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**МОДЕЛЬ ИНФОРМАЦИОННОГО
СОПРОВОЖДЕНИЯ ПОЛИТИЧЕСКОГО
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МОЛОДЕЖНЫХ ОРГАНИЗАЦИЙ**

**THE THE MODEL OF INFORMATION
SUPPORT OF POLITICAL
PARTICIPATION OF MODERN YOUTH
ORGANIZATIONS**

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Аннотация

В статье исследуются основные аспекты проблемных вопросов политического участия современных молодежных организаций в общественной жизни Российской Федерации. Автор обобщает теоретические основы формирования политической культуры молодежи, политического участия молодежных организаций и технологий его сопровождения. Среди значимых решений повышения политической активности молодежи в современных политических процессах России автор выделяет компоненты информационного сопровождения политического участия современных молодежных организаций на основе теоретической модели такого сопровождения. Модель включает в себя вариативные составляющие, с ключевыми критериями, свидетельствующими о действенности представленной системы информирования. Обобщается вывод о том, что наиболее действенные средства воздействия со стороны молодежных организаций на интенсивность политической вовлеченности ее целевой аудитории, преимущественно принадлежат информационным технологиям и медийным средствам посредством сети Интернет.

Ключевые слова: политическое участие, политическая культура, молодежная организация, информационное сопровождение, сопровождение политического участия.

Abstract

The article examines the main aspects of problematic issues of political participation of modern youth organizations in the public life of the Russian Federation. The author summarizes the theoretical foundations of the formation of the political culture of youth, political participation of youth organizations and technologies of its support. Among the significant solutions to increase the political activity of young people in modern political processes in Russia, the author highlights the components of information support for the political participation of modern youth organizations based on the theoretical model of such support. The model includes variable components, with key criteria indicating the effectiveness of the presented information system. The conclusion is summarized that the most effective means of influence by youth organizations on the intensity of political involvement of its target audience mainly belong to information technologies and media means via the Internet.

Key words: Political participation, political culture, youth organization, information support, support of political participation.

Formulation of the problem. The specificity of the formation of the foundations of political culture among young people is determined by the confrontation of social and political variable institutions that are in competition with each other. This moment is predetermined by the development of the designated generation against the background of the permanent transformation of the domestic society. Modern domestic youth demonstrates a low degree of their own political activity, which is associated with the specifics of the current political regime in our country. In particular, we are talking about the paternalistic position expressed by the public-power subject in relation to the younger generation, the extreme insufficiency of practical opportunities for the formation and improvement of social initiatives, as well as the existing tendency to sharply and unambiguously suppress emerging political sentiments that are distinguished by an oppositional orientation. In fact, there is an imbalance in the multidimensional social status of the category of persons under consideration, one of the sides of which is expressed in the performance of a young person as an object of directed socializing influence, conditioned by public authorities and public efforts, and the second lies in his understanding as a subject of the corresponding social development.

The lack of proven models for supporting the political participation of youth organizations clearly demonstrates the urgent need for the formation and consolidation of approaches to the analysis of the political activity demonstrated by the younger generation in the current conditions, characterized by the widespread dissemination and use of information technologies.

With the entry of youth organizations into current socio-political interactions, there is a direct implementation by these subjects of specific functionality (namely, reproduction, as well as innovation). In particular, through the preference and choice in favor of certain political ideas, the recognition of others as unsuccessful and ineffective, and even an indifferent attitude towards others, youth organizations directly help to update the reproduction of specific interests and values that are present in modern society from a political point of view.

Analysis of recent research and publications. Foreign researchers pay attention to the problems of studying political participation on the part of representatives of the younger generation. So, among the scientists who have chosen this issue as the subject of their research over the past decades, one can single out G. Perry, S. Verba, as well as K. Patman, M. Kaaze, etc. According to the designated authors, such participation is a qualitative indicator of political systems (both current and those that took place in an earlier historical period), reflecting the way of mutual functioning of variable political institutions, traditions inherent in a separate state, as well as its inherent political culture.

As for domestic scientists, the study of the role of new information technologies in the context of the political activity of young people has relatively recently aroused their directed interest. Here we should highlight Yu.A. Kudryashova, T.R. Ambaryan, as well as S.V. Konovchenko, A.A. Kiseleva, etc.

