

СЕКЦІЯ 1 СПЕЦІАЛЬНІ ТА ГАЛУЗЕВІ СОЦІОЛОГІЇ

POLITICAL SOCIALIZATION OF YOUTH AS A COMPONENT FORMATION OF THE MODERN INFORMATION SOCIETY

ПОЛІТИЧНА СОЦІАЛІЗАЦІЯ МОЛОДІ ЯК СКЛАДНИК ФОРМУВАННЯ СУЧАСНОГО ІНФОРМАЦІЙНОГО СУСПІЛЬСТВА

The article analyzes the theoretical foundations and problematic aspects of the political socialization of youth. The main scientific approaches to the peculiarities and specifics of the process of political socialization of youth in the modern conditions of the development of the Ukrainian information society are presented. The theoretical basis for characterizing the main prerequisites and principles of political socialization of youth in Ukraine is determined. The author's vision of the peculiarities of the implementation of the processes of political socialization of youth is justified. Considerable attention is paid to the critical analysis of various scientific views on the means and tools of political socialization of youth, in particular, the role of mass media as a modern means of communication for the active and accelerated inclusion of youth in political life is considered. In a democratic society, the most important political and socialization task of the mass media is the mass implementation of values based on respect for the law and human rights, teaching citizens to resolve conflicts peacefully, without questioning the public consensus on issues of the state system.

Conclusions were made regarding the main trends and specifics of youth participation in political processes, which is expressed through the organization of various public organizations and movements. The role of political socialization in the process of formation of an independent Ukrainian state and the formation of a political system is revealed. The role of the modern information sphere in the political socialization of youth is determined; content and features of assimilation of political values by the younger generation; analyzed the priority areas of youth activity in public associations and political parties. It was determined that the social level of political socialization covers society as a whole and large social groups: classes, professions, national-ethnic communities, etc. At this level, the personality is influenced by such factors as the state, government, political parties, socio-economic crises, unemployment, the level of crime in the country, and others. It is summarized that in the process of civic education, the leading place belongs to the educational component, which is supplemented and expanded by education in the spirit of citizenship.

Key words: youth, political socialization, information society, personality, state.

У статті здійснено аналіз теоретичних засад та проблемних аспектів політичної соціалізації молоді. Наведено основні наукові підходи до особливостей та специфіки процесу політичної соціалізації молоді в сучасних умовах розвитку українського інформаційного суспільства. Визначено теоретичне підґрунтя для характеристики основних передумов та принципів політичної соціалізації молоді в Україні. Обґрунтовано авторське бачення особливостей здійснення процесів політичної соціалізації молоді. Придлено значну увагу критичному аналізу різних наукових поглядів щодо засобів та інструментів політичної соціалізації молоді, зокрема розглянуто роль ЗМІ як сучасного засобу комунікацій для активного та прискореного включення молоді у політичне життя. У демократичному суспільстві найважливіше політико-соціалізаційне завдання ЗМІ полягає у масовому впровадженні заснованих на пошані закону і прав людини цінностей, навчанні громадян мирно розв'язувати конфлікти, не ставлячи під сумнів суспільний консенсус із питань державного устрою. Зроблено висновки стосовно основних тенденцій та специфіки участі молоді у політичних процесах, що виражається через організацію різних громадських організацій та рухів. Розкрито роль політичної соціалізації у процесі становлення незалежної Української держави, формування політичної системи. Визначено роль сучасної інформаційної сфери в політичній соціалізації молоді; зміст і особливості засвоєння політичних цінностей молодим поколінням. Проаналізовано пріоритетні напрями діяльності молоді в громадських об'єднаннях і політичних партіях. Визначено, що соціальний рівень політичної соціалізації охоплює суспільство у цілому і великі соціальні групи: класи, професії, національно-етнічні спільноти та ін. На цьому рівні на особистість впливають такі фактори, як держава, уряд, політичні партії, соціально-економічні кризи, безробіття, рівень злочинності в країні та ін. Узагальнено, що у процесі громадянського виховання провідне місце належить освітньому складнику, який доповнюється й розширюється вихованням у дусі громадянськості.

Ключові слова: молодь, політична соціалізація, інформаційне суспільство, особистість, держава.

