

## FORMATION OF CULTURAL VALUES OF YOUTH

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### ABSTRACT:

**The value system for the modern young man is a certain foundation in building his tactics of attitude to the world. The content of the article analyzes the category of values of youth from various levels, as their social need for self-development**

**KEYWORDS: culture, personality, approach, education, direction, monitoring, health, problem, upbringing.**

### INTRODUCTION:

Throughout the existence of society, the problem of identifying student youth in the system of values, its structure and dynamics remains relevant. This problem is of particular importance in the situation of transition and reconstruction of post-Soviet states, in the context of socio-economic and spiritual-cultural changes, accompanied by a comprehensive reassessment of political and economic values. The emergence of new value orientations and the devaluation of the former affected students to a greater extent because of its susceptibility and high social mobility.

Of particular importance are the processes that capture the value-conscious consciousness of students, as they represent the near future of our society. Moreover, the identification of students in the system of values is important in relation to the potential intellectual, political, economic, cultural elite of society. The formation of a new value consciousness associated with changes in society explains the need to combine the best cultural and historical traditions of spirituality and humanism with new thinking, in connection with the processes of globalization that have embraced the

economic, political, informational, cultural sphere of social life.

The value system for the modern young man is a certain foundation in building his tactics of attitude to the world. The value world of each person is vast, but it is value orientations that form the basis for the formation of likes and dislikes, and ultimately the public consciousness of people.

### MATERIALS AND METHODS:

Values are generally accepted ideas of people regarding goals and ways to achieve them, which prescribe them certain socially accepted modes of behavior. They are the basis of all moral principles. An individual system of social values is established in every social system. In the process of primary socialization of an individual, awareness and assimilation of values takes place. In the future, they remain relatively stable, changing only in crisis periods of a person's life and his social environment. Value orientations determine the social behavior of a young person in everyday activities. Performing an integrative role in society, they thereby form that stable skeleton of the social system. They single out individual values that limit the individual's behavior in everyday life; and social values are the individual's value priorities in relation to the development of society.

In any field of activity, "cross-cutting" values are central.

These values include: industriousness, loyalty, kindness, good breeding, honesty, decency, tolerance, humanity. It is the fall in the importance of such values in a particular period of formation, as a specific person, and in the

historical development of society that always causes serious consequences.

At the present stage of development of society, when life is extremely dynamic and multifaceted, it is important to note the values that guide young people and which largely determine the everyday consciousness and everyday ideas about the present and future of coming generations. What are young people living for today? What values are changing and which are indestructible?

In the literature on the classification of values, there is a division into the values of life and culture. "The difference between life and culture is obvious. Life is given to man by nature, but culture is created by people. Cultural values are divided into material and spiritual. It is the development of the theory of the values of life that will answer many educational questions: about the meaning of life, its true and false values, about life optimism, what is the real happiness of a person, etc." [2, p. 12]. The social status and well-being of modern youth form the worldview, political, moral, legal, and artistic and aesthetic value orientations of our future.

Today, as never before, one can fully reveal the confrontation of values in the mass consciousness of society. The younger generation is undergoing its formation in the context of the formation of new social values and the change in many old relationships. Hence the emergence of depression and pessimism, disbelief in oneself and one's future. The question arises: to live in the past, listening to the elders' stories about "a great time when all problems were supposedly successfully solved"; Be aggressive in relation to all innovations; to go "nowhere" rather than find a "path to God"; or using their own activity to achieve success in life [1, p. 9].

A society striving to get only material well-being and enrichment from life cannot foster a healthy value culture and form the vital needs of young people. So, in the post-Soviet states, there

are more and more places for opportunities for financial self-affirmation, where they do not require a high level of education and practice, but are willing to pay a lot of money. Although such work does not give a feeling of true success, it forms a feeling of spiritual emptiness and meaninglessness of life, for many young people it seems attractive. However, do not forget that the goal is different from need and interest. Without needs and interests, there would be no values, but needs and interests in themselves are not values. Hunger and thirst are not values at all, they are suffering. Values are bread and water, that is, substances that satisfy the suffering.

