

**FEDERAL STATE BUDGETARY EDUCATIONAL INSTITUTION OF
HIGHER EDUCATION "RUSSIAN ACADEMY OF NATIONAL ECONOMY
AND PUBLIC ADMINISTRATION UNDER THE PRESIDENT OF THE
RUSSIAN FEDERATION"**

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**THE EFFECTIVENESS OF THE CHANNELS OF POLITICAL
COMMUNICATION OF RUSSIAN STUDENTS**

Specialty 5.5.2 - political institutions, processes, technologies

ANNOTATION OF DISSERTATION
for the degree of candidate of political sciences

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MOSCOW 2025

The relevance of the dissertation research topic is due to a comprehensive consideration of the problematic situation that determines the system of political communications in the modern information society. In these conditions, it acts as the most flexible and at the same time vulnerable part of political culture. Therefore, there is an urgent need to develop effective channels of political communication for young people studying in higher educational institutions of various profiles, historical traditions, locations, and other characteristics. These channels depend on a multi-level system of factors, in which, along with external circumstances, there are also internal constraints and opportunities.

The student youth of the first quarter of the 21st century is both similar to their predecessors and different from them. The main differences lie in the fact that this generation of students has formed different ideas about the meanings and values of communication, including political ones, they have different communication skills, and they see different goals for their application.

Research on how to understand the specifics of the communicative culture of student youth, find effective channels of intergenerational communication, and raise the political culture of students to a higher level through the improvement of existing and the introduction of new communication practices appears to be an urgent political task.

In the modern world, the role of knowledge is so increasing that it begins to transform the environment in the most active way, requiring people to switch to a model of continuous learning, which creates a new network of human communications that determines his personal and business success. Each existing institution of knowledge acquisition in this network, regardless of its previous historical merits, must also be included in the new rules of interactions, which naturally affects not only the nature and quality of learning, but also the life standards of learners.

In understanding the significance of creativity, acting as the foundation of creative capital, is a crucial aspect of the relevance of the topic of the dissertation research. This capital cannot be formed outside the university environment and does not experience all the pros and cons found in the development of higher professional education system.

The dissertation demonstrates that in this regard there is a need for the formation of a new model of communication, allowing to solve the following scientific tasks:

1. The main components of the political culture of Russian society, influencing the development of communicative culture of student youth, are identified;
2. Theoretical and methodological analysis of the leading political communications inherent in the information society, in the aspect of its understanding as a society of knowledge is conducted;
3. The reasons for the emergence of differences between the political communications of students and those inherent in other categories of youth people are revealed;
4. The effectiveness of political communications of students in the prevention of extremism and terrorism among university youth is analysed;
5. The dependence of the choice of communicative practice and the goals of developing students' competencies on changes in the scientific and technological level of economic development is shown;
6. An assessment of the effectiveness of traditional and innovative channels of students' political communication is given;
7. The necessity of active use of art and sport tools for activation of political communication of university youth has been analysed and substantiated;
8. The peculiarity of the ecological component of political communication of modern students is revealed;
9. The possibility of increasing student participation in social volunteering and in the formation of an inclusive culture is presented.

The research objective was set as follows: based on the analysis of the development and justification of the model of political communication of the student youth of the Russian Federation, which takes into account the peculiarities of the political culture of society, mechanisms of self-organization and self-adjustment, as well as the flexibility of processes in the political environment and the specificity of youth participation in these processes.

In order to achieve this, the following tasks need to be accomplished:

1. To identify the main components of the political culture of the Russian society that influence the development of the communicative culture of student youth.
2. To conduct a theoretical and methodological analysis of the leading political communications inherent in the information society in the aspect of its understanding as a knowledge society.
3. To reveal the reasons for the emergence of differences between the political communications of students and those inherent in other categories of youth people.
4. To prove the effectiveness of political communications of students in the prevention of extremism and terrorism among university youth.
5. To show the dependence of the choice of communicative practice and the goals of formation of competencies of students on changes in the scientific and technological level of economic development.
6. To evaluate the effectiveness of traditional and innovative channels of students' political communication;
7. To substantiate the necessity of active use of art and sports tools to activate political communication of university youth.
8. To reveal the peculiarities of the ecological component of political communication of modern students.
9. To present the possibilities of increasing students' participation in social volunteering and in the formation of inclusive culture.

