

Research article

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On the definition of the concept of "youth policy" and the use of new media in the socio-political processes of modern Russia

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Abstract. *This article analyzes the existing definitions of the concept of "youth policy" in modern political science interpretation. The author of the article creates a projection of promising relationships in the feedback system of the state and youth. Taking into account the opinions of representatives of related branches of scientific knowledge, more than 100 definitions of state youth policy are analyzed, including regional aspects of studying the described phenomenon. The author identifies a specific system of knowledge available among young people and scientific directions of juvenology. In the context of studying the harmonious combination of practice and theory, models of legal and political resocialization of youth are shown. The conducted analytical work is presented in the article by a number of objective conclusions. The author's interpretation of the research hypothesis lies in the modern realities of youth policy and the performance of certain functions in the communication planes of the network plan and discourse, the use of such tools and resources supports the communicative and informational component of the interaction of Internet technologies among young people. The author's understanding of resources on the Internet play the role of extremely important platforms for information support of youth policy. At the end of the article, it is concluded that by increasing the practice of complicity, the state can help young people become proactive and active actors in the ongoing political process in Russia.*

Keywords: youth policy, new media, political process, juvenology, modernization, Internet technologies, state policy in the youth area, information and communication environment

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К вопросу о дефиниции понятия «молодежная политика» и использование новых медиа в социально-политических процессах современной России

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Аннотация. В представленной статье анализируются существующие дефиниции понятия «молодежная политика» в современной политологической трактовке. Автор статьи создает проекцию перспективных взаимоотношений в системе обратной связи государства и молодежи. С учетом мнения представителей смежных отраслей научного знания анализируется более 100 определений государственной молодежной политики, включая региональные аспекты изучения описываемого феномена. Автор выделяет специфическую систему наличествующих у молодежи знаний и научных направлений ювенологии. В контексте изучения гармоничного сочетания практики и теории показаны модели правовой и политической ресоциализации молодежи. Проведенная аналитическая работа, представленная в статье рядом объективных умозаключений. Авторская трактовка гипотезы исследовательской работы заключается в современных реалиях политики в молодежной сфере и исполнения отдельных функций в плоскостях коммуникации сетевого плана и дискурса, применение таких средств и ресурсов поддерживает коммуникативно-информационный компонент взаимодействия интернет технологий в молодежной среде. Авторское понимание ресурсов в интернете играют роль крайне значимых платформ для информационного обеспечения политики в молодежной среде. В конце статьи приводится вывод о том, что за счет увеличения масштабов практики соучастия государство может помочь представителям молодежи стать инициативными и активными субъектами протекающего в России политического процесса.

Ключевые слова: молодежная политика, новые медиа, политический процесс, ювенология, модернизация, интернет технологии, госполитика в молодежной области, информационно-коммуникативная среда

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Introduction. The modern political process in Russia is characterized by ambivalence and changing socio-political challenges that dictate changes in the nature of domestic and foreign policy. A special military operation, a high degree of sanctions pressure, a tightening of the position of Western countries in relation to information flows affecting various social categories of Russian society, force changes in youth policy and an adequate response to changes in information and communication flows that form new media in relation to youth. Youth issues are consistently studied by the political science community, demonstrating a temporary connection, taking into account the experience accumulated in the study of politics in the youth environment, creating a projection of promising relationships in the "youth + state" system.

Materials and research methods. Specialized research institutes have been created in the Russian Federation to analyze state policy in the youth sphere. In their scientific works, E.A. Serebryakova and R.Yu. Zulyar provide evidence, supported by due justification, that these structures have played a significant role in the process of historical development of policy in the youth sphere [9].

Having analyzed candidate and doctoral dissertations, the authors offer, taking into account the opinions of representatives of related fields of scientific knowledge (history, sociology, philosophy, economics), more than 100 definitions of state youth policy, including regional aspects of studying this scientific phenomenon.

Research results and their discussion. We consider it appropriate to highlight the attempt undertaken by many representatives of the scientific community to identify a specific object of research with the system of knowledge available to young people and the scientific direction of juvenology. The intensive development of this issue has an inextricable connection with such researchers as Pavlovsky V.V., Gospodinov K., Mahler F., Rosenmayr L., Adamski V. and others [14]

In the 1990s, the problem of political participation in the post-Soviet space was actively studied in science, including the processes of development and formation of the youth movement

in the Russian territory [4, 10, 15, 17, 23, 24]. In dissertations, individual regional specific features of youth policy in different contextual contents (including modernization processes) were revealed.

Thus, in the research of Pelevin S.I., Vartumyan A.A., Morozov S.I., Efanova E.V., Pankratov S.A. [2, 3, 8, 11, 12, 16, 20, 21, 22] and a number of other authoritative scientists, isolated aspects of socialization of a political nature are revealed, concerning political extremism/radicalism prevention, directions for ensuring stability in the field of politics, strengthening patriotic sentiments and civic positions among young people [18, 6, 7].

In this context, a harmonious combination of practice and theory is noted. In particular, in the Southern Federal District (SFD) and the Volgograd region, there is a successfully functioning REC (Scientific Educational Center) called "Modernization of the Multidimensional Socio-Political Space of Modern Russia". Since 2012, this structure has been implementing a project related to models of legal and political resocialization of young people prone to extremism, nationalism and xenophobia, as well as innovative resources [19].

The analytical work we have carried out regarding studies reflecting various aspects and features of the application of newly emerging media in processes from the "political" and "social" categories makes it possible to formulate a number of objective conclusions based on its results.

Firstly, at the moment there are serious and scientifically substantiated literary sources devoted to youth policy. They reflect different approaches that appear within the framework of social science, humanitarian and social scientific directions. Nevertheless, there is a need for systematic research on the issues of using new media - "tools" in the course of political transformations.

