

СОЦІОЛОГІЯ

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THE VALUABLE ASPECT OF THE FORMATION OF UKRAINIAN STUDENTS IN THE INFORMATION SPACE

The article is devoted to the analysis of the mechanisms of formation of Ukrainian student values in the information space. A great role in the well-being of society, of each of its members, is also played by the degree of satisfaction of the need for information. Since the general social system is built under the influence of the information system, in which the interaction between subsystems and elements takes place in the form of energy-related and informational processes, there is a need for information provision of all spheres of social activity. Let us emphasize that the social activity of a person directly proportionally depends on the level of development of information needs and their satisfaction. If these needs are not met, a person suppresses them, that is, his activity in obtaining information is suppressed. The information position of the individual is considered as a system of attitudes towards information, which is manifested in the styles of assimilation of information and the main methods of its processing, and is also determined by the specifics of the information needs of the individual. The purpose of the article is to analyze the mechanisms of formation of values of Ukrainian students in the information space. Human social activity directly proportionally depends on the level of development of information needs and their satisfaction. If these needs are not met, a person suppresses them, that is, his activity in obtaining information is suppressed. The influence of mass media on the formation of consciousness among students in the information space is analyzed. It is important that the choice of a source of information in mass media is influenced by factors that can definitely change the perspective of selection: income, free time, interest in a certain type of information, the possibility of accessing this information, peculiarities of information perception and attitude to a specific source

Key words: *Information space, mass media, consciousness, students, society, self-existence.*

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Problem Statement. The rapid development of the information space is a reflection of the global trend of transition from traditional models of social organization to the information society. This trend is becoming one of the main factors of radical changes in many branches of production and in the field of mass consciousness, in domestic politics and the formation of the main institutions of civil society, in the development of international relations and the formation of long-term strategies - interstate (regional), national and subnational.

The new characteristics of the information space, associated with the change in technologies and the spread of global information systems, not only qualitatively change its essence, but also force many researchers to talk about the entry of humanity into the era of the "information revolution". Its consequences are manifested, in particular, in the fact that the level of development of the information space decisively affects the values of the main social groups of the population, changing their worldview and creating new relationships between people.

Analysis of recent research and publications. The problem of the information space in the aspect of forming images of the information society in the fields of domestic science is

mostly dealt with by sociologists (V. Shcherbina, O. Lobovikova and others). V. Karpenko and Yu. Bondar consider the socio-political dimensions of the information space, O. Lishchynska, V. Malimon, A. Lobanova, O. Zlobina and others deal with the exploration of the socio-psychological aspects of the information space. These works mostly reflect the peculiarities of the existence of the information space in various cultural niches today.

Research purpose. The article is devoted to the analysis of the mechanisms of formation of Ukrainian student values in the information space.

Outline of the main research material. A great role in the well-being of society, of each of its members, is also played by the degree of satisfaction of the need for information. Since the general social system is built under the influence of the information system, in which the interaction between subsystems and elements takes place in the form of energy-related and informational processes, there is a need for information provision of all spheres of social activity. In other words, information is transformed into a product that has social, qualitative-quantitative, cost dimensions and characteristics of its producers and its consumers. It should be noted that it represents semiotic meaning and information aimed at satisfying the mental (spiritual-intellectual), social-political and organizational-production needs of a person in society.

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The following basic needs are determined according to the attitudes of the individual: protection and establishment of security, close relationships, control over oneself and others; inclusion in various social groups; self-esteem and positive assessment; understanding; compassion and care; the need to be needed and significant; the process and result of communication and interaction (Вовкун, 2010.). Thus, in the context of the attitude to information as the core of the information position, all the above-mentioned needs are satisfied, therefore they can have the status of information needs. Therefore, the information position of an individual can be interpreted as a system of attitudes towards information, which is manifested in the styles of assimilation of information and the main ways of its processing, and is also determined by the specifics of the information needs of the individual. In the context of this definition, we consider it important to classify the types of attitudes in the theory of V. Myasishchev, who distinguishes between selective, conscious and individual attitudes.

Let's consider the types of attitudes in the context of information in more detail. Individual attitudes are innate, manifested in concretely formed psychological ways of processing information. If we talk about conscious attitudes, then this is a higher degree of personality development, which is determined by the level of conscious attitude towards society, the surrounding reality and information as an element of today's existence. Such attitudes indicate certain interests, interest in specific information, giving priority to certain sources of information for one's own growth, as well as in accordance with information needs. Selective attitudes are manifested in the main styles of assimilation of information (Казміренко, 2008.).

Within conscious attitudes, subjective and objective categories can be distinguished. Subjective categories are defined by internal personal ideas, priorities, preferences, interests, opinions. Objective categories are manifested in actions and facts of behavior, in particular, the choice of resource and source of information, contacts with addressees, etc.

We believe that conscious attitudes towards information can be manifested in the choice of information, which is determined by the need for information.

1. Choosing a certain source of information (television, magazines or newspapers, radio and Internet editions).

2. Choosing a source of information within specific means (separate publications, central and regional channels).

3. Selection of specific messages relevant to a person, volume of materials supplied by a certain source.

4. Selective perception (memorization, assimilation, evaluation) of specific material in a certain volume.

5. Update of information in consciousness and behavior.

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It is important that the choice of the source of information in mass media (radio, press, Internet, book, magazine, television), as well as individual sources within these means (specific channel, program, article) is carried out under the influence of factors that can definitely change the perspective selection: income, free time, interest in a certain type of information, the possibility of accessing this information, peculiarities of information perception and attitude to a specific source.

