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**SOCIAL MECHANISMS OF DESIGNING THE IMAGE OF THE
MOTHERLAND AMONG MODERN RUSSIAN YOUTH: MANAGEMENT
ASPECT**

Specialty 22.00.08 – Sociology of management

STRUCTURAL ABSTRACT

Thesis work for the degree of candidate of sociological sciences

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Relevance of the research topic. Nowadays, the processes of formation of state and civil identity, and in general, ideas about the political picture of the world, are significantly changing. In the scope of a difficult geopolitical situation, the implementation of a sanctions policy against Russia and, accordingly, the active use by foreign states of an anti-Russian propaganda campaign, issues related to designing the image of the motherland among modern Russian youth are of particular importance.

The problems of designing the image of the motherland among youth are caused by several aspects. Firstly, young generation is the most susceptible to constructive and destructive influences due to certain psychophysiological and socio-cultural characteristics.

Secondly, the image of the motherland is one of the grounds for the self-identification of young people as citizens, creating the basis of state-civil identity. The image of the motherland acts as a system-forming, integrating factor that affects the solidarity of both: young people in general and young people with other socio-demographic groups. This is what the President of the Russian Federation Vladimir Putin says, “We realize that in order to achieve new frontiers, it is important for us to preserve our identity, our unity and solidarity, and these components are built on those values that have always been revered by both orthodoxy and other traditional religions. They are charity, honesty and justice, caring for one's neighbor and family, respect for parents and children, and of course, love for the motherland”.

Thirdly, young generation actively uses diverse information resources on the Internet: social networks, personal and news sites, information portals, including versions in foreign languages, which can broadcast values in different ways, forming stereotypes and public consciousness about the image of the motherland.

Thus, designing the motherland image is a dynamically developing process that includes awareness, understanding, acceptance and emotional assessment, which is under the constant influence of numerous factors.

Many happenings took place in the post-Soviet space, first of all, “color revolutions” for more than two decades forced us to look at the processes related to

the implementation of youth policy in a different way. The technologies of “color revolutions” are based, among other things, on inciting discontent among young generation and initiating their protest actions. Happenings of recent years that took place in Ukraine, the situation in Belarus, in the summer and autumn of 2020, all these facts objectively act as a factor pushing for a closer study of youth policy and self-identification processes among young people and consideration of the issue of youth education among the priority areas.

However, only proclamation of education as a priority direction in regulatory legal documents is not enough. It is necessary to determine main mechanisms and ways of influencing young generation, those key values that will generally determine their meanings and behavioral practices.

A number of problems occur with implementing the priority of the declared tasks.

One of them is a formation level of “patriotism” and “interethnic peace” values, which were in the last places, according to the results of sociological research. Therefore, the task associated with formation of the sentiment of respect, pride, love, loyalty and faith in Russia, is a priority and requires a special approach for its implementation, based on the opinion of 58 % of Russians who believe that patriotism is not brought up in school.

Thus, the relevance of the topic is due in ontological terms to the contradictions manifested in the values and attitudes of the image of the motherland transmitted by various social institutions and the internalized ideas of young generation about the image of the motherland, patriotism and citizenship. In epistemological terms, there is a contradiction between the existing ideas about social mechanisms and methods of formation and the actual practices of designing the image of the motherland in the public consciousness of modern youth.

Purpose of the thesis research is a comprehensive analysis of social and managerial mechanisms and justification of the directions in the process of designing the image of the motherland among modern Russian youth.

Research objectives:

to identify the features and characteristics of the social subjectivity of young generation that determine designing the image of the motherland;

to develop a comprehensive methodology for studying the image of the motherland in the mass consciousness of young generation as an object of construction;

to substantiate the specifics of the socio-managerial mechanisms of designing the image of the motherland;

to identify the essential features of the motherland image in the social representations of young people;

to reveal the influence of motherland image on the features of the state-civil identity of young people;

to substantiate the main directions of constructing the image of the motherland among modern Russian youth.

Target of the thesis research is youth as a special socio-demographic group that is in the process of creating the image of the motherland.

Subject of the thesis research is the socio-managerial mechanisms of designing the image of the motherland.

The hypotheses of the dissertation research:

Main. The socio-managerial mechanisms of designing the image of the motherland among modern youth are not spontaneous, but are under the influence of purposeful institutional regulation, on the one hand, and compensatory activity of young people due to their subjectivity, on the other.

Additional one. Subjectivity as a qualitative characteristic of youth has a significant impact on the designing the image of the motherland and its individual and personal manifestation.

The image of the motherland is a component of a socially constructed reality that provides orientation in the social environment and geopolitical space.