The object of the study of the connections of political communication of modern Russian students.

The subject of the dissertation is the development of financial communications of the modern information society as a factor of the most flexible and at the same time vulnerable part of political culture. The chronological framework of the work: the lower boundary is determined by the fact that in order to analyse a number of aspects of political communication of students it was necessary to refer to the origins of the student movement in Russia in the 1860s, when a new University Charter was adopted and the

number of students belonging to the heterogeneous youth sharply increased in post-reform Russia, but also some distinctive features of this particular group of youth people, in particular related to their political interests, were outlined.

The upper boundary covers the problems of political communication of student youth of our time.

The methodology of the dissertation research is based on studies by authors who introduced the concept of “political culture” into scientific discourse, which allowed to significantly expand the subject field of political science. The predecessor of the development of this concept at the end of the 18th century should be considered the German thinker Johann Gottfried Herder, whose ideas became an expression of the desire of the best minds of that era to find a model of, as well as to designate specific criteria for such a state.

Later on, the theme of political culture was developed by the American political scientist Harold Feiner in his work “Systems of Government of Great European States” (1956). Then American political scientists Gabriel A. Almond and Sidney Verba presented a comparative analysis of the political cultures of the USA, Great Britain, Italy, West Germany, and Mexico in their book “Civic Culture” (1963). The peculiarities of political culture outlined by these authors and others made it possible to assess the political communications of student youth as a systemic phenomenon embedded in the context of political culture, but at the same time possessing its own political tools and technologies that allow, along with such communication channels as mass media, public organisations and movements to involve the channel of informal ties, especially valuable for the formation of the university corporatism.

The scientific novelty of the research lies in the development of recommendations for the effective formation and development of a variety of channels of political communication for student youth, both at the local and regional as well as at the federal levels. These recommendations are used in the practice of higher educational institutions and local authorities working with youth and implementing youth policies.

Theses for Defence:

1. **Defined Political Mechanisms:** the political mechanisms for integrating student youth into a constantly updated complex of public communications have been identified. These mechanisms more flexibly and promptly reflect both the diverse interests of modern students and modern socio-political and economic demands of society and the Russian state, representing the students as subjects of such interactions, in particular: participation in networked political communications, discussions on drafts of socially significant normative-legal acts of the Russian Federation, and involvement in the mass media, participation in the youth policy of the Russian Federation and movements, such as the “The Movement of the First.”

2. **New Contours of Social Reality:** The new contours of social reality, formed as a result of the sharp expansion of global information flows and manifested in the integration and unification of the modern infosphere, the emergence of supranational level of the world information structure, which determine not only innovative opportunities available to university youth but also create a new space of risk, in which in addition to actual information security challenges for young people, there are threats of their immersion in asocial information environments, atmospheres of social reclusion, extremism, and terrorism.

3. **Causes of Complex Interconnections:** The reasons for the increasing complexity of relationships between the channels of political communication, caused by the transformation of the structure of political communication, the increase in the ways of information interaction, the simultaneous individualization and depersonalization of information, and etc., reflecting the advantages of the digital age and those forms of communication that have their roots in the past of the student movement based on the ideas of corporatism have been identified, and the greatest effectiveness of such directions of student interaction organization has been proved. It has also been proven that the most effective student interaction organizations are those that best convey the value of the experience students gain for both professional adaptation and political socialization.

4. **Methodology for Evaluating Productivity:** A methodology has been developed and tested to assess the productivity of political communication among student

youth, depending on the scale of inclusion of cultural and sports elements in this communicative context. These elements, on the one hand, reflect the spirit of youth and energy, and on the other hand, ensure the implementation of memory policies that help students consolidate their cultural-civilizational and geopolitical identity as citizens of the Russian Federation.

