

Analysis of the Transformation of Motivational and Value Models of Modern Youth (on the Example of the Student Environment of North Ossetia)

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Abstract – The article considers the problem of development and formation of value orientations and changes in the structure of needs and motives of today's young generations. Also, there are thoughts about youth relation to basic values and the formation of new, the life plans focuses and development of motivational sphere of self-realization in modern conditions. The influence of socio-economic, political and cultural factors in recent years has significantly influenced the patterns and norms of behavior, significantly changed the semantic interpretation of the concepts of "family", "value", "love", "education" and so on. The purpose of the research was diagnostics and development of motivational sphere of youth. On the basis of the conducted research their needs and goals, hobbies and value orientations were studied. The study revealed a clearly expressed selfish and mercenary life orientation plans and guidelines of the modern young generation, their pragmatism and commercialism. Today's youth, rejecting the traditional way of life, transforms the very concept of "deviation" in a completely new axiological field. They show examples of "new" mentality, according to which even the possibility of deviation from social norms is recognized as permissible, if this circumstance he deems necessary. Youth, as the most exposed to social risks part of society, is the subject and moderator of the production of values, norms, patterns of behavior in society. Therefore, the study of young people's ideas about motivational value models and their transformations is very relevant today and provides an opportunity for competent social forecasting. Ambivalence of feelings and emotions, unstable axiological models, mercenary interest and lack of the desired amount of material resources – all this directly or indirectly, characterizes the transformation of the youth subculture, generating inadequate needs and values.

Keywords – youth, value orientations, needs, motives, education, morality, self-realization, deviation.

I. INTRODUCTION

In modern conditions of rethinking and revision of values, the theme of individual's value orientations acquires special importance, since they determine the functioning and

development of a person. Value orientations are the most important personality structure component, being social in view of historical conditionality and individual in relation to the experience of a particular subject. They are manifested in all areas of human life and function as regulators of behavior [7].

Changes in the socio-political and economic phenomena, projected on the entire social system, caused a state of social confusion and frustration with all the consequences – boredom, passivity, apathy, dependency, depression, loss of meaning of life, inconsolable self-concept, on the other hand, slow growth of aggression. Crisis phenomena, which lay the foundations and form life attitudes and value orientations, have a negative impact on the younger generation, which has not fully assimilated the forms of life. This is due to the fact that their ideas about morality and law have not yet become fully conscious, especially brought to automatism by the regulators of behavior.

Another difficulty, particularly in urban circumstances, is that the urban way of life is somewhat alienated and the influence of public opinion on the young people behaviour is lessened. In this urbanized feature lies not only the weakness of social control, but also the complexity in the implementation of the process of public education. The weakening of social ties and relations leads to untimely and incompletely identification of disadvantaged youth, who are prone to deviant and illegal behavior [13] As a result, it is difficult to apply educational and legal measures to them, to exercise social control, to organize the necessary social assistance and protection. In these conditions the solution of problems of spiritual and moral formation of youth is obvious.

II. MATERIALS AND METHODS

The needs and motives of any individual determine his behavior. Also, it is in certain proportions to each other and form a motivational sphere, which is the most important factor

in determining social activity. The ambivalence of feelings and emotions inherent in most young people is part of the youth subculture. And it subsequently generates inadequate needs and values among young people. This phenomenon includes a heterogeneous spectrum of motivation, which is often the source of deviation. These problems can be judged, in particular, by the results of a study conducted among students of Vladikavkaz in 2017. The purpose of the research was the diagnosis and development of the motivational sphere of youth, the study of needs, value orientations, goals, hobbies, which are the basic components of the motivational sphere of the individual.

The study was conducted using a questionnaire with questions aimed at identifying the life plans and guidelines of modern youth in Vladikavkaz. The results of the study were processed and analyzed using mathematical and statistical methods, using a Microsoft Excel features.

The study was conducted in Russia, in the North Caucasus region, in particular in the Republic of North Ossetia-Alania, which, despite the poly-confessional and multicultural structure has retained its identity, the specific national features of the culture, aware of their differences.

The total sample size was 120 people (68 girls and 52 boys), aged 18 to 23 years. Ethnic identification was not taken into account.

III. RESULTS

The study revealed a clearly expressed selfish and mercenary orientation of life plans and guidelines of the modern young generation. Thus, quite a significant part of respondents (48 %) associate the motivation of labor activity exclusively with money and the desire to earn it by any means, including illegal ones. More than 70 % of respondents indicated that material well-being is the basis of life, with 35.3 % as the ideal of life called the opportunity to "live carefree, have fun". This is provoked primarily by the decline in the material well-being of a large part of the population and, in contrast, the enrichment of certain groups of society [14]. More than 60 % would not work at all with the possibility of material well-being. At the same time, they associate material well-being with material support from parents, advantageous marriage, inheritance, etc., that is, with a minimum of their own participation. Such changes of value orientations in general, completely correspond to the processes in the value consciousness of the entire Russian society, because the crisis of adult values, are undergoing significant changes and values of youth.

