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**COMMUNICATIVE PRACTICES IN TRANSFORMATION
HEALTH-SAVING BEHAVIOR OF OLD PEOPLE**

Abstract to the dissertation for the degree of candidate of sociological
sciences

Specialty 5.4.4. Social Structure, Social Institutions and Processes

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Relevance of the topic of the dissertation research.

The relevance of the topic is determined by the gradual increase in life expectancy, the general demographic aging of the population, the increasing economic burden on citizens of the able-bodied socio-demographic cohort, the increasing age of retirement, the implementation of national projects to provide conditions for improving social and medical care.

Modern socio-demographic, medical and social, socio-economic and socio-cultural processes are characterized by trends of both changes in traditional practices of living in old age (retirement and leading a relatively withdrawn and immobile lifestyle) and the emergence of new ones (leadership of “silver” and other public associations, participation in volunteer movements). There is an expansion of opportunities for elderly citizens to continue active functioning in professional, social, leisure, family spheres, or to receive comprehensive palliative care.

The aging of the population in modern conditions is heterogeneous, so a conservative, universal approach to scientific research and practical assistance to the transformation of health-saving behavior of old people becomes inappropriate. The urgency of the research topic is determined by the need to resolve the contradiction between the need of the state and society in the social activity of old people and the insufficiency of scientific substantiation of the implementation of specialized national projects to ensure the general well-being of Russians and constructive transformation of individual health-saving behavior of old people.

In the above context, the dissertation research of Sergey Viktorovich Tsvetov seems to be very relevant.

Purpose of the dissertation research is to identify barriers, factors and trajectories based on quantitative and qualitative analysis and to justify the directions of development of integrated communicative practices for constructive transformation of health-saving behavior of older people.

Objectives of the dissertation research:

- to characterize the old people as subjects of health-saving behavior;

- to determine the main trajectories of transformation of health-saving behavior of old people in the conditions of social changes;
- to substantiate communicative practices as a way of transformation of health-saving behavior of elderly citizens;
- to identify obstacles and factors of transformation of health-saving behavior of elderly Russians;
- to analyze the role of communicative practices of elder citizens in the transformation of health-saving behavior;
- to substantiate the directions of development of integrated communicative practices for constructive transformation of health-saving behavior of old people.

Object of the dissertation research is constructive transformation of health-saving behavior of old people in modern society.

Subject of the dissertation research is communicative practices as the basis of constructive transformation of health-saving behavior of the elderly.

Scientific hypothesis of the dissertation research.

Health-saving practices are characteristic only for a part of the elderly Russian population. It is reasonable to assume that the change in health-saving behavior is largely determined by the choice of one of the alternative options for further existence. It is the concentration of efforts on modernization of old and formation of new practices of healthy lifestyle, the preservation of previously formed health-saving practices, and the refusal to take care systematically of their own health. It is assumed that there is an inconsistency manifested in the recurring relationship between the formation of health-saving behavior and the state of health. On the one hand, social inactivity is a consequence of the lack of a healthy lifestyle, and on the other hand, unformed health-saving behavior appears to be the cause of objective deterioration of health, subjective well-being of citizens, and low social activity.

Theoretical and methodological basis of the dissertation research.

The methodology is represented by theories, concepts, approaches and scientific ideas that reveal the transformation of health-saving behavior of old

people in general and the role of communicative practices in this process. In particular, the theory of social practices by P. Bourdieu, which considers the specifics of transformation of healthy lifestyle practices in old people and the theory of communicative action by J. Habermas, which allows us to treat communicative practices as a basis for the transformation of health-saving behavior of the elderly. It is also the idea of communicative interactions of the systemic world and life world of E. Gursel and the systemic theory of society of N. Luhmann, which gives reason to consider communicative practices as the basis on which the unity of society as a social system is based. It is the theory of communicative action of J. Habermas, which makes it possible to establish a relationship between individual actions, social behavior, communicative practices of health saving and change in self-identity of old people. This is and the sociogerontological theory of M.E. Yelutina, in the context of which the transformation of health-saving behavior is considered as determined not so much by the chronological characteristics of a representative of an age-related socio-demographic group of old people, as by a complex of social factors. And the concept of integrated communications by F.I. Sharkov, in which the transformation of health-saving behavior of older citizens is considered as the result of diverse communications that stimulate people to make changes. In this context, one can consider the theory of social practices as everyday actions of members of society by E. Giddens, T. Shatsky, which provided an opportunity to analyze the features of the lifestyle habitual for old people. It is the theory of planned behavior by I. Aisen, according to which society expects old people to behave according to their age, and there is a concept of the relationship between social identity and the normative behavior of representatives of various socio-demographic groups by A. Hasman, which makes it possible to identify the negative gerontological self-identification of respondents. It is paid attention to the idea of controlled and autonomous motivation by E.L. Deci, H. Patrick, R.M. Ryan, and G.K. Williams, which made it possible to determine the specifics of the influence of various actors on the transformation of health-saving behavior of the elderly. It is also the theory

of “health communication” by T. Thompson, P. Schultz, which provided an opportunity to propose the idea of using integrated communications in the positive transformation of health-saving behavior of the elderly.

The complex application of interdisciplinary methodology and sociological research methods has allowed researching for details the processes under study, to identify existing contradictions, and to give a complete description of the transformation of health-saving behavior of the elderly as a complex social phenomenon. In the process of empirical analysis, quantitative (questionnaire survey of the elderly) and qualitative (expert interview with specialists in the field of health-saving behavior of the elderly) methods were used.

The results of empirical sociological research were processed using the SPSS for Windows 22 package. The results were interpreted using linear frequency distributions, conjugacy tables, and correlation analysis.

Empirical research base.

