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СОЦІАЛЬНІ КОМУНІКАЦІЇ У ФОКУСІ СОЦІОЛОГІЇ

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POLITICAL SOCIALIZATION OF YOUTH AS A PRODUCT OF INTERACTION OF VALUE-MENTAL ATTITUDES OF AN INDIVIDUAL AND PURPOSEFUL INFORMATION INFLUENCE

The article analyzes the political socialization of youth as a component of general socialization, carried out under the influence of a combination of institutional and personal factors, in particular the influence of the media.

The purpose of the article is to determine the mechanisms of the influence of information and communication technologies on the political socialization of youth based on the analysis of personal and institutional factors of political socialization.

The article used a set of general scientific methods, namely: a logical analysis of scientific achievements and theoretical conclusions on the research problem; comparative method; a systematic approach that allowed revealing the integrity and interconnection of factors and mechanisms of informational impact on the process of political socialization.

It is determined that the value-normative formation of an individual occurs through the implementation of certain social mechanisms, with the help of which the socio-political roles and political activity of individuals as participants in the political process are fixed.

It is revealed that an individual interpretation of the features of cultural interaction in the process of political socialization is of particular importance in the conditions of the modern information society. Through the process of political socialization, the regulation of political practices is ensured. As a result of socialization, value-mental attitudes are consolidated, through the prism of which there is an assessment of the everyday life of the individual, and, accordingly, the perception of the political world.

In fact, building a system of social mechanisms for the influence of the media on the process of political socialization of youth is crucial because it creates the prerequisites for the further development of civil society. At the same time, the fixed social models of political practices, based on the symbolic reproduction of images and values, will ensure at the social level the correspondence of individual needs of an individual with group needs. Accordingly, there will be a reproduction (adjustment) of behavioral practices in accordance with the goals, interests and ideals of the social group that shares certain political values.

Key words: *mass media, informational impact, political socialization, political culture, value orientations.*

I. Introduction

Socio-political transformations in modern Ukraine lead to raising public awareness and participation in political life. First, it concerns the younger generation as a major social group, which is at the heart of social development and conservation of the nation's gene pool. That is why the process of political

socialization and factors influencing the value-normative formation of the individual becomes relevant and needs a thorough analysis.

Involvement of youth in the political process with insufficient formation of political values and norms among young people causes them to search for spontaneous normative work with the emergence and introduction of norms, which are not always adequate to the generally accepted political norms. That is why ensuring the adequacy of the process of value-normative formation of youth with socially significant and state-forming processes is one of the most important problems of the state, which determines the relevance of the study of political socialization and analysis of those factors and mechanisms that influence its development.

The analysis of political socialization and mechanisms of informational influence on political consciousness and political practices is the subject of research of many modern scholars and classics of sociological thought. In particular, the process of socio-cultural development of individual under the influence of communicative action and social iterations is covered in the works of J. Habermas, Ch. Cooley, G. Mead, H. Blumer. In Ukrainian and Russian sociological studies, the problem of political socialization is highlighted in the context of social formation of teenagers and youth, pedagogical and psychological foundations of socialization by the mass media means (Yu. Sherkovin, O. Leontiev, A. Brudnyi, M. Romm, etc.). Important scholar achievements in this direction are also the consideration of the model of political socialization from the standpoint of historical and sociological methodology and taking into account the change of generations (M. Holovin); analysis of metaprogram and psychotechnological aspect of the phenomenon of socialization (Yu. Romanenko); research of communicative processes and their role in social transformation within the sociological analysis (S. Barmatova, N. Menshykova).

At the same time, complication of social processes, and at the same time, development of information and communication technologies, leads to a change in the perception of social realities, fragmentation of knowledge, transformation of value orientations and a constant increase in forms of youth political practices, which necessitates their systematic transformation.

II. Problem setting and research methods

The aim of the article is to determine the mechanisms of influence of information and communication technologies on the political socialization of youth on the basis of the analysis of personal and institutional factors of political socialization.

It is possible to achieve this aim by performing the following **tasks**:

1) to analyze the factors of formation of political competencies of the individual;
2) to identify personal and institutional factors of political socialization of youth;
3) to determine the importance and mechanisms of influence of information and communication technologies on the process of political socialization of youth.

