ABSTRACT: The transformation of culture ensures the correction and integration of various forms of activity of social subjects, thereby exerting a direct impact on the functioning of modern society. The article reveals the issues of the formation of socio-cultural space by cultural institutions. In particular, the library is considered as one of the important institutions of society, the activities of which are closely related to education, economic, socio-political, cultural factors. The main purpose of the library is shown, which can help to familiarize the younger generation with the true values of culture, for which it is necessary to model the cultural and informational environment of the formation of the moral experience of individuals. As a result, the work presents a project that provides a prompt response to urgent problems of both information and library services, and a factor in the formation of a socio-cultural space.

Keywords: Anti-culture. Library. Education. Culture. Project. Socio-cultural space.

RESUMO: A transformação da cultura garante a correção e integração das diversas formas de atuação dos sujeitos sociais, exercendo assim um impacto direto no funcionamento da sociedade moderna. O artigo revela as questões da formação do espaço sociocultural pelas instituições culturais. Em particular, a biblioteca é considerada uma das instituições importantes da sociedade, cujas atividades estão intimamente relacionadas a fatores educacionais, econômicos, sociopolíticos e culturais. É apresentado o principal objetivo da biblioteca, que pode ajudar a familiarizar a geração mais jovem com os verdadeiros valores da cultura, para os quais é necessário modelar o ambiente cultural e informativo de formação da experiência moral dos indivíduos. Como resultado, o trabalho apresenta um projeto que dá uma resposta rápida a problemas urgentes de informação e serviços bibliotecários, e um fator na formação de um espaço sociocultural.

**RESUMEN:** La transformación de la cultura asegura la corrección e integración de diversas formas de actividad de los sujetos sociales, ejerciendo así un impacto directo en el funcionamiento de la sociedad moderna. El artículo revela los problemas de la formación del espacio sociocultural por parte de las instituciones culturales. En particular, la biblioteca se considera una de las instituciones importantes de la sociedad, cuyas actividades están estrechamente relacionadas con factores educativos, económicos, sociopolíticos y culturales. Se muestra el propósito principal de la biblioteca, que puede ayudar a familiarizar a la generación más joven con los verdaderos valores de la cultura, para lo cual es necesario modelar el entorno cultural e informativo de la formación de la experiencia moral de los individuos. Como resultado, el trabajo presenta un proyecto que brinda una pronta respuesta a problemas urgentes tanto de la información como de los servicios bibliotecarios, y un factor en la conformación de un espacio sociocultural.


**Introduction**

Today, with the development of information and communication technologies and also the storage of this data is done in special spaces called libraries. The relationship between researchers and users’ needs to create spaces that meet their needs for study and research as well as development. In fact, with an initial knowledge of the type of use and attitude of people in study environments, a suitable functional spaces can be achieved. Based on the principles of contextualism, he used a cover to create a human space with modern technology. The positive effects of the values of the environment and the relationship that humans will establish with that space will lead us to other goals, including recognizing the inviting and readability factors of a social space, culture and human attitudes will affect the type of architecture and its style. The present study will focus on the role of libraries in promoting sustainable culture and social relations based on library studies and theoretical texts. In fact, expressing the criteria of collective and cultural spaces based on recognizing architectural criteria such as; Space variability, accessibility, space expansion and diversity (ABDULAEVA ET AL., 2019).

Humans today live in an atmosphere that many see - rightly or wrongly - the end of everything, the end of time and space, the end of geography and even the nation-state. In such circumstances, the apprehension of the end of libraries is not a panic that has occupied the minds and souls of specialists, professionals and employees of all types of libraries. This apprehension seems more serious in the case of public libraries, which are inextricably linked to community developments. Libraries whose history shows that they have always functioned
as a social institution; And the metaphor of a "place for all" in the case of public libraries rightly refers to the library's growing social, cultural, and economic interactions with its local community. A historical study of public libraries shows that these libraries have a long history of serving different individuals and social groups. The concept of the library as a social institution was formed a long time ago. The Social Functions of Public Libraries In the 19th century, public libraries also emerged as agents of social change — to educate the poor — and, in part, as social control organizations — to manage the reading habits of the masses. The 1970s and 1980s saw the emergence of a new style of social librarianship that sought to provide public library services to the working and middle classes. Throughout their history, public libraries have viewed social functions and the working and middle classes as one of the fundamental foundations of their structure. In fact, public libraries have always been one of the effective arms of governments in facilitating social and cultural problems and on the other hand as a tool for community building (GUMBI, 2019).

