed almost all economically developed countries of the world. The prospects for social development in the 50s and 60s seemed brilliant to most countries, both in the West and in the East. In public consciousness, techno-optimistic sentiments intensified, creating the illusion that any worldly and even cosmic problems could be solved with the help of science and technology. Such views were reflected in numerous theories that declared the "consumption society" the goal of social development. During this same period, active work was carried out to create various concepts of "industrial," "post-industrial," "techno-throne," "information" societies.

In 1957, the renowned economist and sociologist J. Galbraith published the book "The Society of Abundance" and developed its main ideas in another work later titled "The New Industrial Society." In his works, human achievements in science and technology are highly and only positively assessed, and attention is drawn to the fact that under the influence of these achievements, profound changes occur in the economic and social structures of society[2].

In the works of the famous French philosopher R. Aron, as well as in his lectures given in 1956-1959 at the Sorbonne University, the book of the American political scientist W. Rostow "Stages of Economic Growth. In the book "Non-Communist Manifesto," the theory of "industrial society" was more fully substantiated[3].

According to these scholars, under the influence of the scientific and technological revolution, the "ordinary" agrarian society will be replaced by an industrially developed "industrial" society, where mass production will come to the forefront in market conditions. The development of industry and the degree to which technical achievements are utilized become the main criteria for the progressiveness of such a society.

The widespread introduction of computers into all spheres of society has led to the emergence of new theories such as: "post-industrial," "information" (D.Bell, G.Kan, J.Furaste, A.Touren), "technotronic" (Z.Bjezinskiy, J.J.Servan-Shrayber), "super-industrial," "computer" (A.Toffler) theories of society. In them, technical achievements, more precisely, not only them, but also the development of science and education, serve as the main criterion for social progress. The implementation of new technologies created on the basis of computer technology is an important criterion for development.

The famous American philosopher and sociologist D. Bell, defining the future forms of social construction, said long before the advent of the Internet: "I am convinced that information and theoretical knowledge are strategic resources of the post-industrial society. Moreover, in their new role, they are turning points in modern history."

As the first turning point, D. Bell notes the change in the nature of science, which has become the main productive force as "general knowledge" in modern society. The second turning point is related to the emergence of new technologies, which, unlike the technologies of the Industrial Revolution era, are extremely flexible and can be easily reprofiled. He said: "Modern technology opens up many alternative paths to achieving unique and at the same time diverse results, in which the production of material goods grows unprecedentedly. These are opportunities, and it's all about their realization."

The term "techno-optimism" describes the modern trend of futurology, which was formed in the 60s of the 20th century and exists to this day. Techno-optimists believe that science and technology will allow us to successfully solve the global problems of our time. It significantly exaggerates the ability of technological progress to improve the level of well-being. Let's say many new technologies actually bring significant improvements to people's lives who buy or master them. However, we mistakenly assume that improving the well-being of individuals has a long-term impact on society as a whole. More happy people don't always make up a happier society.

The further development of technocratic civilization raises many problems. has a social, cultural, and axiological character. The development of technology

allows for the implementation of various social construction projects, but to date, a society that combines technological excellence, optimal social order, meritocracy, and a favorable psychological environment has not emerged on the planet. The realization of the idea of developing technological optimism, introduced into mass education, by the seventies of the 20th century, had passed a stage of its development. Almost immediately, researchers with more balanced views on the social consequences of the information revolution began to oppose techno-optimists.

The media-centrization of digital education, its technological orientation, is a manifestation of a technocratic approach, within which it is impossible to implement the established value component of education. Educational technologies are secondary to values, which must be considered when developing management decisions for the general education sector. The educational environment in schools should be focused on the needs of the growing individual, not on digital technologies. Making decisions using artificial intelligence algorithms in education cannot and should not displace, first and foremost, the personal choice that the teacher makes as a subject.

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