Dr. Dušana Findeisen
Slovenian Third Age University

There will be no Europe without culture… and digital awareness/consciousness

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STRUCTURE

(1) The changing European narratives and European awareness/ consciousness

(2) Culture and cultural heritage

(3) Digital consciousness /artificial intelligence as part of the European consciousness

(1) The changing European narratives and European awareness/ consciousness

European consciousness + digital consciousness
are not formed from a single large bloc,

European consciousness has its distinctive forms:

! reflective European consciousness'.

European consciousness' s related to European identity

European identity is not only about nostalgia of the urban Europe of the 19th century

Over 70 years narratives of European (collective) identity have been changing:

Belonging, inclusion, EU history
Knowledge, science
Norms, rights
Culture = + more resently digital awareness and connectivity.

The changing narratives of European identity/ Winston Churchil; European family=

Visionary+emotive quality narrtive x remendy to economic disaster of the 2nd World War

60's : by cold war-European identity was clearlyly felt

Common prosperity+ progress+common it was about EU's past and future

EU= framework numerous transactions

Jacques Delors, Marcel Gauchet, Cohn Bendit and others:

Europe
x political force
x impose itself in globalisation processes
but can be a moral force

Many documents have paced the wasy to artificial intelegence/digital consciousness

the Lisbon Strategy

EU to 'become the most competitive and dynamic knowledge-based economy in the world capable of sustainable economic growth with more and better jobs and greater social cohesion

(2) Culture and cultural heritage

What comes to your mind when you hear culture or INTANGIBLE CULTURAL HERITAGE?
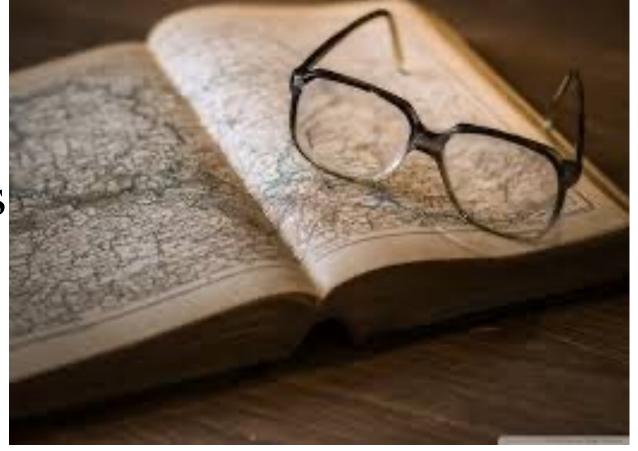
Culture? Art? Customs?

Identity?

Community?

Knowledge, skills

Tradition?

Family?

Memory?

Folklore?

(1) What is culture/ cultural heritage?

Culture is every thing that happens between one's birth and death (Andre Malraux)

Cultural heritage is heritage *if*
cultural +
social values are attributed to it
+ **aesthetic appreciation.**

Heritage is put under a lot of pressure-
it should be better recognised and protected!

heritage is mostly tangible, material, monumental, grand of good aesthetic value

ICH is a living culture within cultural communities

ICH criteria; authenticity/community/testimony/characteristics/danger of
disappearing

WHY WE CARE ABOUT ICH

WE ARE ATTRACTED AND ENGAGED

LEARN FROM TRADITIONAL KNOWLEDGE+ WISDOM

KNOWLEDGE OF GENERATIONS-LEARN FROM EACH OTHER

(3) Digital consciousness /artificial intelligence as part of the European consciousness

Artificial intelligence (AI) makes it possible - machines learn from experience, adjust to new inputs and perform human-like tasks.

AI examples today – chess-playing, self-driving cars – Deeple translator, etc. rely on deep learning and natural language processing.

AI/ digital awareness/digital consciousness

is at the heart of the **4**th **Industrial revolution** 4.0 (word coined in 2008)

Today three worlds are colliding together:

<u>digital</u>(internet, social networks etc.)
<u>virtual</u> (augmented reality: in education, medicine etc.)
<u>physical</u> world

We have been facing/will be facing a radical change
(consumption, production, interaction)

But! At the core of everything is the human being
(Henrik von Scheel)

Anxities related to AI

Global competition

Job market transformation

Change of social policies

Negative impact on rights and freedoms

"Europe Fit for the Digital Age" is a political priority- EU Commission= responsible for devpt of AI policy- a result of many initiatives like Digital education action plan, skills agenda, digital literacy + competences at all levels of education....

European Commission + the European Parliament,
consultative committees etc.
have defined a common strategy in relation to AI.

There will be
public funding of research,
public investment, and
regulations for industry.

In December 2023 the EU Parliament and Council have reached a provisional agreement on the Artificial Intelligence Act.

This regulation aims to ensure that

rights,
democracy,
the rule of law and
environmental sustainability

are protected from high risk AI,

+ innovation and making Europe a leader in the field. The rules establish obligations for AI based on its potential risks and level of impact.