The image of the motherland is the basis of the state-civil identity of modern Russian youth.

Theoretical and methodological foundations of the research.

The thesis research is based on the theory of social reality constructing by P. Berger and T. Lukman.

The theoretical and methodological foundations for conclusions and provisions of the research are:

conceptual provisions on the sociology of youth by Y. Zubok, A. Chuprova;
concept of collective memory by A. Langinol;
concept of post-figurative culture by M. Mead;
the concept of social construction of reality by P. Berger, N. Lukman;
management concept by V. Afanasieva;
thesaurus concept by V. Lukova;
theoretical developments by I. Ilyinsky, A. Kovaleva.

In the thesis it was used a quantitative and qualitative methodology of sociological research, which consists in the use of such methods as a mass survey, a survey of experts, an informal interview, an analysis of documents (drawings). Empirical sociological information was analyzed using the methods of simple linear distribution, analysis of conjugacy tables and identification of correlation of variables (SPSS for Windows 21).

The empirical basis of the study.

I. Official, statistical data from provincial government agencies and regional authorities of state statistics.

II. Results of All-Russian research.

III. Research conducted with the direct participation of the author.

Novelty of the research is that:

The main characteristics of the social subjectivity of youth that determine the specifics of constructing the image of the motherland are highlighted: activity, consciousness, rationality, self-activity, manifested in traditional/social, virtual and mixed/hybrid reality.

Based on the analysis of theoretical approaches of the study, a comprehensive methodology has been developed for studying the motherland image as an object of construction that combines objective and subjective reality in the process of

objectification, externalization and internalization of social representations in the mass consciousness of young people.

The research substantiates the functioning of social and managerial mechanisms for designing the motherland image through the interaction and complementarity of social institutions and compensatory activity of youth in the conditions of increased subjectivity and insufficient development of the institutionalized world; the influence of social institutions on the construction of the motherland image and the increase in the role of compensatory activity of youth in the conditions of the formation of a prefigurative culture is established.

The dominant social ideas of young generation about the motherland image are diagnosed; the conditions influence the formation of the motherland image of the in the individual and mass consciousness of young people are highlighted. The features of constructing the motherland image of the in three groups of young people according to the degree of subjectivity: active, involved, passive are highlighted.

The interrelation of the phenomena of the motherland image, patriotism and state-civil identity of young people, their regulatory and integration role is substantiated.

The features of socio-managerial mechanisms of designing the motherland image in traditional/social, virtual and combined reality as a two-way process of purposeful institutional regulation, on the one hand, and compensatory activity of young people due to their subjectivity, on the other, are substantiated.

Proceedings submitted for defense.

1. Under present-day conditions, the role of young people in the social space is significantly changing. A specific feature of modern Russian youth is the increase of its social subjectivity.

The subjectivity of young people is a property that provides the opportunity to make independent decisions based on self-regulation mechanisms and to carry out their socially oriented purposeful activities on the basis of formed value orientations in different spheres of society's life. The process of forming the subjectivity of young people is nonlinear, unstable and internally contradictory. The subjectivity of youth

depends on the socio-cultural differentiation of youth. As a result, groups of active, engaged and passive youth are formed.

Subjectivity as a characteristic of youth determines its involvement in the processes of constructing social reality, including the construction of the motherland image of the in the process of traditional/social, virtual and mixed/hybrid interactions.

The concept of subjectivity of youth harmoniously fits into the framework of the subject-subject paradigm of social management.

2. The motherland image is a collective concept, it includes two main components: an ideological one, transmitted in the process of institutional influence, and an individual one, formed in the process of self-regulatory activity of young people.

Changing and being supplemented under the influence of external and internal circumstances and factors, it has significant inertia, conservative strength and the potential for self-reproduction. In modern conditions, the media construction of reality prevails and, accordingly, these practices have a significant impact on the construction of the image of the motherland among modern youth.

The image of the motherland in the public consciousness of young people is an object of construction. Construction is a complex process of forming the cognitive, affective and evaluative components of the motherland image in the process of objectification, externalization and internalization.

The use of a comprehensive methodology for studying the image of the motherland reflects the duality of the construction process as a combination of institutional influence and self-regulatory practices of young people.

3. The socio-managerial mechanisms of constructing the image of the motherland are determined by the transition to a prefigurative culture. The natural way of transmitting cultural codes from older generations to younger ones (post-figurative culture) is not only replaced by the equality of generations in this area (co-figurative culture), but also supplemented by the dominant role of youth in the vision of the world (prefigurative culture).