Secondly, a detailed analysis of state policy in the area of youth is often carried out without due consideration of geopolitical, political, economic and social transformations that have introduced fundamental additions/adjustments to the methods of its study and implementation.

Thirdly, the descriptive-historical methodology observed in literary sources written between 1990 and 2000 currently provides only a one-sided and discrete, fragmented interpretation of the actual processes taking place in the field of youth policy.

Research devoted to the practical application of newly emerging media channels in political and social processes in the current Russian Federation, as well as problematic aspects of online manipulation by representatives of the youth environment, are becoming increasingly relevant.

As a hypothesis of the research work, political structures from the "network" group are presented, contributing to the development and innovation of the field of political communication. As a result, the emergence of new trends and tendencies (decentralization, destandardization, demassification, deconcentration, etc.) is noted in the sphere of youth policy. As a rule, in the current Russian realities, policy in the youth sphere performs its functions in the planes of communication of the network plan and discourse.

It seems obvious that the popularization of Internet technologies and their significant level of demand among representatives of the youth environment of Russia opens up enormous opportunities for the use of social networks and other Internet resources in the context of the practical implementation of youth state policy.

It is worth taking a closer look at the directions and opportunities provided by the integration of Internet technologies into state policy in the youth sphere.

First of all, the use of such means and resources supports the communication and information component of interaction between representatives of the youth environment and the state.

According to the results of research conducted by FADM (the Federal Agency for Youth Affairs), the global Internet network currently plays the role of a priority communication channel among young people. It significantly stimulates interpersonal communication, as a result of which SMS and phone calls as communication "tools" have moved to third place, and personal communication to fifth.

In the entire set of communication channels on the Internet, the leading positions are occupied by:

- social network VKontakte (used by 72.5% of activists and 76.9% of those who took part in a representative survey);

- WhatsApp messenger (55.5% of activists and 44.3% of young people);

- social network Instagram (used by 37.7% of the representative type of people who took part in the survey, 50.8% of activists).

In addition to everything else, social networks and Internet resources in the current conditions play the role of extremely important platforms for information provision by state policy entities to the youth environment of Central Asia about their own functioning and its results, programs, competitions, projects, etc.

The need to use such platforms for the implementation of youth policy is reflected and defined in official documentation.

The results of specialized research work indicate that modern social networks (TikTok, Instagram, VKontakte, Facebook, etc.) are the main "tool" for providing information about the events and activities of FADM and activists. In turn, 71% of the latter name the AIS "Youth of Russia" representative office on the Internet as their main information source ¹.

In the context of this research work, it is appropriate to point out that, according to official reports, the audience reach of the organization "Russia - Country of Opportunities" among young people on social media platforms is significantly increasing. In particular, according to information, as of April 2020, over an annual time interval, the Facebook audience demonstrated 65.5 percent growth, Instagram - 81.5 percent, VKontakte - 87.5 percent growth ².

When considering the issue of practical implementation of policy in the youth environment at the municipal and regional levels, it is additionally necessary to point out that the use of Internet platforms and social networks gives government entities the opportunity to create two-way communication channels, maintaining feedback and effective information support.

In this contextual content, representatives of the scientific community emphasize the following main possibilities for the practical implementation of state policy in the youth area [1]:

1. Two-way communication between youth representatives and politicians, public figures, civil servants, and media personalities using social media platforms and blog resources.

2. The presence of various local and regional bodies with their own representations on social networks.

3. Application of advertising and marketing "tools" in the media field of municipal and regional competitive events and programs that are organized in the context of implementing policies in the youth sphere.

In implementing state policy in the field of youth, Internet technologies can be considered as innovative and interactive means of patriotic and civic education of young people.

In particular, in the state program "Patriotic education of citizens of the Russian Federation", which is designed for the period from 2016 to 2020, the number of priority tasks includes the modernization of information support for education with a patriotic focus at all levels (from local to federal) [5].

In order for this task to be fully resolved, it is necessary to create an optimal environment for supporting media and gaming programs that stimulate patriotic education of Russians and encourage the use of the potential of the Internet for interaction with young people.

¹ Measuring indicators characterizing the level of personal development of young people, the influence and degree of assessment of state care for young people: report // Rosmolodezh : website. 2019. April 28. URL: <https://fadm.gov.ru/docs?categoryId=2&page=1>

²Public declaration of the goals and objectives of Rosmolodezh for 2020 // Rosmolodezh : website. 2020. May 14. URL: <https://fadm.gov.ru/docs?categoryId=2&page=1>

At present, in the Russian segment of the Internet (Runet), some large-scale educational and interactive programs and projects from the category of "civic-patriotic" are being implemented in practice ("Living History", "Immortal Regiment", "Victory Volunteers", etc.). In this context, the advantages of Internet solutions are obvious. According to O.A. Sinyuk, the main such "pluses" are the following:

- reinforcement and creation of interest in relevant information;
- stimulation of mental activity and improvement of the development of specific personal qualities, thanks to the presence of an interactive component;
- modeling/visualization of processes required to achieve integrity and not subject to demonstration in reality;
- individualization of the educational process;
- creation of a large-scale space for the development of general and information culture, creativity.

Here it is necessary to highlight the fact that, in accordance with the research of sociologists from the USA, the involvement of representatives of the youth environment in communication in the digital space among themselves and with the state contributes to the increase in the level of civic participation of representatives of the youth environment in state life, and also ensures the dissemination of value orientations from the "democratic" category [25].

Conclusion. It should be noted that this situation is a natural consequence of the reduced level of involvement of representatives of the domestic youth environment in the processes of political and social life.

By increasing the scale of participation practices, the state can help young people become proactive and active participants in the political process taking place in Russia.

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