The research used a set of scientific approaches and principles that made it possible to comprehensively analyze the peculiarities of information influence on the process of political socialization of youth. In particular, the provisions of structuralist constructivism created an instrumental basis for analyzing the process and mechanisms of political socialization, and also made it possible to reveal the social mechanisms of influence of the mass media on socialization processes. The systematic approach allowed to reveal the integrity and interrelation of factors and mechanisms of information influence on the process of political socialization.

III. Results

Political socialization of the individual as a component of general socialization is carried out under the influence of a set of institutional and personal factors, in interaction with which the value-normative formation of the individual takes place, the individual's socio-political roles and political activity take shape.

The formation of political competences is primarily taking place through the mechanisms of training, education and imitation that are carried out in the family and acquired in the educational process. In addition, the individual comes under the influence of legal, economic, political, religious and other institutions, which collectively provide «an increasing accumulation of relevant knowledge and experience of socially-approved behavior, as well as the experience of imitating socially-approved behavior and conflict or conflict-free avoidance of social norms fulfillment» [8, p. 36].

However, the influence of objective structures is not limited by the peculiarities of the functioning of a particular social institute, but is realized within the established rules and values implemented by the political system. Thus, P. Bourdieu noted that, on the one hand, some of the political actions of the subject are caused by reflection, rational «projects of the future», etc., and on the other – by the ability to spontaneously perceive, evaluate and act within the formed social forms. Therefore, it can be said that if the political practice of the subject is regulated by his/her consciousness, then the agent's political strategy is the realization of the necessity inherent in the political situation [3]. It is this «spontaneous» component that needs attention from the standpoint of the habitus concept (both individual and collective one).

The consolidation of socio-political values provided in the process of institutional influence cannot take place without consideration of the subjective structures that ensure the reproduction and realiza-

tion of value-normative orientations. Personal meaning is defined as the «individualized reflection of the true attitude of the individual towards those objects for which the individual's activity unfolds, perceived as the "value-for-me" of the impersonal knowledge of the world, absorbed by the subject and which involving concepts, skills, actions and steps, implemented by people, social norms, roles, values and ideals» [11]. In this context, in our opinion, the very establishment of the individual value of a particular political practice (norms, values) in the political space causes one of the key problems.

Russian researchers A. Siryi and M. Yanitskyi note that in the system of influence a number of semantic systems components is separating: content-creating motives that encourage a person to activity; a component realized by the activity of a person's attitude to reality as a subjective value (significance); semantic settings that express personal content; actions and steps of the individual, which are regulated by the semantic settings. The authors emphasize that personal value depends directly on the place of the person in the social relations system and on his/her social position. However, social positions are a secondary indicator of the actor socialization level, since they depend not so much on the acquired norms and values, but on the available capital and the success of its conversion. In this case, the theory of habitus and the heuristic possibilities that it provides need special attention.

In psychology, personal significance is divided into three branches:
– the significance of actions and situations for the subject, which is determined by the objective relations;
– the significance, which is determined by the subjective interpretation of actions and situations;
– the significance, which is determined by the social community and considered in the plane of relationships with other people.

Therefore, personal significance, manifested in subjective needs, knowledge and evaluations, determines the realization of objective relations, forming the basis for choosing the mechanisms of influence on the public consciousness and the implementation of value orientations.

Objective relations can be interpreted as organized influence, which is carried out in the context of institutional relations and involves the deliberate transfer of political competencies and the introduction of value orientations, on the basis of which the socio-political consciousness of society is formed.

In terms of the importance of interpersonal interaction, in social psychology attention is given to the mechanism of social facilitation, that is, the motivation of the social environment, in the presence of which the individual activates previously adopted social reactions [6, p. 334]. In studying the process of political socialization, the consideration of this mechanism is interesting in the context of analyzing the implementation of political practices while taking into account the presence or influence of the environment. This is of paramount importance when considering crowd behavior and analyzing changes in socio-political practices influenced by mass behavior.

In addition, attention should be paid to the stimulate effect of the mechanism of social facilitation in the context of the realization of the socio-political interests of the individual under the influence of a particular social group and social environment. This can have positive features in the development of individual activity, responsibility and self-realization of the individual in socio-political life and mobilization of criticism and control over political processes.

With a view to the consideration of the social facilitation mechanism, it is of interest to analyze the mechanism of conformity, which involves the implementation of social practices under the influence of the social group, even if the implementation of these practices does not meet the real interests of the individual. This is manifested in the analysis of three levels of conformity:
– subordination at the level of perception, when under the influence of the group the perception of people is changing (distorting) and they begin to see the surrounding reality and interpret its content as it is evaluated by the group;
– subordination at the level of evaluation, in which people join the opinion of the group, believing it to be correct and their evaluation is false;
– subordination at the level of action when people are aware that a group is mistaken, but, fearing its sanctions, show agreement with the group's opinion [5].