The socio-managerial mechanisms of constructing the image of the motherland include, on the one hand, purposeful institutional regulation carried out through interaction and complementarity of social institutions, and, on the other, compensatory activity of young people in conditions of increased subjectivity and insufficient development of the institutionalized world.

The construction of the image of the motherland is carried out at the micro-level, meso-level and macro-level and includes three stages.

Initially, the process of adaptation of a young person to the social environment is carried out, which occurs under the influence of family and education and on which regulatory and legal attitudes, patterns and standards of behavior, evaluative and emotional characteristics of the image of the motherland are formed. At the second stage, the completion of reality takes place, which young people carry out independently. This process is influenced by those social practices that young people fall into, those reference groups that find themselves in the closest social environment. At the third stage, in the conditions of increased subjectivity of young people, the restructuring of environmental conditions is carried out, mainly under the influence of media practices.

4. In the social representations of young generation, the image of the motherland is a collective characteristic that includes knowledge and ideas, assessments and emotional characteristics about:

the small motherland;

the historical past: victories, achievements, mistakes and losses;

Russia as a state;

Russia's place in the world political arena;

state-civil identity.

The individual image of the motherland includes the image of a small homeland and an image on the national scale and depends on the personal characteristics of subjectivity as a qualitative characteristic of youth.

The construction of the ideological component of the image of the motherland is characterized by the lack of systematic, complex activities of subjects engaged in the implementation of youth policy at various levels.

The process of constructing the image of the motherland among “active” youth is carried out as a result of achieving an optimal balance between institutional regulation and compensatory activity; institutional regulation prevails among “involved” youth; compensatory mechanisms of constructing the image of the motherland dominate among “passive” youth.

5. The image of the motherland performs a regulatory function, providing conditions for youth solidarity based on patriotism.

Patriotism acts as a basic identifying mechanism that determines the formation of the state-civil identity of young people.

State-civil identity is a system of internalized values, attitudes and representations (cognitive, evaluative and affective), which is manifested in social activity. State-civil identity includes awareness of one's belonging to a civil community, on the one hand, and the implementation of certain behavioral practices, on the other. The formed image of the motherland provides conditions for constructive solidarity of young people.

6. Social and managerial mechanisms for constructing the image of the motherland are a two-way process of purposeful institutional regulation, on the one hand, and compensatory activity of young people due to their subjectivity, on the other.

Purposeful institutional regulation of the image of the motherland is carried out in the process of socialization trajectory under the influence of the external environment – the activities of social institutions, mass media, online technologies, elites. A significant role in the formation of the image of the motherland is acquired by the subjectivity and dispositions of the individual, which are manifested in the process of socialization.

The compensatory activity of young people in the process of constructing the image of the motherland is due to its main characteristics: social and cultural subjectivity, social and cultural autonomy, a variety of social and cultural practices.

The peculiarities of the two-way process of purposeful institutional regulation determine the key directions of managerial interaction on the construction of the image of the motherland at the present stage. The main one is the coordinated systematic work at the municipal, regional and federal levels on the formation of cognitive, affective and evaluative components of the image of the motherland through actively increasing the role of subjectivity by including it in active/interactive creative activities, including on the basis of modern digital technologies.

Compossibility of the thesis research with the specialty that is recommended for defense.

The thesis research corresponds to the following points of the passport of the specialty 22.00.08 – Sociology of Management:

p. 5 – The institutional level of management as a special type of social interaction;

p. 15 – Problems of management efficiency;

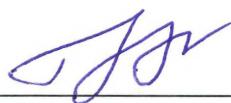
p. 24 – Values, motives and orientations of the individual in the management system;

p. 30 – Methods of collecting, analyzing and evaluating social information in the management system.

Methodological quality of the results obtained is due to the adequacy of the selection of theoretical sources and the theoretical analysis carried out on their basis; the competent use of the synthesis of quantitative and qualitative research methods; the representativeness of the results obtained, underlying the key conclusions and provisions submitted for protection; the comparability of the author's results with the conclusions of all-Russian studies; the introduction of the main results and provisions in the practice of the activities of the authorities: in the presentation of the results obtained at international and all-Russian scientific conferences.

Theoretical significance of the research results. The scientific results of the thesis research expand the basis for further theoretical and practical developments in the field of studying the image of the motherland. They can be used to improve theoretical approaches and models for studying the image of the motherland among citizens of the country in general and young people in particular.

Scientific and practical significance of the research results. The proposed results obtained during the dissertation research can be in demand in the activities of state authorities of the Russian Federation, educational and public organizations in the framework of the implementation of youth policy.



 N.N. Khatnyuk