This explains the urgent need to show the current state of affairs, and not the "embellished" reality, without the most acute social problems of mankind: unemployment, drunkenness and drug addiction, prostitution, suicide, etc.

If you study what young people live today and what value orientations they rely on, then you can judge the culture, humanistic potential, prospects for the development of society, and what changes the society expects in the future.

We conducted a sociological study, the purpose of which was as follows: to determine the composition and hierarchy of the most common fundamental values in the minds of students. The respondents were students aged 17 to 23 years (a total of 40 people were interviewed). Only individual values that young people set for themselves were analyzed. For this, we have compiled a block of questions related to the daily life of students, and representing various value orientations of all youth.

Respondents needed to determine the significance of each value guideline according to priority school: "most significant", "significant in certain situations", "does not represent value significance", "categorical denial of value significance".

The results of the survey showed that one of the main life orientations of students is the acquisition of the meaning of life - 38%; 22% spoke out in order to actively realize themselves, and not to go with the flow and the desire to become the master of their life; 18% admitted that it is very important to be the master of their own life and gain independence from others - 12%.

At the same time, the majority also believe that one should not refuse to enjoy life's pleasures - 11%; the significance of material wealth, the desire for material success is recognized by 9% of students surveyed.

And only 7% determine the fulfillment of their obligations as a priority value, affirming the position of a responsible attitude to their actions. And only 3% of respondents consider caring for the disadvantaged and the importance of serving others to be their moral responsibility. Selfish attitudes are manifested here: young people think more about themselves and, to a lesser extent, about the welfare of society, and girls show this to a lesser extent.

### **RESULTS AND DISCUSSION:**

The results of the survey showed, first of all, a difficult situation of dissatisfaction with the way life of young people is taking shape in modern conditions. To the question: "Are you completely satisfied with what you were able to achieve at this stage": "yes" - 27%, "partially" - 39%, "completely unsatisfied with the achievements" - 14%. This difference in satisfaction is due to a wide range of reasons, but most attribute it to a lack of money.

Only 6% of the students surveyed are fully satisfied with their financial situation; 22% are satisfied overall; unsatisfied with their financial situation 72%.

A similar situation develops with the level of satisfaction with housing conditions. Of course, the student years are in many ways very

attractive, and the needs are great, but their satisfaction requires material costs, and forms of social support for students are not developed. Nevertheless, it is the satisfaction factor, how life develops, that forms the basis for the formation of moods and attitudes, and, ultimately, the entire system of social values.

The desire to be closer to fashion and to a "beautiful" life takes possession of the consciousness of young people and becomes widespread. Classical culture loses its former significance and value, becoming irrelevant and alien. Consumer orientations are becoming a priority in the value orientations of students. So the results of the study indicate that 63% spend their free time on TV or in company with friends, listening mainly to entertaining music. At the same time, 26% of students prefer to spend their time attending studios, circles, 4% - for self-education and 7% - for sports. This gives a clear idea of the problem of cultural identification of young people, the strengthening of the processes of standardization of cultural consumption and leisure activities, passive-consumer attitude to culture.

The system of value orientations is a reflection of the students' attitude to the surrounding reality, an indicator of the stability of society, being also part of the spiritual sphere, a manifestation of social creativity. The effectiveness of the socio-cultural education of students, the dynamics of socio-political transformations depends entirely on how the system of value orientations is formed under the influence of political, economic and cultural institutions. Substantial changes are needed in the concept and in the mechanism for implementing state policy in the field of youth culture.

### **CONCLUSION:**

The education of valuable qualities among students as one of the directions in the

formation of the spiritual world of a person is a process that completely depends on both the spiritual wealth of the person and the variety of its social connections and relationships, as well as the very nature of the relations that prevail in society. In the implementation of the main task - the deep transformation of all spheres of society, accelerating the scientific and technological progress of the country, improving the mechanisms for managing public relations - a significant restructuring of all pedagogical work is supposed in accordance with the most important new requirements for the level of consciousness and organization, education and culture. This is primarily due to the improvement of the process of personality formation, which would be able to actively participate in solving the pressing problems of our social development in terms of professional qualities, worldviews and value orientations.

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