Today, fundamental changes in information and communication systems have led to a sharp decline in demand and, consequently, a change in the nature of various types of libraries. Public access to digital information, advances in storage and organization (formerly a function of libraries) is largely done by software, including intelligent systems. So in these circumstances, focusing solely on providing information resources, and hoping for the survival of public libraries, is a vain and optimistic hope. Therefore, public libraries in today's world, in a more general sense, are designed to organize the process of intellectual interaction between members of the community served. By carrying out this mission, libraries are not only able to overcome the crisis caused by the objective decline in the demand for information, but also, entering another stage of development, are becoming platforms for the implementation of various types of programs and services that It can incredibly lead to the expansion and deepening of their power (SUMMERS & BUCHANAN, 2018).

Therefore, given the historical roots of public libraries and the social nature of this institution, as well as the obligation arising from the new mission, the operation of new libraries, or rather really modern, includes the following: Activating and modifying the free exchange of ideas and opinions between Sections and groups of society, with the aim of solving their immediate problems; Providing space and tools to implement creative initiatives and solve the daily problems of the audience; Creating educational programs aimed at adapting citizens to continuous innovative developments; Strengthening citizens' free dialogue on social and political issues, and ...
The philosophy of existence of social organizations and institutions is their obvious functions. Of course, in addition to their obvious functions, organizations have other functions, which are called hidden functions. The obvious function of an institution such as education is to "culturalize" and "socialize" individuals, and in addition to this (obvious) function, there are other (hidden) functions such as job creation, class mobility, innovation and change in society. The library as a social institution, in addition to promoting public knowledge, spreading the culture of reading, etc., which are expressed as its formal (obvious) goals or functions, has emerging functions that move it from a closed cultural space to a space. Social transforms.

The growing number of imaginative new university libraries around the world is taking shape as we combine exciting architectural spaces with functional interiors. Library administrators should have a strong insight into new libraries, and having this effective insight should inspire the overall layout of the library. This article explores the key features of a good learning environment in new and renovated spaces. It is suggested that the educational space should have usability, adaptability, accessibility, diversity, effectiveness, excellence, environmental appropriateness, security and safety, and appropriate information technology. The new atmosphere should also be charming and attractive to capture the thoughts of the users and the spirit of the university. The mentioned indicators should be discussed briefly and through the planning process, and the priority given to them depends on the mission and culture of the library. More attention is paid to natural light and ventilation, art-cultural works, noise management, security, accessibility for the disabled, training in information skills and forecasting for e-services. Planning is increasingly focused on individuals or learners, emphasizing the need for educational spaces that are social, effective, and group, such as the need for traditional quiet spaces for study and reflection. Many libraries are linked to other services. University libraries are a physical and enduring place, a blend of environment and a mix of traditional and electronic services that are vital to the future of universities and their communities.

Cooper & Berry (2020), and Ibrahimova (2021) introduces features for a good library space that ideally a good library should have:

- Practical Adaptability
- Availability
- Variety
- Impact
• Environmentally appropriate
• Security and safety

Just as these qualities are tense and even contradictory to each other, they are also undeniably confronted with tensions and contradictions within themselves. They all have deep meanings. These characteristics are equally relevant to all space design activities; Such as the construction of a new building or a plan to expand, renovate or adapt, make better use of existing space or any other combination of such activities openly, new plans that will lead to new solutions, significantly in universities, higher education systems. It is also heterogeneous and diverse in cultures and climates. However, the author firmly believes that the mentioned features are the key points for designing educational spaces anywhere. In fact, library design processes are remarkably similar around the world.

In modern society, cultural institutions play a special role. They not only revolutionize the socio-cultural space, but also influence many spheres of human activity, starting to regulate them, rebuilding their spheres and methods. Information technologies of the new century have immensely expanded the familiar world due to virtual reality (BARCLAY, 2017; COLLINS, 2021). Today, a system of new views of the world is being formed, in this regard, the functions of cultural institutions are becoming more and more diverse, and they are increasingly playing the role of initiators of civil interaction aimed at stability and development of the intellectual potential of people (KORMISHINA, 2010).

The relevance of the study is determined by the fact that the socio-cultural space is influenced by the regulatory framework and models of state and economic development of the country (OLEINIKOV, 2009; COOPER & BERRY, 2020). According to this, the current economic situation requires constant renewal from cultural institutions. In the new informational situation, it is necessary to constantly modernize the forms and methods of working with the population, look for innovations in work, and experiment (DAVY, 2021).

All modern political scientists and scientists are concerned about the problems of our time and the immediate future of mankind, which is understandable (including, at present, there is a problem of the growth of anti-culture, as a result of which the foundations of traditional society and the basic values of many cultures are being destroyed).

The origin of the term "anti-cultural society" can be established through the definition of the terms "culture" and "society" (FLEMMEN ET AL., 2018).

