

MAP FUNCTIONS IN THE POST-INDUSTRIAL ERA

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The role of the map as a figurative and symbolic geoinformation model of reality for rapid and adequate perception of information is considered. Society is making more and more demands on maps, and the user wants to get reliable information from a huge array of data. The article discusses the features of map functions in the post-industrial era and the digital transformation of thinking. Users from different subject areas have different cognitive and mental stereotypes. There is a necessity for new products and technologies that will be targeted at different users, adapted to the peculiarities of human perception, and will facilitate rapid and correct decision-making. It is concluded that a new function of the map has been defined in modern cartography, namely information and cognitive, and it is also suggested that the operational function of the map in modern conditions can be called managerial.

Key words: post-industrial era, concepts in cartography, map functions, information, knowledge, imaginative thinking, geovisualization, cartography, information and cognitive function.

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