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Setting of the scientific problem. The state of the political culture of Ukrainian society reflects the complex process of modernization in the

country's civilizational development. In modern political science, the problem of the development of subcultures, in particular the youth political

subculture, remains open. That is why the study of the processes of formation and functioning of the political culture of students, its connection with the reformation of society is of exceptional importance. The political socialization of youth in the process of development of Ukrainian society is an important component of reforming the social system in the direction of ensuring the democratic foundations of civil society and the formation of information culture. Taking into account the multifaceted and multi-vector nature of the investigated issues, it is now quite relevant to determine the prerequisites, principles and features of the inclusion of Ukrainian youth in the political life of the country. This is very important in view of the problems of the formation of modern political elites, which are the basis for the future socio-economic development of the state and the formation of a modern information society.

Analysis of the latest research and publications. Such scientists as I.M. Akymenko studied the issue of political socialization of youth. [1], Bereza V.O. [2], Biletska T. [3], Voronkova A.I. [4], Kozma V.V. [5], Nikolayenko N.O., Tsyvin M.N. [8], Matvienko O.V. etc. The works of the above-mentioned authors contain the justification of the theoretical foundations and practical specifics of the processes of participation of Ukrainian youth in political life. However, issues related to the basic prerequisites and principles of political socialization of youth against the background of modern political and economic transformations in Ukraine require further development. Political socialization in modern conditions is a fairly widespread social phenomenon, characterized by high interest on the part of specialists in the field of political psychology, political science, sociology, etc [1, p. 18].

Defenition of research objectives. Political socialization, which is a part of the general culture that is being formed and is revealed in the process of political life. It is historical and social conditioned product of people's political life, necessary a prerequisite for creating favorable conditions for debugging constructive dialogue and interaction between citizens and the state, others political institutions.

Presentation of the main research material. It is advisable to start the study of the formation and formation of political socialization in the conditions of a transformational society with the study of the very concept of «political socialization of the individual». Personality is both a subject and an object of politics. But some people show political activity to a greater extent, others to a lesser extent, and still others try to «escape» from politics altogether. Some strive for affirmation of the existing political system and show constructive political behavior, while others, on the contrary, take measures aimed at its overthrow and

demonstrate a destructive attitude. There are also those who easily adapt to any political regime and any power. Such a variety of types of political behavior is largely determined by the nature of the political socialization of the individual. In general, socialization is a process of active reproduction of social experience by an individual, carried out in his activities and communication. Political socialization of an individual can be defined as a process of active reproduction by an individual of political experience, a defined system of norms, values and attitudes of political activity and political relations. It can be said in another way: political socialization of an individual is a process during which a certain picture of the political world, experience of political activity and political communication is formed in the individual in several stages.

An important agent of political socialization is the system of political education. In our opinion, searches in the field of understanding the role, place and content of various elements of education and science in the process of forming the worldview foundations of a modern person deserve special attention. This can be explained by the fact that only through understanding all the wealth of knowledge about nature, society and man, it is possible to build a main road of social progress, to the realization of which any social innovations should be aimed. Namely, education is practically the only means of transferring the main share of the experience of the most reasonable establishment of relations in various spheres of social life. In this context, attention should be paid to those components of education that are designed to spread the experience of establishing social relations. At the same time, the problems of civic and political education and their content deserve special attention. Many today practically do not doubt the importance and necessity of building civic and political education, although it is difficult to notice unanimity in understanding their essence and relationship [4, p. 45].

In the process of civic education, the leading place belongs to the educational component, which is supplemented and expanded by education in the spirit of citizenship. This concept combines civil and political socialization of the future citizen and his ability to attach moral values to this process. When studying this issue, one should pay attention to the main tasks of social and political education in the youth environment. They primarily include:

1. Propaganda of democratic principles. As experience shows, the level of practical observance of democratic principles of decision-making and their implementation in our country continues to be too low.

2. Promotion of transparency of decision-making. This aspect is extremely important in democratic processes. In particular, in the youth

environment, its observance will contribute to the formation of healthy relationships and increase the productivity of work. Transparent decision-making involves not only participation in the process of its adoption, but also clear, timely, high-quality and transparent (open to the public) reporting on the implementation of decisions. Unfortunately, neither the legislation adopted in Ukraine nor the common practice provides for this. In this regard, it is so important to spread information about the importance of transparent decision-making, promote its practical implementation and make efforts to improve the legislative field that regulates this issue. This, in particular, is possible by studying work experience and legislation in the countries of Western Europe [6, p. 212].