5. **Necessity of Filling with Ecological Meanings:** On the basis of the study of modern channels of political communication among student youth, the necessity of filling them with ecological meanings which take into account the demands of the economy and social sphere are based on the spiritual and moral foundation, allowing the successful development of such new forms of socio-political activity of students as volunteering, healthy lifestyle practices, etc.

The theoretical and practical significance of the work. The results of the study are determined by its relevance in the modern context of the complex interaction of channels of political communication of Russian student youth. The materials of the present research are of theoretical and practical interest in the study of modern political processes in Russia. The dissertation research is relevant in that the work specifies the basic concepts of political science, such as “political culture of student youth,” “political communication,” “channels of political communication,” “political behavior of university youth,” “political participation of students,” “student volunteering,” and “tutoring.”

The studied set of sources and scientific literature, along with direct contacts with MADI students gave the opportunity to formulate the author’s definition of the channel of political communication of students as a modern political technology aimed at effective political socialization of students in higher education, enabled the formulation of an authorial definition of the channel of political communication of student youth as a modern political technology aimed at effective political socialization of higher education, formed as a result of combining the efforts of the pedagogical staff, student organizations, and the students themselves, taking into account the political demands of the time, the specifics of the university, and the traditions of student corporatism.

The formulated conclusions may be of interest for the scientific understanding of the political processes taking place in Russia, in order to further improve the state-confessional policies, including through the development of the draft of the relevant Concept.

The materials of the dissertation research can be used in the structure of educational courses in the development of curricula for secondary and higher educational institutions in such disciplines as “political science”, “religious studies,” as well as in the preparation of special courses on the history of the development of domestic religious policy, the basics of the legal status of religious associations in Russia and the problems of state-confessional relations.

Degree of Reliability and Approbation of the Research Results:

The reliability is due to the involvement of a wide range of sources of scientific results of the study is quite correct, it is due to the reference to reliable politico-legal and socio-historical indicators and fundamental works of domestic and foreign scientists; probability of the hypothesis put forward; the use of scientific methodology of collecting and processing information, thorough analysis of the empirical base, including official information and analytical materials, scientific argumentation of the main provisions and conclusions of the dissertation.

Approbation of Research Results:

The research results and individual provisions of the work have been published in 32 scientific publications, three of which are included in the list of publications recommended by the Academic Council of the Presidential Academy for defense in the dissertation council of Russian Academy of National Economy and Public Administration. The author presented reports at scientific conferences.

Structure and Content of the Dissertation (Thesis):

The scientific-qualification work consists of an introduction, three chapters including twelve paragraphs, a conclusion, a list of used sources and an appendix.

In the first chapter the communicative culture of modern student youth is considered from the point of view of revealing the specifics of its political component which combines both theoretical and methodological problems and urgent political issues of practical orientation in particular related to the use of the mechanism of political communications to prevent extremism and terrorism among university youth and to attract students to activities that allow to ensure technological sovereignty of the Russian Federation.

The second chapter presents a wide range of political communication of university youth, which clearly distinguishes traditional and innovative components, as well as takes into account the specifics of the young age of students.

The third chapter is devoted to the analysis of eco-social determinants of political communication among student youth, reflecting not only the new ecological consciousness but also the evolving practice of social volunteering.

The conclusion summarizes the main results of the study, highlighting those consequences of the Russian university system's withdrawal from the Bologna process that positively influence the development of students' political communication.

The appendix includes a questionnaire on the basis of which the dissertation researched the effectiveness of political communication channels among student youth, using a probabilistic model of the normal law of distribution.

The dissertation work contains 210 pages of main text. In the dissertation work the list of literature consists of 227 names of sources. The appendix contains a questionnaire to identify the most popular channels of political communication of student among of the Moscow Automobile and Road Construction State Technical University (MADI), and also presents the analysis of the conducted survey and statistical processing of the responses.