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As a manuscript

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**THE INFLUENCE OF NEW MASS MEDIA ON THE POLITICAL
CONSCIOUSNESS OF YOUNG PEOPLE**

Abstract of dissertation for
degree of candidate of political sciences
specialty 5.9.9 Media communications and journalism

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The relevance of the research topic is due to the fact that in conditions of information saturation and rapid development of technology, young users are forced not only to perceive large amounts of information, but also to master the skills of its analysis and critical assessment. Thus, the modern media environment has become an important factor of socialization, influencing values, public preferences and models of political behavior. Modern mass media, actively influencing young people, generate new challenges and increase the risks of a destructive influence on the political consciousness of young people.

Challenges in the media space are understood as a set of difficulties and problems that require great efforts to solve, for example, to develop and implement mechanisms for regulating and ensuring the reliability of information and eliminating the threat of mass dissemination of disinformation. Risks in the media sphere are understood as the likelihood of events that pose a threat that may lead to negative consequences or events that violate media security. Such a situation requires ensuring the protection of the individual from unreliable or dangerous information.

The increasing challenges and risks of the influence of new mass media on the political consciousness of young people are evidenced by the results of many studies. However, this influence is twofold. On the one hand, new mass media contribute to the development of civic engagement and the formation of interest in issues of socio-political structure. On the other hand, the active use of elements of propaganda influence creates risks of manipulating public opinion and distorting the perception of political reality.

This problem is becoming particularly relevant in the context of the modern international situation, characterized by an increase in information and psychological pressure on Russia. In such conditions, the development of scientifically based approaches to neutralize the destructive influence of the media environment on the youth audience is of particular importance. Due to the hostile actions of Western partners, there is clearly insufficient development of both

methodological foundations and the practice of using media tools to protect against the negative impact of mass media on the consciousness of young people.

In such a difficult situation for the country, actively using new methods and technologies of counteraction, it is necessary to improve educational, educational and educational work on the formation of stable political and moral orientations of youth, which determines the need for a comprehensive scientific analysis of the phenomenon of the influence of modern mass media on the political consciousness of youth and determines the high degree of relevance of the chosen topic of dissertation research.

A problematic situation. The influence of new mass media on the consciousness of young people is associated with a number of serious problems that require attention from researchers. New mass media compete with traditional institutions, which may weaken their role in shaping values and beliefs. Social networks and blogs are becoming the main sources of information, reducing trust in traditional media and experts.

The youth audience, which receives information mainly from social networks, regularly encounters unreliable data, which, in turn, leads to a distortion of the picture of reality. Under the current conditions, she simply does not have the resources to fully analyze the enormous information flows, resulting in a superficial assimilation of information and a noticeable weakening of critical and analytical abilities. Information overload, combined with the internal inconsistency of incoming messages, often creates a sense of powerlessness among young people and, as a result, distancing themselves from the political agenda.

Modern technological solutions, allowing us to aggregate user data and use it in the interests of promoting specific political attitudes, open up opportunities for a targeted impact on public opinion. This influence can not only correct attitudes, but also stimulate radicalization, especially among those who tend to seek simplified interpretations of complex problems. A systematic analysis of these phenomena is a prerequisite for developing effective strategies in the field of media education and

for building effective protection of the younger generation from the destructive effects of the digital environment.

The object of the dissertation research is new mass media.

The subject of the dissertation research is the peculiarities of the influence of new mass media on the formation of the political consciousness of the youth of the Republic of Dagestan.

The purpose of the dissertation research is to identify key trends, mechanisms and forms of the impact of new media platforms on the political consciousness of young people based on philosophical and political science concepts explaining the transformation of political socialization in the context of digitalization and increased information risks.

Objectives of the dissertation research:

1. To reveal the genesis and features of the new mass media.
2. To clarify the methodological foundations of the study of the formation of political consciousness of youth.
3. To identify the peculiarities of the transformation of the political consciousness of youth under the influence of new mass media.
4. To assess the degree of influence on the consciousness of youth through the formation of political values.
5. Based on the analysis of the research results, to characterize the factor of political differentiation of the youth of the Republic of Dagestan through the formation of a dialogue model of new mass media.
6. To determine the optimal ways to counteract new challenges to negatively influence the youth of the Republic of Dagestan through new mass media.