3. Guidance on the development of public society. The two previous points will be significantly strengthened when the population's responsibility for their own development grows. Even in economically strong states, governments cannot provide state support for the fulfillment of all social orders and give a significant part of the work to volunteers, contributing to public initiatives. Since this kind of responsibility and this kind of work were significantly distorted during the years of Soviet power, the majority of citizens lost the centuries-old experience and culture of public initiatives. Considering this, the youth environment is a fertile ground for spreading the experience of the development of citizens, learning the basic principles and methods of work in communities [6, p. 214].

This approach is objectively determined. In Ukraine, it is connected with the fact that changes in social development caused inadequate. In the recent past, insufficient attention was paid to the civic factor in Ukraine, which led to a lack of dynamism of human potential. Under such conditions, in fact, a gap arose between the needs of social development and the possibilities of society. And political and civic education, which recently claim to become a factor in humanizing society, is supposed to play a significant role in this. Introducing this type of social and humanitarian education in Ukraine, we must take into account the international experience of humanistic pedagogy, focused on the personalization of the educational process.

Agents of political socialization of an individual include the mass media, which can significantly influence the formation of an individual. It is not by chance that they are called the fourth power. Therefore, there is a constant struggle in society for the possession of mass media and the possibility of using them for the purpose of political socialization. An important role in the political socialization of an individual is played by such non-political factors as socio-economic conditions and a person's way of life, national traditions and even individual forces of change. In

particular, we are talking about such events as non-payment of wages, unemployment, deception of the population by the state or individual political leaders, etc. In certain social situations, non-political factors can have a more significant impact on the political socialization of an individual than political agents. This is especially true of a modern open and interdependent society, where all political and non-political factors are closely intertwined. The lack of previous knowledge and skills to new circumstances revealed functional illiteracy and professional incompetence, a decrease in production efficiency [7, p. 122].

Political socialization has a historical character. The concrete-historical content of public life forces each new generation to adapt to the political situation and respond to it in its own way. In a stable society, this process is quite smooth and painless, and in a society where there is a sharp change in political norms and values, political relations and forms of political activity, a crisis of the system of political socialization, a political anomaly, alienation of the individual from politics often occurs. This crisis manifests itself primarily in the fact that old political ideals are lost or not perceived and the old mechanisms of their transmission are destroyed, which is especially evident when changing one type of society to another. An important aspect of this issue is the study of various types, or models, of political socialization. As already mentioned above, the political socialization of an individual occurs in the process of his interaction with society. The nature of such interaction is determined primarily by the ratio of economic, political and other interests of a person and society, a citizen and the state. A different combination of interests determines specific types, or models, of political socialization of an individual [3, p. 32].

The type of political socialization refers to a set of established value models of the interaction of the individual and the political institutions of society. It is influenced by a combination of a number of factors: the level of historical development of society, economic conditions, political culture, the social structure of the dominant society, agents of political socialization, etc. In general, the type of political socialization is determined by those standards of the political life of the society that dictate to the individual a certain way of his political behavior that corresponds to the political culture of the given society.

As a result, political stability and continuity in the development of society are ensured. With a high degree of probability, we can say: what type of political socialization of the individual prevails in society, such is the state of society itself, and vice versa, what kind of society, such is the dominant type of political socialization of the individual.

The problems of political socialization of the individual and its features in the transformational

period of the development of society are determined primarily by the needs of preparing a person for active, conscious, purposeful participation in the political life of society, which in the course of democratic transformations is characterized by contradictions, ambiguity, conflict, and ambivalence of all components of social and political systems. These processes are closely related to the formation of a democratic political culture of the individual, which can be considered as a prerequisite and an urgent task of Ukrainian state-building [7, p. 120].

The inclusion of the individual in the political process takes place through the entry of the individual into the social environment and involves social cognition, social communication, practical skills, in particular active restructuring of the surrounding world, change and self-realization of the person himself, his comprehensive and harmonious development, that is, the process of socialization.