Like most representatives of modern society, the interest of the younger generation in political interactions are characterized by variational activity. The same can be said about the level of involvement of these subjects in certain variants of political activity. The theoretical analysis of the role of current information technologies in changing the political activity of the category of persons under consideration is distinguished by the almost complete absence of relevant works. In this aspect, the work of S.V. Kuzina [2], demonstrating the need to study the impact of the media on adolescents in the context of promoting this factor in their political socialization.

The degree of political participation of modern representatives of the younger generation and the nature of such activity affects the general situation of the domestic political system, which is associated with the current trend towards the rejuvenation of the contingent of subjects involved in political and social processes.

Isolation of previously unsolved parts of the general problem.

An analysis of the actual specifics of the functioning of the modern domestic youth movement, the nuances of the formation of the worldview of individual youth groups, the specific features of the mechanism of activity of the relevant associations, seems to be an integral component that helps to identify and consolidate new effective ways to attract youth representatives to current public institutions through the use of information support for the relevant political activity of youth organizations.

Modern domestic reality demonstrates the formation and functioning of youth organizations as a logical consequence of the self-organization of the younger generation. This situation is typical for a significant number of subjects of the Russian Federation, which are distinguished by a high level of socio-economic development. The above organizations have an intense impact on the formation of various aspects of youth policy in the regions, and also favor, to a certain extent, the improvement of variable social institutions, without which civil society is unthinkable.

The purpose of the article is to substantiate the theoretical aspects of the model of information support for the political participation of modern youth organizations.

Presentation of the main material.

Representatives of the traditional foreign political doctrine differentiate political participation into several independent categories. The first category combines active participation; the second is represented by passive participation.

According to L. Milbras, the classification under consideration provides for three separate categories that combine variable forms of activity, differentiated in order of increasing their significance:

- the first category is called "spectator activity", including the realization by an individual of the role of an object of influence from various political incentives, direct participation in voting, etc.;
- the next category is called "transient activity". The predominant forms here are communications with politicians and officials, personal participation in special meetings, etc.;
- the last category is called "gladiator activity", includes the implementation by an individual of certain functions within a particular political campaign, putting forward his own candidacy in elections, etc. [4]

The essence of the political activity of the category of subjects under consideration is revealed as an understanding by the young generation of their own practical potential, which determines the influence on the process of making political decisions, as well as the direction of the desire for the direct imputation of such opportunities through the provided forms and methods. In particular, it should be noted that the state policy in this direction is of no small importance. L.A. Smagina notes that "state policy is a special social institution" [3], which, in our opinion, should control two interrelated processes - the process of development of various social spheres and the process of including various groups of political activity in them.

Factors that determine the specifics of the political activity of the analyzed persons are differentiated into objective and subjective. The former is represented by features predetermined by the age of this group of subjects (namely, the instability of political consciousness, a low manipulation threshold, etc.); lack of stability of financial well-being (for example, training that does not allow combination with part-time work, low initial salary of a young specialist, etc.); the specifics of the current political regime (in particular, the lack of transparency, redundancy of bureaucratic manifestations, etc.). Among the

subjective factors are determined: interest in political interactions, trust in modern public authorities, confidence in the future, etc. It is also impossible not to note the problems of interethnic relations in youth groups. In particular, as R.B. Gandaloev, “the problems that exist in this area cannot be solved once and for all. Today, the aggravation of ethnic contradictions, the growth of national intolerance, which is noted even in countries with a high standard of living, acts as a global trend. This, among other things, is facilitated by the global economic crisis, the coronavirus pandemic and the growth of internal migration flows” [1].

At the present stage, the intensity of participation of representatives of domestic youth in social and political interactions is relatively low, which is clearly noticeable when compared with the corresponding activity of the older generation. For example, data collected during a sociological survey indicates that half of domestic citizens belonging to the category of youth (49%) over the past years (2017-2021) have been passive in relation to social and political processes at all levels (both local, as well as national). This survey was initiated by the Institute of Sociology of the Russian Academy of Sciences [5]. A similar indicator among the representatives of the older generation is represented by a value of 37%. Only 18% of respondents showed awareness of the functioning of youth organizations characterized by a socio-political orientation. At the same time, 51% of respondents do not have such knowledge at all. The remaining 30% of respondents could not answer the question.

Separately, it should be emphasized that most of the representatives of the domestic young generation do not perceive the above organizations, as well as political parties, as an effective way of self-realization. Thus, 70% of respondents reacted strictly negatively to the proposal to join such an organization. Positive desire was shown only by 9% of respondents. Of the total number of respondents, the current members of such organizations are about 2%.