The scientific hypothesis of the dissertation research. In the context of total mediatization, to which almost all social processes are subject today, digital communication platforms play a key role, which act as system-forming factors for the entire information space. Modern society is faced with a serious paradigm shift: those media channels that were initially considered neutral in nature are gradually turning into institutions of so-called soft power. And now they determine not only

the information agenda, but also the basic parameters of how the collective consciousness is organized.

For multiethnic Dagestan, this process is of particular importance, since the local media environment is characterized by increased conflict and different narratives are constantly competing with each other in the republic. It follows from this that studying the mechanisms of influence of digital platforms is becoming a strategically important task. The results that can be obtained during the study of the new media environment will allow us to develop effective strategies both for shaping the political consciousness of young people and for its further development. And this, in turn, will help ensure the stable operation of democratic institutions.

The research uses theoretical and methodological approaches reflecting a wide range of views of Russian and foreign researchers.

The key elements of the theoretical framework are the concepts of media interaction: firstly, G. Gerbner's theory of cultivation, secondly, the theory of agenda-setting, as well as a number of concepts related to political socialization. The use of these approaches made it possible to identify the following: how exactly the media construct young people's ideas about political reality; what topics and issues eventually become significant to them; and how, in turn, this affects their level of political activity.

The methodological basis of the research is based on three main approaches – systemic, comparative and socio-cultural, each of which solves its own range of tasks. General scientific, philosophical and interdisciplinary methods are used to solve specific research problems. Quantitative methods were also used in the work, in particular in-depth interviews, which made it possible to understand something else: how exactly the media influence how each individual perceives political reality.

The empirical basis of the scientific research was, firstly, the materials of monographs, articles from peer-reviewed journals, both domestic and foreign. Publications based on the results of international, All-Russian and regional scientific and practical conferences were also used. This category also includes analytical reports, data from sociological research, as well as the work of Russian and foreign

experts from the field of political science, sociology and media communications, which are directly devoted to the stated problem.

As part of the empirical analysis, it should be noted, firstly, the data obtained during an independently developed and conducted questionnaire survey. The last one was conducted in 2025 and involved the youth of the Republic of Dagestan, the study is relevant and deserves close attention. Secondly, a secondary analysis of sociological research presented in scientific publications on this issue.

The scientific novelty consists in the following: firstly, in a comprehensive analysis of the process of transformation of the political consciousness of youth under the influence of new mass media; secondly, in establishing the methodological foundations of the influence of the media environment on the political consciousness of youth in the context of its value orientations and propensity to symbolic actors and alternative factors of influence; thirdly, the most significant factors of the influence of mass media on the political attitudes of young people under the influence of social, political and economic forces are structured; Fourthly, the peculiarities of the formation of political consciousness in a multiethnic region are revealed and ways of integrating traditional and digital channels are proposed, taking into account the media representations of the youth of the Republic of Dagestan; fifthly, recommendations on the political differentiation of the youth of the Republic of Dagestan through media means are proposed.

Provisions to be defended:

1. The genesis and features of the development of new mass media are revealed. In the context of technological progress and the digitalization of society, they manifest themselves in the activation of interactive communications, increasing the speed of information exchange, which in turn allow the introduction of new technologies.

2. The methodological foundations of the analysis of the impact on political consciousness and the formation of socio-political values are formulated. The methodological foundations of the influence of the media environment on the political consciousness of young people are revealed by the author in the context of

their value orientations, propensity to symbolic actors and alternative factors of influence. The dissertation applied an interdisciplinary approach to the study of political consciousness. Journalistic approaches to the study of youth issues are adapted to the transforming new media.

3. The system of mass media influence factors is revealed. The dissertation structured the most significant factors of the influence of mass media on the political attitudes of young people under the influence of social, political and economic forces. There has also been a decrease in interest in the political content of the media and an active manifestation of youth indifference. The values considered in the mass media poorly reflect the civic and ethno-confessional identity of young people. New digital media have significantly increased the factor of active communicative behavior and the fight against manipulative technologies.

4. An empirical assessment of the degree of influence of new mass media on the consciousness of young people through the formation of socio-political values has been carried out. The author concludes that the mass media influence the consciousness of young people through their socialization, which takes into account behavioral orientations and political beliefs. The political consciousness of young people is formed at the intersection of ethnocultural traditions, social structure and the level of secularization of the population. The shift of socialization factors towards the development of socio-political media reality and youth consciousness constructs a new level of political reality.

