

## PHILOSOPHY

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### **Historical consciousness formation specifics in modern media**

It is considered the topical issues of the formation of historical consciousness in the context of the development and formation of the media environment, which is book, audio, visual and audiovisual (screen) information distributed using modern information and communication tools and technologies. Within the framework of the study, the media environment means a rational, moral, aesthetic and emotional-sensory environment in which cultural codes are produced, aestheticized and broadcast and historical consciousness is formed using a complex of modern information, communication and digital technologies (the Internet, social networks, blogs, artificial intelligence, etc.). It is noted both positive and negative aspects of the formation of historical consciousness in the conditions of the development of the modern media environment, indicated certain risks associated with the possibilities of manipulation and the formation of false historical consciousness.

Key words: information reality, information society, digital generation, historical consciousness, modern media environment.

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