The peculiarities of perception of the surrounding reality by the representatives of some social communities are determined by the set of culture elements that characterizes this social community. Such culture elements can be historically predetermined traditions, norms, values, language, ideals that will be the basis of evaluation and interpretation of certain socio-political phenomena and processes. On their basis, the appropriate types of behavior are forming. Thus, the integration of the individual into a particular social environment and the consolidation of relevant cultural patterns imply the implementation of social control mechanisms, which determine the socialization of the individual within a particular social community. According to the definition of a number of authors, culture as a means of socialization, offering standards of behavior, exercises social control, stimulates and regulates people's behavior [4, p. 177–190].

Subjective factors of political formation of a person include the socio-psychological features of the development of the individual, a set of motivational components, established personal values, which are conditioned by a set of attitudes, fixed in the process of personal development, which determine

the evaluation and perception of information provided in the conditions of institutional influence and process of interpersonal interactions.

Among the structural elements of the motivational sphere are:

– objective factors that can be attributed as internal personal ones: needs, personal dispositions (attitudes), interests and motives. They namely form the motivational sphere of the individual as a subject of politics;

– subjective factors that belong to external ones: political consciousness, political culture, ideology, etc. They influence the motivation of the individual as a policy object.

According to the Ukrainian researcher S. Brekharia, human behavior is determined by the following factors: needs (primary – physiological and secondary – sociogenic), elements of consciousness (instructions, personal dispositions), as well as the influence of external stimuli and the external environment [2].

T. Parsons, describing the social action, separated three categories of motivational orientation: cognition, cathexis and evaluation [9, p. 422]. In such a case, the scholar selects three classes of cultural models of action systems: systems of ideas and beliefs, systems of expressive symbols and systems of value orientations [9, p. 423]. The orientation of cognition reveals cognitive components of perception of socio-political orientations, the cathexis corresponds to emotional perception, the evaluation combines cognitive and emotional mechanisms of perception of socio-political orientations.

However, in our view, the system of perceptual mechanisms underlying the political socialization of the individual should be complemented by a behavioral component. In this sense, the basis of the political formation of the individual is the cognitive component contained in the perception and evaluation of political ideas and views; emotional component is a perception of symbolic influence. On this very basis, information is evaluated and a behavioral component is implemented, which is responsible for shaping of policy practices according to the adopted values orientations and ideas.

In this context, in our opinion, the most important in measuring the perception of the impact of information and communication technologies will be the emotional component, which will form the basis of cognitive analysis of information and the formation of appropriate value orientations and forms of political activity.

G. Le Bon and B. Disraeli agreed that what is called public opinion rather deserves the name of public sentiment. If the crowd is to be persuaded, then this process can be started only by influencing emotions, because the crowd is not able to spend neither effort nor time to develop logical reasoning. It is easier to create a «chain reaction» – an epidemic of feelings – in the field of infecting the senses. The role of suggestion as a general property of the crowd G. Le Bon understood as follows: «The first formulated suggestion is instantly transmitted to all minds as a result of infectiousness and the corresponding mood arises immediately» [10, p. 142]. Therefore, the fundamental principle of manipulation of consciousness is the preventive «spinup» of the emotional sphere.

In this case, cognitive perception comes down to «understanding» and interpreting the information provided as a correspondence with «own» experiences, reflections, thoughts and attitudes. It is based on emotional perception and agreement with the values provided by the subject. According to I. Martyniuk and N. Sobolieva, «the place of the object of evaluation in the structure of the motivational orientation of the subject, emotional and semantic attitude to it are manifested in the fact that in the process of its semantic differentiation in the symbolic space are revealed namely those values that have a specific personal meaning for the subject» [7, p. 140].

Therefore, the political socialization of the individual occurs in the interaction of objective and subjective factors that determine the position of the individual in the socio-political system and structure political practices, according to the existing social position and fixed values and motivational orientations.

The result of political socialization can be considered the ability for personal reflection as an awareness and understanding of political reality and the implementation of socio-political practices in conditions of social conditionality.

