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В сборник включены материалы докладов участников IV Международной студенческой научно-практической конференции «Познание мира через иностранный язык: страна, история, культура». В сборнике представлены результаты исследований по проблемам взаимодействия языка, литературы и культуры, социально-политическим проблемам стран изучаемых иностранных языков, а также проблемам роли иностранного языка в системе профессионального образования. Материалы сборника будут интересны всем, кто интересуется вопросами страноведения и культуры.

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A SYSTEM OF VALUE ORIENTATIONS OF MODERN YOUTH IN UKRAINE: FORMATION, DEVELOPMENT, CHALLENGES

Abstract. The paper deals with a problem of a system of value orientations of modern youth in Ukraine . A system of world values is formed under the influence of global changes in the hierarchy of universal value orientations. The concept “value” is described and analysed. Various typological groups of youth are identified and characterized. This study stimulates further research of the life-purpose orientations.

Keywords: value orientations, a concept, a system of world values, youth in Ukraine, typological groups

Nowadays, all societies face a lot of difficulties, in particular, pandemic, social, environmental, global ones. This epoch is especially stressful for a young generation. The problem of personal values and priorities comes to the fore. Each

person, whenever and wherever he/she lives, must be aware of why he/she exists, what is valuable to him/her, what he/she should focus on in the course of time.

The purpose of the the paper is to highlight a system of value orientations of modern youth in Ukraine through the prism of its formation, development, challenges. Scientific **methods** such as induction, deduction, analysis are used to reach the objectives of the study.

We share the idea, that a system of world values is formed under the influence of global changes in the hierarchy of universal value orientations. Today the transformation of a public life has brought personal-level values to the fore, aiming at personal needs and comfort. Modern social relations are caused to some extent the flourishing of selfishness in the human mind.

Young people form a qualitatively new perception of the world through the prism of personal interests in the first place. They worry about their own health, career, material goods, education, family. Regarding religious conflicts in Ukraine, national problems, the threat of a war, the benefits to the people or the future of the country, according to the Ukrainian Institute for Social Research, it is also true for the Ukrainian realities. In simple words, everyone is a “director himself”. This happens against the idea of “paternalism”, which is inherent in the ideology nurtured in Soviet times. People did not learn to defend their own interests, because their whole lives were oriented to achieve a common goal, they did not depend so much on themselves as on the government, on the bureaucratic system, and this prevented them from their thirst for self-improvement, initiative and personal interest. At present time a situation has been drastically changed.

Firstly, this is due to the fact that young people make up a fairly large socio-demographic group and play an important place in the economic production as the only source of replacement of labour resources. Secondly, the youth is an intellectual potential of any society and can manifest itself in all spheres of life. Thirdly, a young generation has broad social and professional perspectives, because they are able to quickly get new knowledge, professions and specialties

from other social groups in the society. This is confirmed by statistics. For example, the share of young people aged 16 to 30 in 1990 was 22% of the population of Ukraine. But it should be noted that over the past ten years it has dropped to 20%. An indicative argument in favour of the influence of young people on increasing the country's national wealth is its component in the general social product [2].

Ukrainian scholars distinguish the following characteristics typical of a modern young personality. This person is financially free, proactive, active. He is characterized by independent creativity associated with organizing a new business and a constant number of opportunities to make his own efforts. Such a person is interested in his personal belonging to political freedoms. He is characterized by a developed legal and moral responsibility, the ability to protect himself and others.

This is a person with some consciousness of national orientation, for whom the native language and culture are a means of national self-identification.

In general, if we take the concept of "value", it is that the feelings of people dictate the recognition of the highest of all and what can be viewed with respect, recognition, respect. They are also certain ideas that help people meet their interests and needs. In terms of values, we can focus our attention on ideological, political, moral, aesthetic aspects [2].

Depending on the orientation towards certain values, their hierarchy in the minds of young people and behavioural reactions to changes in the socio-political situation in the countries with transitional economies, various typological groups of young people can be identified and characterized.

To the first group we can refer young people who have retained the old values, or at least prefer them. Representatives of this group (about 10% of them) support the Communist, Socialist Party. Basically, these young people reject the path of market transformations, adhere to an authoritarian consciousness, choose charismatic leaders. Their opponents are the people whose values are diametrically opposed. These are young men and women who practically do not realize the

values of the past, defend the ideas of a transforming society on the basis of the values of societies with a developed market economy and a high level of social protection.

According to the survey among young people in Ukraine, almost two-thirds of them consider themselves to be supporters of personal well being as a condition for building up a prosperous society.

The third group deals with a very small number of young people. These people mainly belong to the trade unions, they promote the ideas of liberalism. If the processes of transformation towards a society with a market economy develop slowly, it is likely that they will move to the first group that most decisively defends the values of a socialist society.

The fourth group of young people is characterized not only by aversion to the “old world”, but also by intolerance of all values, except for their own ones. Scientists call these young people quasi-revolutionary because they are so radical that they are ready not only to break up relations with the old structures, but also to destroy them [1, p. 49].

To sum up, in accordance with the purpose stated, the paper covers the theoretical basis of a system of value orientations of modern youth in Ukraine. Facets of its formation and development through the prism of a modern reality are highlighted and analysed. Some data of the study can be used in compiling of syllabuses of humanitarian and social disciplines

The problems actualized in this study stimulate further research of the life-purpose orientations, in particular, as a volitional process. In addition, the influence of self-formation, character, temperament, mindset, level of intelligence and other individual characteristics of youth on formation and development of the life purpose orientations remains insufficiently researched. This is the next step of our findings.

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Қазіргі қоғамның әлеуметтік-саяси мәселелері

Анотация: Әр қоғамның әлеуметтік-саяси мәселері болған. Бұл мақалада жеделдетілген және ірі әлеуметтік трансформацияны, қамтитын әлем, барлық табанды жолдары. Әлемдік қоғамның өмір сүру жағдайындағы іргелі өзгерістерден туындаған, оның өміріне қауіп төндіретін проблемалар қазіргі заманның жаһандық проблемалары жәйлі жазылған.

Кілт сөздер: Мемлекет, әлеуметтік, саяси-мәселе, факторлар.

XX ғасырда бірқатар шетелдік әлеуметтанушылар ғылыми-техникалық прогресс бұрынғы "индустриалды" қоғамның сапалық жағынан басқа "постиндустриалды" қоғамға айналуына әкелетін көзқарасты дамыта бастады.