

LIFE PRIORITIES OF MODERN YOUTH

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Each generation brings something new to the development of society. However, everything new is based on old foundations. Young people are a mirror of the direction of society's development. Looking at young people, one can understand where society is moving and for what purpose [1].

Modern youth are more adapted to today's life. And if the rich experience for their parents is a valuable social capital, then one of the important sources of survival in the conditions of transformation will be the ability to reject or quickly revise the values of "eternity" at any level. Thanks to these qualities, young people more easily adapt to changing living conditions, quickly learn market practices and individual survival methods, respond adequately to new consumer offers, are more easily included in information networks and adopt technologies [2; 3].

Sometimes older people reprimand young people, believing that they are not behaving as they should. However, we should not forget that the new generation was brought up by these old people. Of course, the values of today's youth are different from the values of previous generations. But this is a completely normal phenomenon, which shows that society does not stand still. The only problem that can cause concern in this matter is if the values do not change for the better.

What are the values of young people?

The life directions of modern youth have changed their vector and passed from social (collective) direction to individuality. The main desire of each person has become personal material well-being. Unfortunately, the value of the salary is more valued than the value of freedom or interesting work.

Here, young people pay attention to social problems such as rising prices, crime, inflation, corruption, social division of society, environmental problems, passivity of citizens [4; 5].

Civil status and social needs took second place, giving way to material security and health problems. However, despite the fact that young people choose the first values such as health in surveys, in practice we see that the desire for a healthy lifestyle is very weakly expressed.

The results of sociological research show that the TOP 10 life values of modern youth include the following values:

Family values.

Material well-being.

Communication, friends.

Health.

Education, interesting work, self-realization.

Freedom, independence.

Prestige, position in society.

Recreation, hobbies, sports.

Creation.

As the list shows, family values are in the first place among young people. This clause includes both the family of origin in which the person was born and raised, and the family that is planned to be created in the future [6].

Material well-being remains a dominant feature of life values and behavioral priorities. Recently, the following trend has been observed: young people usually prefer big money rather than spiritual and moral values. For example, 73% of the 600 young people who took part in the survey say that material well-being encourages their life activity. For many, the ability to acquire wealth is a measure of human happiness. For most young people, the usefulness of work is determined by the achievements of their economic fortunes. In addition, the main goal is to earn money, and by any available means, if this way brings income, and the more, the better. And that's why success in life is not related to talent, knowledge and hard work, but to entrepreneurship and money [7].

Such a violation of the value orientations of young people is clearly manifested in the stable system of their moral socio-cultural relations, which has not yet developed. In addition, the changed life (transition from administrative-planning to market mechanisms) requires new behavior models. Life principles such as «Honest is good, but poor», «Conscience is more important than prosperity» have become a thing of the past, and «you – me, I – you», «success – at any price» came to the fore. There is a clear direction of economic values associated with quick enrichment, and success is determined by the presence of expensive goods, fame and glory. In the minds of today's youth, in the spirit of the new conditions of the market economy, motivational attention to one's own power in realizing life goals and interests is clearly expressed, but here, as you know, one can go any way [8; 9].

Describing the mind and value system of young people and modern youth, sociologists emphasize:

- the increase in the level of education and insufficient harmony of the social and personal meaning of education;
- the desire of young people to recognize the social importance of participation in social life and to express themselves in the field of non-production, mainly in the field of recreation;
- superiority of consumer orientations over creative, constructive orientations;
- replacement of national cultural values with western behavior patterns and symbols;
- weak individualization and selectivity of culture associated with the dictates of group stereotypes [10; 11].

New priorities in the system of values, interests and social norms among young people will be further reflected in their consciousness, then in their behavior, activities, and finally, in their social well-being. The active life position of young people is often manifested in the growth of work, socio-political, cognitive and other types of activities, social mobility, and the formation of a civilized, productive and meaningful mentality, not an anarchic market consciousness. . And this process must be regulated and controlled. Objective existing living conditions, consistent education system and promotion of new advanced values should play a big role in this [12]

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