The political socialization of youth as a result of cultural interaction is largely linked to the particularities of modern information society. However, manipulation does not fully determine the impact, so there is a need for a thorough analysis of all the components that underlie it (objective, subjective factors) and their interdependence, which is based on a set of interpersonal interactions and all forms of mass communication. It is of interest to L. Dittmer's view of defining political culture as part of the general culture of a society, the analysis of which is based on symbols, because it is through them that people express and convey to each other their feelings and values, so political culture is a system of political symbols, a certain semiological system that provides a semantic analysis of the content of political symbols and concepts and is included in a broader system, that is the system of political communication [1, p. 5].

Against this background, we believe that the political culture of youth as a result of political socialization can be considered as three components:

– cognitive– a set of competencies that allow to analyze political processes in the country, form own conclusions about the activities of political subjects;

– emotional – the ability to adequately evaluate political events, the formation of own attitude and feelings towards own country, the willingness to defend personal rights and support political development;

– behavioral – personal political activity manifested in conscious participation in political processes, such as electoral behavior, and own political activity, connected with rational action and realization of own interests in the context of existing political culture, institutional conditions and formed social norms.

The mass media act as generators of political values (norms of practice) and through their activities determine the features of the political preferences of the recipient of political influence. In fact, this impact forms the motivational basis of youth (recipient of messages) for the implementation of certain political practices.

Changes in value orientations under the influence of the mass media can be presented as the following scheme.
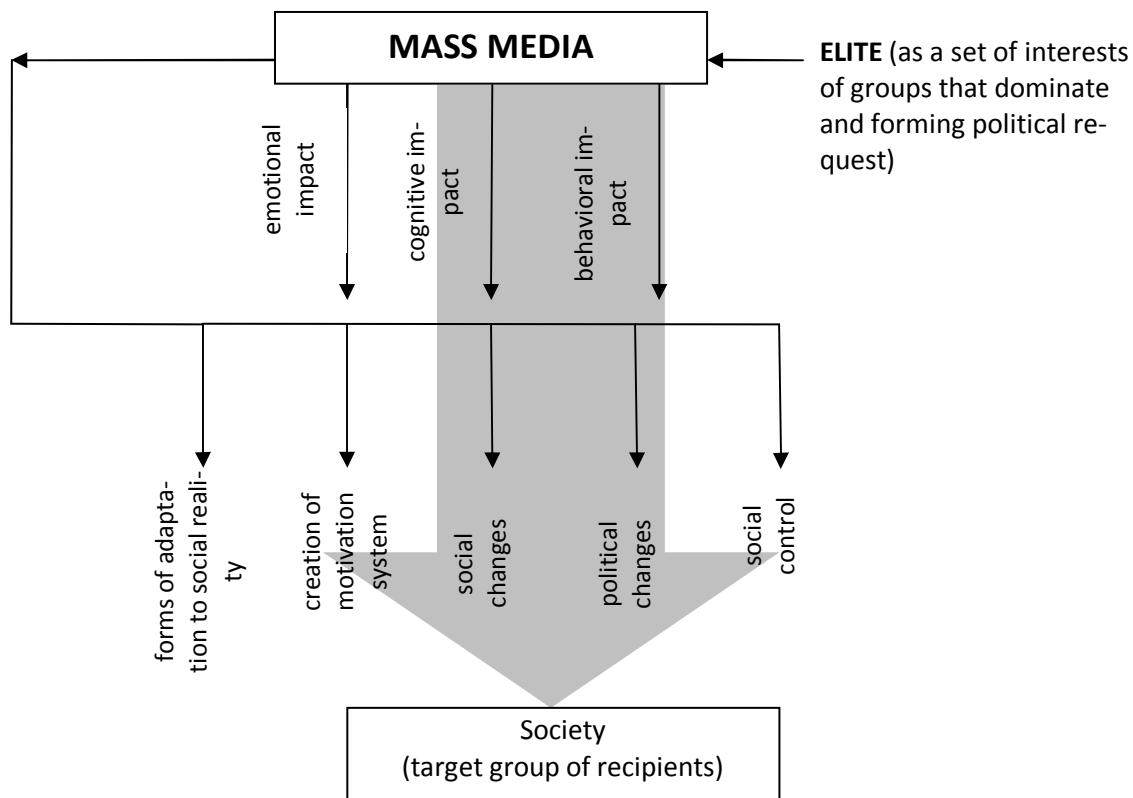

Fig. 1. The changes in value orientations under the influence of the mass media

The formation of temporal values implies a cognitive and psychological aspect. At the cognitive level, there is a formation of a set of cognitive patterns involving the processes of description (or interpretation), explanations (construction of schemes of realization of practice in consciousness), prognosis (assumption of probable result of action), and understanding (formation of cause-effect relations that determine the nature of further actions according to the implementation scheme).