1. Official statistical data of regional authorities and territorial bodies of state statistics.
2. The results of the All-Russian research.
3. Research conducted with the direct participation of the author.

Provisions submitted for defense and having scientific novelty.

1. It is proved that in conditions of increasing staff shortages, accelerating demographic aging, increasing the burden on healthcare and social provision systems, increasing the retirement age, implementing national projects to achieve healthy longevity and persisting negative gerontological stereotypes, old people are becoming subjects of a fragmented transformation of health-preserving behavior, including psychophysiological, medico-social and socio-economic components (23. Health and a healthy lifestyle in changing the social structure. Health and ill-health factors of different social groups Scientific specialty passports 5.4.4. Social structure, social institutions and processes).

2. It is determined that the transformation of the health-saving behavior of the elderly is characterized by changes in the trajectories of the health-saving

behavior of the elderly. It is from abandoning self-care to attempts to continue to apply youth health-saving practices in old age and the formation of new, subjectively conditioned health-saving actions (23. Health and a healthy lifestyle in changing the social structure. Health and ill-health factors of different social groups Scientific specialty passports 5.4.4. Social structure, social institutions and processes).

3. Integrated communication practices have been developed as a way to transform the health-saving behavior of older citizens, which are presented as a set of coordinated actions. They include the use of complementary communicators and channels of information influence on all age groups of the population for the constructive transformation of the health-saving behavior of older people. Their purpose is temporally prolong their active participation in the socio-economic and socio-cultural life of society (continuation of paid employment, work in civil society structures, leisure activities, education of the younger generation) (23. Health and a healthy lifestyle in changing the social structure. Health and ill-health factors of different social groups Scientific specialty passports 5.4.4. Social structure, social institutions and processes).

4. It is revealed that the transformation of the health-saving behavior of elderly Russians is accompanied by a set of circumstances:

1) obstacles (the most significant ones are objectively poor health, subjectively poor health, high anxiety due to a special military operation. These are negatively colored gerontological self-identification, financial difficulties, depressed mood due to foreign economic and political sanctions as well as. The least significant ones are the lack of a partner or like-minded person, lack of time, disbelief in favor of health-saving behavior, lack of motivation);

2) factors (the highly important ones are recognized the income level for maintaining a normal state of health and the availability of well-maintained and comfortable housing. These are also motivation to participate in the socio-economic life of society, the availability of sought-after education and qualifications, and the possibility of employment depending on the individual

situation. There are the positive attitude of family members and loved ones, the absence of age discrimination by employers, good socio-psychological well-being as well as. The others to a low degree are the presence of chronic and new diseases and the opportunity to participate in socially significant work);

3) risks (at the individual level these are deterioration of health due to lack of accurate information and overestimation of one's capabilities; at the group level these are deterioration of family relationships due to reduced attention to children and grandchildren; at the social level – increase in youth unemployment due to increased professional activity of the elderly) (23. Health and a healthy lifestyle in changing social structure. Health and ill-health factors of different social groups Scientific specialty passports 5.4.4. Social structure, social institutions and processes).

5. It is proved that the communicative practices of modern older citizens are undergoing changes, which consist not only in narrowing the circle of communication, but also in individualization, rejection of gerontological stereotypes and the emergence of reverse responses to external information influences, and as a result play a major role in determining the vectors of transformation of health-saving behavior:

1) value-ecological, aimed at formation of a reference social circle that maximizes health care;

2) gerontologically oriented, aimed at following historically established stereotypical patterns of communication (23. Health and a healthy lifestyle in changing the social structure. Health and ill-health factors of different social groups Scientific specialty passports 5.4.4. Social structure, social institutions and processes).

6. Directions for the development of integrated communication practices have been developed for the constructive transformation of the health-saving behavior of the elderly:

1) deepening the scientific knowledge base on the communicative characteristics of the elderly and developing scientifically sound ways to educate

the population about the possibilities of maintaining physical, social, and mental health;

2) expanding the use of information, communication and mobile technologies for online cooperation on the formation of health-saving behavior among the elderly;

3) development of partnership between relevant state, commercial and public structures in the regions to carry out preventive work on the formation of health-saving behavior of people of pre-retirement and retirement age;

4) increasing the degree of social cohesion of the entire population to overcome negative gerontological stereotypes that hinder the formation of health-saving behavior among the elderly;

5) development of civil society structures (public organizations, associations old people, patient associations), promoting health care (23. Health and a healthy lifestyle in changing the social structure. Health and ill-health factors of different social groups Scientific specialty passports 5.4.4. Social structure, social institutions and processes).

Compliance of the topic with the requirements of the Higher Attestation Commission's specialty passport.

The research corresponds to the scientific specialty 5.4.4. Social structure, social institutions and processes, reflecting clause 23. Health and a healthy lifestyle in changing the social structure. Health and ill-health factors of different social groups.

The reliability of the obtained results of the dissertation research is ensured by the complexity of the analysis of methodological, theoretical, and statistical materials, the unity of the application of quantitative and qualitative research methodology (questionnaire survey and interview), as well as correlation with the results of applied work performed by sociologists on related topics.

The theoretical significance of the research results.

The scientific results of the dissertation expand the subject field for further research on the health-saving behavior of the population in general and

communicative practices for its constructive transformation in old people in particular and make a significant contribution to empirical research in the field of sociology of health and sociology of communications.

Scientific and practical significance of the research results.

The author's conclusions and recommendations can be used in the development and implementation of social policy aimed at coordinating the work of Russian state and municipal authorities, mass media and communications. It also aims at coordinating public health centers, businesses, medical and social public organizations, educational institutions whose competence includes the tasks of public health and the development of information and communication infrastructure and the training of specialists.



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