

## THE PROBLEMS OF MODERN DEVELOPMENT OF POLITICAL CULTURE ARE RELATED TO THE DIGITAL SPHERE. POLITICAL CULTURE AS A SET OF POSITIONS IN THE RELATIONSHIP BETWEEN THE GOVERNMENT AND THE CITIZEN

### Summary

This article explores the main problems of modern political culture and their impact on the relationship between citizens and the state. It identifies insufficient political education, declining trust in government institutions, underrepresentation of social groups, and the spread of misinformation in the digital sphere as key challenges. The study emphasizes how these issues contribute to polarization, inequality, and weakened democratic engagement. It argues for systematic measures to increase openness, transparency, representation, and digital literacy. Strengthening political culture is presented as essential for ensuring stable governance and fostering constructive interaction between government and citizens in the modern democratic context.

Over the years of human existence, man has been able to go through many stages of his life. And with each period of life, situations became more and more complex and man, as an entity, had to adapt to the world and adapt the world to himself. And with the development of humanity, society also developed, and people had to find new ways to manage society. After all, even at the beginning, social relations were created, which can already be called the rudiments of the state. And for the state to function successfully, it needs to interact with citizens, which in the modern world is implemented by public diplomacy, which is closely linked to political culture, and in the modern world, to the electronic world. Therefore, I propose to look into this topic, to identify and understand the main

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problems of the modern development of political culture.

To begin with, we need to understand that political culture is one of the most important components of society, as it defines and regulates the way citizens interact with their government and political system. However, today, political culture is increasingly facing various problems that prevent it from manifesting itself correctly, which directly affects the relationship between the state and citizens. Therefore, I propose to consider the main problems that arise in the modern development of political culture and try to describe them.

Insufficient political education and awareness of citizens.

One of the key problems of the modern political culture is the lack of education and

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awareness of citizens about political processes. A large number of citizens do not have enough information to properly understand the processes taking place within the state. This leads to a low level of citizen participation in the political process.

Trust and legitimacy of government institutions.

Another serious problem is the loss of public trust in government institutions. The less trust citizens have in the state, the more difficult it is for it to function properly. There are many factors for this, but it is mostly related to the media, because the media have a great influence on the public.

Insufficient participation and representation of different groups of the population

Another important problem is the lack of participation and representation of different social, ethnic and gender groups in the political process. This can lead to inequality and injustice in political decision-making, which in turn can also lead to a decrease in public trust. The consequences of this can be really significant and negative.

Information manipulation and falsification in the digital sphere

One of the main problems associated with the digital sphere is the spread of false information and manipulation on social media and digital platforms.

Due to the ability to disseminate information quickly and without proper control, fake news, propaganda and manipulative strategies can significantly influence the political views of citizens. This leads to a distortion of the real picture of events, increased political divisions and manipulation of public opinion, which makes it difficult to develop a healthy political culture. Therefore, it is imperative to conduct e-awareness training for the society.

Thanks to the study, we can confidently say that the analysis of the problems of modern political culture development only confirms their seriousness and importance for both society and the state as a whole. Insufficient political awareness, loss of trust in government institutions, polarisation of society and unequal participation in the political process are just some of the problems, because, in fact, there are a large number of problems and they all need to be addressed immediately, but society is still developing and trying to find the best way to solve these problems. The development of political culture as a set of positions in the interaction between the government and the citizen requires systematic measures to ensure openness, transparency, participation and representation of all layers of society. This is the only way to ensure stable and democratic development of modern society.

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