The term "cultura" comes from the Latin verb "colo", which means to work or to cultivate the soil. Initially, this term was used to denote the process of humanizing nature, which serves as
a habitat. Further, gradually, like most other words in the language, its meaning changed (Gibson, et al., 2017).

In modern language, the concept of "culture" is used in two meanings - "areas of creative activity associated with art" or "a set of forms, results of human activity that are entrenched in social practice, and which are transmitted from generation to generation with the help of certain sign systems (a namely, linguistic, non-linguistic), with the help of learning, imitation, therefore, under culture it is necessary to understand exclusively human, as well as social in origin, purpose mechanism" (https://whatishgood.ru; HERZFELD, 2020).

Society means the unification of people united by a fixed common territory, common cultural values with a common legal system, common social norms, rules of behavior that allow its members to create a socio-cultural identity and a sense of belonging to a single whole (http://www.grandars.ru; WYATT ET AL., 2018).

Anticulture is characterized by lack of spirituality, which manifests itself in the priority of any values, as well as values that are opposed to the spirit (material wealth, power, etc.), pseudo-aesthetic values, materialism, consumerism, the attitude towards another person as a commodity, thing (IBRAHIMOVA, 2021).

According to the Swiss scientist C.G. Jung, the term “anti-culture” (which is quite close to the term “non-culture” proposed by Yu.M. Lotman), the term “non-culture” means a culture that has a negative sign, something destructive that leads to deformation and degradation. The danger of anticulture lies not only in its direct effect on consciousness, as well as the behavior of people, but also in the fact that it is carried out through mimicry, disguise as culture (http://sec.chgik.ru). In this case, people confuse anti-culture with true values, directly with the culture itself, its achievements. Anticulture destroys what is human in a person, the person himself as such (LEE & KWON, 2018).

Today, the problem of the growth of anti-culture breaks the foundations of traditional society and the basic values of many cultures. There are many different phenomena for this:

1. The market system that has arrived is trying to "evaluate" the core values. And at the same time, there is a substitution of basic values for anti-values. Culture is becoming a service industry. The quality of life is changing.

2. Mass media as a powerful tool of influence. Some channels do not have moral restrictions, Western values are advertised, aimed at attitudes of individualism, consumerism, materialism.

3. Popular culture spreads in its worst manifestation is focused on the lowest human needs. There is a dehumanization of some strata of the population.
4. The concepts of morality and ethics are distorted. Active implantation of human life, in its worst manifestation. The fall of moral culture.

5. The internal foundations of society, intergenerational ties are destroyed.
Considering the socio-cultural space and the problem of anticulture as growing, the authors propose to reveal the library's capabilities through its direct activities aimed at strengthening Russian civic identity.

The socio-cultural space is formed by cultural and artistic institutions: museums, cultural and leisure-type institutions, libraries, cinemas, educational institutions in the field of culture, etc. These institutions are able to shape and educate a person, accumulate the experience of generations for its transmission in time and space. Man, in turn, creates a cultural and information space, creating new works of art. The mutual formation of the elements of the regional cultural and information space has specificity (MARKOVIĆ, 2019).

The library, which has a long history of existence, combines various cultural knowledge and traditions, thereby orienting a person in information and knowledge. It has established itself as an important institution of society, the activities of which are closely related to economic, socio-political, cultural factors. Any changes in society influenced changes in the work of libraries. They changed tasks, forms of work in parallel with the progress and development of culture.

Libraries act as guarantors for the preservation of traditional culture and the development of new cultural trends. Libraries are breaking stereotypes, being equipped with modern technologies, becoming mobile, accessible and open to users.

New library spaces are opening, - a coworking center (KUB - Culture. Study. Library.) - a platform for creative, business communication, meeting places for young people, equipped with modern electronic equipment and a free high-speed Wi-Fi zone, as well as equipped for visitors with a special technological zone "Creative 3D-laboratory", on the basis of which they create volumetric objects, sculptures, details, which represent a solid materialization of non-material creative thought, expressed using the mathematical apparatus of 3D-modeling programs (WOJCIECHOWSKA & TOPOLSKA, 2021).

Consequently, the problem can be solved through the library: in these conditions, it can help to familiarize the younger generation with the true values of culture, for which it is necessary to model the cultural and informational environment for the formation of the moral experience of individuals (SHABATURA ET AL., 2018; TIEVIKOVA ET AL., 2019).

According to N.N. Gladchenkova “the modeling of the cultural and informational environment of the formation of a person's moral experience is based on the enrichment of
established microenvironments with pedagogically significant events: the age environment and the culturally creative environment in educational institutions (or libraries),” with which one should agree (GLADCHENKOVA, 2020; ZOLOTUKHIN ET AL., 2020). In the environment of a cultural and information institution, the interaction between visitors to the library and its employee is inherent in a complex as well as integrated character, along with reliance on the value system, which is embedded in the content of cultural and educational traditions (FILIPOVA, 2013; SHIN ET AL., 2017; TORKAMAN ET AL., 2018).