The process of erosion of these "simple" principles of morality, as kindness, mercy, honesty, politeness etc. Pragmatism in the spiritual realm is becoming increasingly prevalent: the prevailing orientation of the person just for the personal benefit of acquaintances, economic relations, socio-political situations, the resolution of the various conflicts. The weight of personal initiative, commitment, material well-being, "necessary connections", the ability to "present yourself" has increased. [10]. Ever-increasing self-confidence is a priority in the value system, acts as a core of individualism, material well-being, often pushing into the

background the values of the spiritual plane. Such disproportion in the value consciousness occurred as a result of the changed social and economic conditions, adaptation to which is much easier for the younger generation than for the older generations. This can be explained by the fact that they did not have time to learn the values of the "adult world", to become financially wealthy, while remaining dependent in the parent family.

Analysis of the formation of value orientations and preferences of modern students, as well as financial and material dependence on the family showed that 68.4 % of respondents are completely dependent on their parents, 25.3 % – partially dependent, 6.3 % consider themselves independent. The same trend can be seen in the moral relationship between generations of parents and children, which confirms the usual for the Caucasian region communitarian values [14].

Monthly "pocket money" a sum to an average of 1,500 RUB – 11.4 % of respondents; the sum from 1600 to 2000 RUB – 26,1 %; 2100–2500 RUB – 30,2 %; 2600 – 3000 RUB. – 21,9 %; from 3100 RUB. and more – 10.4 %. Dissatisfaction with their financial and material situation, dependence on the family, the difference between demands and needs and the ability to meet them, led to the consciousness that the realization of their material claims they see in the presence of work. The main criterion of work is profitability and therefore many "do not care who to work – as long as they pay well". At the same time, the choice of professional occupations is dominated by such as "businessman", "merchant"; among the prestigious professions are called "lawyer", "financier", "auditor", "designer", "top Manager", "military contractor". And none of the respondents did classify as "prestigious" the profession of teacher or engineer. The choice of profession is, perhaps, the first independent and very important decision of a young man. Most young people, choosing a profession, are guided by the profitability of a particular occupation. On the question of what requirements should meet the ideal profession 31.2 % of respondents believe that the ideal profession can be the one if it "gives the opportunity to live in prosperity", 19.6 % – "gives the opportunity to self – actualisation"; "earn well" – 18.2 %, "the main thing – its prestige" – 15.7 % and only 14.5 % expressed the opinion that the ideal profession should "meet internal needs". Work has ceased to occupy an important place in the structure of life values and is perceived in most cases as an opportunity to earn. As we can see, the way of life in the market encourages entrepreneurship, material success, and individualism.

Material goods occupy an impressive place in the desires of today's youth. Answering the question "what would you like to receive as a gift?", more than 70 % would like to get "money for personal needs"; 18 % – "car", 9 % dream to have their own property. To receive a gift so-called "intellectual gifts" indicated only 3 % of respondents. New guidelines, actively broadcast by the media: the cult of money and luxury, fashion and entertainment are increasingly reinforcing the imbalance between material and spiritual values in the direction of material.

Dehumanized background that accompanies the transformative processes in the country, crystallized in youth frustration experienced by every third Respondent, "hope and confidence" are 17 % of the Respondent, "it is changeable, and situational" – 19 %, cannot determine the mood of 8.7 % [16].

The study found that the axial values such as love, family, friendship, education have not lost their priority. 51.7, 55.8 and 37.7 % of respondents voted for them, respectively. Next in descending order were: money (48.3 %), education (31.1 %), career growth (28.7 %), good health (25.4 %), intelligence (20.9 %), strength (17.9 %), sex (15.4 %), power (9.1 %).

The intention to education is that, despite the low rating of the value of "being educated, spiritually rich person", the desire to get a quality education remains. It is logical if the increasing lack of demand for education would lead to a process of devaluation of the value of education in the minds of people [15]. However, the prestige of education is preserved because in any socio-economic or socio-political state of the country, to claim the highest and close to them positions, thereby to retain a privileged position in society has always been and will be associated with a high level of education.