It seems that one of the key reasons for the lack of effective relationships between youth organizations, on the one hand, and representatives of their target audiences, on the other, is determined by the insufficient directed efforts of the leadership of these organizations. A similar situation is observed in the context of insufficient information support for the functioning of such organizations, the lack of developed algorithms for such support.

The issue of the existence and interaction of the younger generation within the framework of the modern information society is of current importance from the point of view of the socialization of these subjects. In addition, an important role belongs to overcoming issues related to the information support of youth political activity through existing technologies.

As you know, the leading vector of improving the information society is focused directly on young people, since it is their culture, level of education, moral values, etc. that determine both the appearance of the future society and the direct likelihood of the subsequent development of the entire human civilization. The indicated thesis should be put at the head of all further improvement of education, modernization of science, as well as the development of culture within the information society.

The information impact on the part of youth organizations with a socio-political orientation on the intensity of the participation of the younger generation in political interactions is one of the most effective ways of influencing. In this context, first of all, we are talking about directed influence through the media and communications.

The model for the formation of information support for the practical implementation of current youth policy provides for several areas of emphasis on relevant efforts:

- the first direction involves the formation of a single youth media structure within the national level (including the corresponding federal TV channel);
- the next direction is connected with the unification of the efforts of the creators of information projects that are distinguished by youth orientation;

- the last direction is the formation at the federal level of a common system responsible for information support and support for the younger generation, with the introduction of the potential of the Global Network.

The general information system functioning within the framework of this model involves several variable components, in particular:

- improving information systems and appropriate counseling on key aspects of youth social existence and functioning (for example, education, housing issues, etc.);
- actual information and advisory assistance, directing efforts to organize special projects that help increase the practical opportunities available to rural youth, etc.;
- permanent modernization of the scientific and methodological component of the functioning associated with the imputation of youth policy by a public authority subject, for the corresponding optimization transformations of its leading vectors.

The key criteria for the model of information support for the political participation of youth organizations, indicating the effectiveness of the model under consideration, are:

- release of TV programs of the corresponding direction;
- publication of information materials intended for representatives of the younger generation;
- organization and subsequent maintenance of a system of variable information channels (for example, sites of a corresponding orientation);
- implementation of systematic research, the subject of which is determined by youth issues, as well as the implementation of permanent monitoring.

Thus, in the conditions of modern reality, the use of traditional media to exercise a targeted influence on the representatives of the younger generation seems to be irrelevant, due to the rapid growth in the importance of electronic communications. In other words, we are talking about the global network, as well as mobile technologies. From the standpoint of the tasks assigned to youth organizations, the significant potential of the Internet, which is distinguished by its efficiency and significant accessibility, is obvious. First of all, via the Internet, it is appropriate to disseminate and disclose information regarding the functioning of the organizations in question, as well as significant events related to youth policy. Almost all modern youth organizations have a personal website and active accounts organized in the most popular social networks (for example, VKontakte, Telegram, etc.). Through the capabilities of personal sites, such organizations provide variable information support to representatives of the younger generation, post reliable information related to issues that are significant for these subjects (for example, training, employment, etc.). Thanks to such efforts, effective feedback is formed between youth organizations, on the one hand, and representatives of their target audiences, on the other.

Do not lose sight of the ability of the Internet to the external positioning of the analyzed organizations. In other words, we are talking about the introduction and consolidation within a specific environment of an appropriate information product in the form of a model that differs in ideological orientation (for example, positions, ideas, etc.), about expanding the contingent of potential participants, about forming a positive image of such organizations, etc.

Research findings.

1. The considered information allows us to attribute the model of information support for the political participation of youth organizations to an effective means of mass communication, characterized by rapid development and the presence of significant potential in the context of influencing the political activity of the younger generation. Since this tool is not endowed with a centralized organizational structure, this moment makes it possible to implement the required ideas in ways that cannot be used in traditional media.

2. From the point of view of the most effective means of influence on the part of youth organizations on the intensity of the political involvement of its target audience, here media, social networks and other information resources on the Internet are of primary importance.

3. As a research perspective, special attention of youth organizations should be focused on maintaining a competent and high-quality information policy, which consists in carefully disclosing the leading aspects of their own functioning, promoting a clear and understandable ideological position, as well as directing efforts to expand the contingent of their own participants. The significance of this work is determined by the significant competition that exists in the field of interests of youth policy, the intensification of the struggle for attention from young people, as well as the intensification of the activities of organizations that are characterized by a radical or anti-government orientation.

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