5. New challenges of negative influence on youth in the formation of political consciousness in a multiethnic region have been identified using the example of the Republic of Dagestan. Taking into account the fact that the modern media environment poses new challenges to society, the dissertation identifies the features of the formation of political consciousness in a multiethnic region, suggests ways to integrate traditional and digital channels, taking into account the media representations of Dagestani youth. Sympathy for traditional methods of forming consciousness and media methods of influencing multinational youth gives a positive result (this is evidenced by the responses of over 80% of young respondents).

As part of the proposed integration, it is proposed to significantly expand dialogue projects with the participation of representatives of the clergy, reputable educators and leaders of the media space.

6. Recommendations on political differentiation through media are proposed. The dialogue basis for the political differentiation of the youth of the Republic of Dagestan is the process of functional and organizational division of the political system into specialized institutions. This basis is also based on political pluralism, which reflects positions that take into account political actors, interest groups and political media.

7. Political differentiation, institutional, regional, informational, etc., plays a particularly important role. Information and media differentiation are active factors influencing political beliefs and ethno-cultural self-identification. The author's sociological study of youth media consumption in the Republic of Dagestan confirms the special influence of media on both the process of political differentiation of youth and the effectiveness of dialogical forms of new mass media.

8. The thesis substantiates the need to develop media literacy as a strategic direction of state youth policy in the context of increasing mediatization and information turbulence.

The theoretical significance of the research lies in the presentation of conceptual approaches to the influence of new mass media on the political socialization of youth in the context of the mediatization of all spheres of public life. The dissertation summarizes the key factors determining the transformation of the political behavior of the younger generation, identifies the features of the formation of political attitudes under the influence of network communications.

The paper reveals the influence of Internet actors, such as social networks and the blogosphere, on the formation of alternative and interactive forms of civic participation.

The results obtained form the theoretical basis for further research on the role of new mass media in the formation of public opinion and the development of political activism among young people. The dissertation materials can be used in the

development of training courses and methodological manuals in the following disciplines: "Political Science", "Information support for state youth policy", "State and public youth policy", as well as in programs on youth sociology.

The theoretical significance of the work lies in the fact that the results of the work contribute to the development of scientific ideas about the mechanisms of media influence on public consciousness and the formation of civic initiatives among young people. The transformational role of Internet communications and social media in the development of alternative formats of political participation, from blogging to online civic campaigns, has been empirically confirmed, which expands the potential for democratizing public discussion.

The practical significance of the research lies in the possibility of applying the dissertation material and the conclusions of scientific research in research and teaching, as well as in practical activities aimed at further study of this issue. The conclusions formulated by the dissertation within the framework of the research may be of particular interest to the work of federal and regional authorities, in particular the Republic of Dagestan. Based on this author's research, practical proposals can be developed to improve the youth policy of the Republic of Dagestan.

The dissertation materials can be integrated into political science training courses, training programs for specialists in the field of state youth policy, and also used in designing media strategies for socio-political interaction with youth. The paper reveals the influence of Internet actors, such as social networks and the blogosphere, on the formation of alternative and interactive forms of civic participation.

The degree of reliability and approbation of the study. The reliability of the results obtained is ensured by using a representative theoretical and empirical base. Scientific conclusions are based on data obtained as a result of the analysis of verified sources, empirical studies, as well as author's observations and surveys.

The approbation of the research was realized through publication activity and participation in scientific events. The main results of the dissertation work are presented in seven scientific publications, five of which are published in leading

peer-reviewed publications recommended by the Higher Attestation Commission (HAC RF), including the publication recommended by the RANEPA Academic Council under the President of the Russian Federation. The total volume of publications is 65 pp. 1. n., which confirms the completeness and depth of the research on the topic.

The results of the study have been tested in reports at international conferences and expert seminars.:

1. All-Russian Scientific and Practical Forum (with international participation) "Strategies of education and science in the search for answers to the great challenges of our time" within the framework of the conference "Theological Thought in Russia and the world: problems and prospects of development" 04/29/2023 Dagestan Humanitarian Institute Russian Federation, Republic of Dagestan

2. International Conference session "Public Administration and Development of Russia: Civilizational Challenges and National Interests" 05/23/2024 Russian Presidential Academy of National Economy and Public Administration

3. International Conference session "Public Administration and Development of Russia: Challenges, Strategies and Prospects" 05/21/2025 Russian Presidential Academy of National Economy and Public Administration

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