Leisure activities among young people is very significant, although the interests associated with it are very monotonous, almost all respondents (more than 70 %) communicate with peers, watch TV, listen to music, quite often and regularly (once a week) visit bars and club discos, dream of "doing what you want" – 37 %, 11 % – "nothing to do". Reading literature at leisure is clearly not a priority – only 7 %. The majority of respondents (74 %) almost never visited the Museum, exhibitions, concerts, theaters.

Today, young people, who are already the most risky part of society, have an opinion that the use of low-alcohol drinks does not cause harm to health (62 % of the respondents), 69 % drink alcohol with varying degrees of regularity. The same "loyal" attitude to "light" drugs. We think that in part it can be correlated with a certain legalization of light drugs, which is constantly full of headlines of Internet sites. Currently, 21 States have legalized cannabis in whole or in part. Relatively recently, Georgia (11, 60) (located in the immediate vicinity of North Ossetia-Alania – to the border with Georgia – 38 km) embarked on the path of partial legalization of marijuana!), thus becoming one of the first countries in the post-Soviet space.

According to the Ministry of internal Affairs of RNO-Alania for the first half of 2017, 18 % of all young people of the Republic were regular users of drugs and these are only those who are officially registered. And none of them consider themselves drug addicts. As the reasons for the use of drugs, they chose the following answers: "curiosity" (21.7 %), "treated" (17.4 %), "in life you have to try everything" (17.1 %), "for the company" (16.7 %), "wanted to get away from problems" (14.3 %), "wanted to relax" (11.7 %), "other" (1.1 %). If in the 90-s such an attitude to drugs was peculiar to the "risk group", in recent years the number of their number is replenished mainly from financially prosperous families [14].

IV. DISCUSSION

It is well known that the formation of axiological models is influenced by a number of factors. The today's youth are pragmatic and materialistic, relies more on its own strength, on their loved ones, rely on God, rather than on the power structures and trapped phantoms of the idea are not able to create conditions for dignified self-actualization and self-realization [17]. Hence the fall of morality, the growth of deviation, the lack of national consciousness, patriotism, the collapse of ideology as a whole. As for the belief in God, expressed by 29 % of respondents, then, apparently, it affects the fashion tribute to religion. The surrogate form of this faith, which serves as a substitute for some truths and authorities, does not require a thorough work on itself, spiritual elevation, limited, as a rule, only external manifestations of religiosity [2].

Recently, the marked process of aggressiveness and militarization of the consciousness of young people is of concern. The majority of respondents want to have the weapon in personal use. Motives for its use may be self-defense (60.2 %), prestige (11.1 %), "show off" in front of friends (6.2 %), curiosity (4.9 %) and even crime (2 %). Of them want to own firearms 31.2 %, gas – 41.7 %, "cold arms" – 27.1 %. To the question "How are you ready to defend against possible aggression in a crisis situation?" the high percentage of answers was "self-defense" (60.9 %) as to the question "what is the motive for the use of weapons?", but only 9.7 % of respondents chose to resort to traditional law enforcement assistance. Preference was also given to active resistance – 41.7 % or hope for help of passers-by – 27.1 %. [15]. Such rejection of state bodies and egocentric trends can be seen as a modification of the innovative response to the crisis situation. The behavior itself as a deviant pattern of self-realization, which is determined for them not only socially but also psychologically, as it is associated with a real sense of Self, albeit negative, but identification.

V. CONCLUSION

In summary, we note that:

- an important factor in the formation of moral values is the creation of a favorable emotional background.
- it is necessary to create conditions to eliminate the effect of the axiological dualism of models, ambivalence, beliefs, attitudes, and basic behavioral reactions, which are dominated by pre – and deviant behavior not only in extreme social conditions, but also in everyday life [15].

Today's youth as a set of developing personalities is the most dynamic, energetic and critically thinking part of society, which has inexhaustible potential and ability to actively influence the process of humanization of social relations taking place in society.

Modern conditions encourage many people to turn to the highest values, trying to find a way out of the crisis, but no fewer young people are guided by deviant behavior.

Increasingly important to value the existential orientation, reduces the value of knowledge, enhanced by pragmatism and utilitarianism.

The task of the State and society to unite care for the younger generation of the country, to ensure its active personal participation in public Affairs is becoming more urgent and necessary.

Today's youth, rejecting the foundations of conformity, trying to find them in deviation, showing examples of "new" mentality, according to which even the possibility of participation in the offense is recognized as permissible, if this circumstance he deems necessary. This is a kind of phenomenon of "institutionalization of deviation", when we are faced not so much with rationalization as with the transformation of deviation into socially acceptable and tacitly approved type of behavior. It is unfortunate that the specificity of the forms and methods of traditional national education, which were formed as a result of the features of the centuries-old way of spiritual life, the originality of the organization of social life, cannot reverse this trend.

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