Formed system of temporal values involves the formation of instrumental values, which are realized in a set of practical actions, which depending on the formed orientations can be reproduced in the form of adaptation, conformism, rebellion, retrism, innovation or ritualism, etc. (according to R. Merton's classification).

Consequently, through the influence on the levels of psychological, cognitive and practical factors, the mass media are able to form a set of socio-political value orientations and behavior forms, which precondition the differentiation both political preferences and the very process of political socialization.

IV. Conclusions

Therefore, the political formation of youth is determined by the set of cultural components produced by society and social groups that form the cultural space. Such space is the basis for the implementation of social control through the introduction of values and norms that will determine the peculiarities of socio-political practices implementation. Thus, the formation of the political culture of the individual is derived from the values and norms that are based on the initial layers of social culture for the particular representative of the social group. Such layers are combined with international, national, religious, ethnic, group culture and characterize specific manifestations of the group

subculture. All of them will anyhow be reflected in all social and political processes, determining the functioning of political institutions and, accordingly, the peculiarities of political socialization of youth.

Reflection of cultural interaction in the process of political socialization is of particular importance in the context of modern information society, which provides assimilation of cultural manifestations both at the level of evaluation of the daily life of the individual and at the level of perception of the political world. This determines the functioning of the mechanisms of influence of the mass media on the process of political socialization of youth, based on the symbolic reproduction of images and values, which will meet the individual needs related to daily life and group needs related to the status, goals, interests and ideals of the social group.

Consequently, through emotional, cognitive and behavioral influences, the mass media become able to identify forms of adaptation to social reality, to create a system of motivation for execution of social and political practices, to exercise social control, to promote social and political changes. This also takes into account the interdependence of this process. It is expressed by the fact that elite groups, as requesters and coordinators of the process of influence of the mass media on the formation of value orientations of society, are some subjects, who may have opposite political values (orientations). It also fundamentally influences political socialization and determines the nature of political conflict in the masses.

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Ігрушко А. Ю., Белькова С. В. Політична соціалізація молоді як продукт взаємодії інні-сно-ментальних настанов індивіда та цілеспрямованого інформаційного впливу

У статті подано аналіз політичної соціалізації молоді як компонента загальної соціалізації, що здійснюється під впливом сукупності інституціональних та особистісних чинників, зокрема впливу інформаційно-комунікативних технологій.

Мета статті – визначити механізми впливу інформаційно-комунікативних технологій на політичну соціалізацію молоді на основі аналізу особистісних та інституційних чинників політичної соціалізації.

У ході дослідження використано сукупність загальнонаукових методів, а саме: логічний аналіз стосовно наукових надбань і теоретичних висновків щодо проблеми дослідження; порівняльний метод; системний підхід, що надав змогу розкрити цілісність і взаємозв'язок чинників та механізмів інформаційного впливу на процес політичної соціалізації.

Визначено, що ціннісно-нормативне становлення особистості відбувається шляхом реалізації певних соціальних механізмів, за допомогою яких закріплюються соціально-політичні ролі та політична активність індивідів як учасників політичного процесу.

Виявлено, що індивідуальна інтерпретація особливостей культурної взаємодії в процесі політичної соціалізації має особливе значення в умовах сучасного інформаційного суспільства. Через процес політичної соціалізації забезпечується унормовування політичних практик. За результатами соціалізації відбувається закріплення ціннісно-ментальних настанов, крізь призму яких відбувається оцінювання повсякденності життя індивідом, а відповідно, і сприйняття політичного світу.

Фактично вибудовування системи соціальних механізмів впливу засобів масової інформації на процес політичної соціалізації молоді є принципово важливим, адже створює передумови для подальшої розбудови громадянського суспільства. При цьому закріплені соціальні моделі політичних практик засновані на символічному відтворенні образів та цінностей, забезпечуватимуть на суспільному рівні відповідність індивідуальних потреб особистості груповим потребам. Відповідно відбуватиметься відтворення (коригування) поведінкових практик, згідно із цілями, інтересами та ідеалами соціальної групи, що поділяє певні політичні цінності.

Ключові слова: засоби масової інформації, інформаційний вплив, політична соціалізація, політична культура, ціннісні орієнтації.