

## **INTRODUCING THE CONCEPT OF DIGITAL NOMAD IN THE CONTEXT OF GLOBALIZATION AND DIGITALIZATION OF EDUCATIONAL DISCOURSE**

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The proposed article introduces the concept of digital nomad. At the background of rapid integration of gadgets and digital applications into education across the world, less attention has been given to social dimension of digitalization, particularly in regard to participants of educational process. The concept of digital nomad is an attempt to better understand what education means today and how students across the globe are partially becoming digital nomads.

Before conceptualizing a digital nomad, I would like to consider briefly the notion of global nomad. Thus, P. Kannisto examines the question and says that there can be seen a shift in global nomads' values system, because they move toward getting rid of consumerist values, some attributes of modern world replacing them with humanist values. In addition to this, global nomads can be also considered as digital nomads because they do mediate their tourist life through information technologies, for example via Instagram. There appears an idea of instagramming as social recognition [1, p. 5-27].

Along with tourist nature global nomadism has also professional one. J. Matthewman [2] says that a global nomad is seen to be a highly qualified professional who build international career through international organizations, has collected extensive professional experiences at global companies and able to think and act globally. Professional migrants seem to be also digital nomad as they actively use digital means of communication. From professional perspective the term digital nomad can be applied to anyone dealing with information technology disseminating them across the world. The idea of global nomads implies professional recognition.

In conclusion, I would like to say that the concept of digital nomad can be described in relation to generation of millennials as well as generation after them whose lifestyle from the birth is determined by digital media and information technologies. Digitalization of their social practices is occurring much faster comparing to their parents. Information technology not only shapes lifestyle, but in some sense, it is becoming lifestyle. It has relevant impact on education as well. Millennials tend to choose professions related to information technology, they faster develop passion for digital media and more actively integrate them in daily communication replacing real-time interactions with virtual ones. Their being is saturated by technologies than ever before.

### **References**

1. Kannisto P.&Kannisto S. Free as a Global Nomad: An Old Tradition with a Modern Twist. Phoenix, 2012. 174 p.
2. Matthewman J. The Rise of the Global Nomad: How to Manage the New Professional in Order to Gain Recovery and Maximize Future Growth. London, Philadelphia, New Delhi, 2011. 216 p.