It is necessary to form a culture along with an increase in the level of education of students, this is the key to a responsible attitude of citizens to the world around them in the future. A modern library successfully combines user service with various features of information culture. Within its walls, the reader can see books published last year and get acquainted with documents that have been stored for several hundred years. And in the next section, he has the ability to search for the necessary information on the Internet, work with a CD. But despite all the new technologies that are used in everyday work, the library is needed by the population, first of all, as an institution that provides documents in a traditional way.

Information is also a national resource. In some ways it is similar to other types of national resources: mineral resources, water resources, forests, and so on. It will not be an exaggeration to say that the preservation of library funds is the main condition for the survival of national and world culture and science. But libraries still have to prove their value and importance to the public day after day (MAMYCHEV & MORDOVTSEVA, 2018; SUSEN, 2020).

It is the library that has unique opportunities to solve this problem: free, accessibility to use information along with the ability to present books, articles in periodicals, etc. to readers (MATVEEVA, 2020). In addition, the library specialists have the opportunity to conduct educational and educational activities among students and youth. To solve this problem, the authors propose a project. It is projects that have recently become one of the most popular types of work in library activities.

When developing projects, the library is an important institution in which traditional culture will be preserved along with the development of new cultural trends. The main goal of the project is to increase the interest of students in the culture of their native land and world cultural problems through educational and educational activities, as well as to make available information on problems in the field of culture for all interested persons. The focus of the cycle of lectures, conversations, games, along with wide access to information on the next problems of "culture" and the growing trend of "anti-culture" became
clear to each student so that each of them could make their own contribution to solving such problems.

**Project objectives**

1. Formation of traditional consciousness and raising the culture of students (different age groups).
2. Creation of a system for information support of continuous education in the field of culture and enlightenment.
3. Information and bibliographic support of environmental programs aimed at environmental protection.
4. Formation of a stable interest in Russian, including classical literature, etc.

Target groups of the project: school students, as well as all stakeholders.

**Methods**

I. Creation of a system of information support for continuous education in the field of culture, enlightenment, as well as information and bibliographic support for programs for the development of culture, which are aimed at activities for the formation and development of culture. As a result of the above, the information will become fully accessible for students and youth, along with all interested parties. The indicated problem can be solved by such methods as:

a) Establishing connections with cultural organizations of the city;
b) Creation of computer presentations on the problem of "anticulture" and "culture";
c) Creation of thematic conversations on certain problems of "anti-culture";
d) Design of a permanent information stand: "Culture and my city", "Calendar of cultural events";
e) Organizing meetings with representatives of cultural organizations of the city with students of the school (of different age groups).

II. Conducting educational activities in high school. The problem posed is supposed to be solved by the following methods:

a) Conducting lectures, conversations, role-playing games of "cultural" themes at the school ("Cultural places of my city", "Cultural problems of modern cities", the game "In the footsteps of historical and cultural places of Russia");
b) design of a cycle of exhibitions on the themes "Culture and its protection": "Culture and its values: imaginary, real dangers", "Culture and anti-culture: who will win?", "Publications on the development of culture: to help cultural education and education", “Literary places of Russia”, “Through the pages of books - to the country of the amazing” (the work of writers discussing the problems of culture and anti-culture);

c) Conducting interactive quizzes for connoisseurs of culture: "Secrets of Russia: Historical and Cultural Places."

Evaluation of results.
The results will be assessed according to the feedback from users - participants of the event, according to the reports on the events (photographs, video materials will be attached).

Results
1. Suppression of the emergence of "anti-cultural" society.
2. Expansion of horizons along with deepening of "cultural" education.
3. Development, as well as creation of methodological developments (in the form of an electronic kit) for the cultural education of the younger generation.
4. Formation of photo galleries, exhibitions.
5. Implementation of the placement of presentations, as well as the best works on the website of the library (if any).

So, in order to solve the set task of the library and the library and information activities they implement, it should be aimed at ensuring that the maximum number of readers have mastered the spiritual values of culture, imbued with the lofty ideals of progressive world culture, freed themselves from spiritual lack of freedom and embarked on a path of development that in ultimately leads to the formation of a harmonious, comprehensively developed personality - the ideal of ideas about a person in whom everything is perfect: thoughts, feelings, and actions.

Conclusion
Acting as a powerful and at the same time very sensitive instrument of cultural and reproductive activity of people, the library contributes to the development of the general culture of readers, introduces them to the most important achievements of national and world
culture, introduces norms, traditions, cultural achievements into their consciousness, life, and everyday life. It is all this that contributes to the formation of a socio-cultural space.

References