The development of political consciousness and culture of citizens, the urgent tasks of political socialization of the individual are, obviously, an important way of self-realization of a person and his protection from populism, manipulations of politicians in the transformation period. It actualizes the problem of political socialization and a certain inconsistency in the directions of social development, despite the presence of a strategically determined course for European integration. The implementation of this vector is complicated by contradictions caused, on the one hand, by people's desire to implement European norms and values, and on the other, by existing political traditions and practices. Unlike stable societies, where the political culture has a relatively established character, transformational societies are characterized by a certain unpredictability of development, acceleration of the pace of social transformations. What in stable conditions is carried out for years, in a transformative society is realized within a few months, and sometimes even weeks. Many political transformations do not have a sufficient level of scientific support, proper control by the public, and are often carried out by random performers without appropriate qualifications, culture of political activity and social experience.

Thus, the modern development of Ukrainian society is characterized by the reorientation of the economy, transformations in the system of political management and state power, which are based on the rejection of mono-ideologicalization, the declaration of the priority of democratic rights and freedoms, universal human values. Ideological, moral and political orientations are undergoing changes. All this obliges scientists to make great efforts to solve important scientific-theoretical and applied problems. The formation of a democratic infrastructure of political

socialization requires finding ways of its formation and implementation in life, which are inherent in a specific society, and their formation in the form of a conscious system of socio-political attitudes that determines the position and behavior of an individual in the political system of society.

In Ukraine, the issues of political socialization of the younger generation are also in the center of attention of scientists and the general public of the country. This problem is especially relevant today, given the conditions of political, economic and socio-cultural transit that Ukraine has experienced in the last two decades. In modern Ukraine, the transfer of values from one generation to the next is difficult, as an intergenerational «split» has occurred in the country. If the younger generation receives initial ideas about social and political reality in the conditions of transit, the middle and older generations go through the process of resocialization, forced to review and adapt their ideas about politics and power, which were formed back in Soviet times, when one ideology reigned. Television and radio exert the strongest influence on the political formation of an individual.

At the same time, mass media can also be used for political manipulation – covert management of people's political consciousness and behavior in order to force them to act contrary to their own interests. Mass media influence the process of formation of public opinion on the most important and urgent political problems. The mass media form and define the public sphere through which the government and the citizens who elect it interact. Mass media is a means of involving the population in political life through the perception of political information, involvement in political processes taking place in society, and at the same time they influence the processes of political socialization of the younger generation. Of course, mass media cannot ensure systematic and deep assimilation of political knowledge. This is the task of special educational institutions [4, p. 40].

Nevertheless, the mass media, accompanying a person throughout his life, including after completing his studies, significantly influence his perception of political and social information. At the same time, under the guise of political education, pseudo-rational structures of consciousness can be formed in people, which distort reality during its perception. In a democratic society, the most important political and socialization task of the mass media is the mass implementation of values based on respect for the law and human rights, teaching citizens to resolve conflicts peacefully, without questioning the public consensus on issues of the state system. However, in this context, it is important to take into account the influence of the main trends in the development of the mass media themselves. This is primarily the denationalization of the press, the uneven distribution of financial support from

the authorities, the increase in the number of periodicals, the decrease in circulation and the de-Ukrainization of the domestic information space, etc. And therefore, in the process of political socialization, thanks to the mass media engaged by the owners, young people often fall under their manipulation capabilities, which is dangerous for conscious and objective perception of information.

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trends in the development of the mass media themselves. This is primarily the denationalization of the press, the uneven distribution of financial support from the authorities, the increase in the number of periodicals, the decrease in circulation and de-Ukrainization. youth policy, the focus of attention of all social institutions of society.

Conclusions. The main conclusion is that the intentions of young people to some extent depend on their social well-being, emotional state; in addition to foreign political conditions, the formation of an individual is also influenced by everyday life, the psychological foundations of human socialization, the fact that youth is the leading group of society, which determines the content and character of today's and tomorrow's development of Ukrainian society, the national information space, etc. And therefore, in the process of political socialization, thanks to the mass media engaged by the owners, young people often fall under their manipulation capabilities, which is dangerous for conscious and objective perception of information.

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