Information can be available in the following basic aspects: physiological (the ability to perceive information using the senses); technical (level of development of the radio and television network, access to the Internet, delivery system of periodicals); semiotic (the need to master the system of signs, the language of a specific medium) and financial (the cost of a given source of information in accordance with the income of the audience) (Ануфриєва, 2009).

The most important source of information is the Internet (electronic mass media), which is becoming more popular in modern society, especially among students. This source attracts the audience due to its interactivity (multilateral exchange between users), intertextuality (system of communication between texts, hyperlinks), fast feedback, multimedia (combination of all transmission channels into one, information transfer in different sign

systems - text, sound, video, photo, animation). All these motives significantly improve the perception of information and the possibility of using it in general. Thus, the conscious attitude is the highest level of attitude towards reality, while in the very awareness of this attitude there are a number of stages that a person goes through in the process of development. That is, a person establishes meaningful connections with the surrounding social reality. And therefore with information coming from the outside world.

Special attention of the state and the public is needed by student youth, who will confidently form the "core" of the Ukrainian national intelligentsia. Today's students are future employees of government structures, statesmen, production organizers, team leaders, specialists, whose professional competence, morality and civic position will largely depend on the appearance of the future society. What factors are decisive in the mechanisms of development? The answer to these questions can be proposals for the training of the future elite - specialists who are able to take responsibility, form a new system of values, establish it in the public consciousness (ideology and psychology) of the people, and implement it in practical activities. Again, we are talking about student youth, education and professionalism, whose moral position and modern outlook are a real, not an illusory, guarantee of the realization of the social ideal to which we aspire (Почепцов, 2013).

See it as market-oriented, prosperous, democratic, civil, peace-making, morally and spiritually and culturally rich. How to achieve this? Which ways to move?

A huge role is played by the specific psychological and socio-psychological characteristics of students as a special age group that is experiencing a period of personal maturity, being an object and at the same time a subject of the process of active socialization. Such a social and psychological quality is characteristic of young people, such as an increased need for self-determination, the search for solutions to the problems of one's future, including the choice of a profession and problematic entry into it, preparation for family life and the difficult situations of its beginning. The fifth life crisis (according to E. Erikson's theory) occurs at this age period, which is directly related to the formation of identity or role uncertainty (in the event of an unsuccessful exit from the crisis). This is the time of two main events - relative physical (sexual) adulthood and the need to choose a further life path. Failures on this path may negatively affect a person's professional career or personal life in the future. During this period, a young person for the first time in his life begins to perceive himself as a product of his previous experience. Young people are "exposed" to external influences to the greatest extent, being unencumbered by conflicting experiences of the past and experiencing a period of final formation of basic personal substructures. At the threshold of social maturity, young people are in a state of particularly active search and selection of goals, life prospects, ways and means of achieving them, which opens up a wide field of research opportunities in the study of this social group (Бажан, 2016).

As for the cultural values of today's youth, a society that prioritizes material well-being and enrichment forms the appropriate culture and life needs of young people. Electronic mass media fill a significant part of their free time and act as an important tool for shaping the spiritual world, cultural values and attitudes of today's youth. In particular, for 1/3 of young people, watching TV programs is a primary activity in their free time. For example, according to the observations of scientists, the act of buying well-advertised goods has a universal character for many young people. Involvement in the world of prestigious and beautiful things becomes an end in itself, the meaning of being. The cult of fashion, things, and consumption dominates the consciousness of young people and acquires a universal character. Classical culture begins to lose its value and attractiveness (Вашкевич, 2010.).

Today, there is a trend towards further dehumanization and demoralization of socio-cultural values. This trend is manifested in the heightened interest of young people in scenes and episodes of violence and sex, brutality in cinema, television, theater, music, literature, and

art. Consumer orientations prevail in socio-cultural values. Only everyone: the 6th plays sports, the 10th attends studios and clubs in their free time, every 16th engages in self-education, but the vast majority relax with friends or in front of the TV. As a result of such an approach, a whole layer of culture, art, and science is completely eradicated from the cultural circulation. folk culture (traditions, customs, rites, folklore) is perceived by the majority of young people as an anachronism (unnecessary relic) (Бажан, 2016).

Conclusion. The development of mass media, which reveals wide possibilities of influence on mass consciousness, includes the countries of the world in the globalization of information processes; availability of almost any information to the broadest sections of the population. The informational need of the individual is satisfied with the help of mass media - both printed and electronic. Today, a person navigates in the world of values and guides others with the help of mass media.

Therefore, the vast majority of student youth recognize work as the main source of material self-sufficiency; work abroad as a priority for your future; the deepening of inequality as a negative phenomenon of modern times; the development of entrepreneurship as an irreplaceable direction for the future of Ukraine; political and legal restrictions in the field of private business and its protection are recognized as the main cause of the socio-economic crisis in Ukraine; in solving specific economic problems, it is necessary to focus on changes in the organization of affairs (economic reform), and not on the structure of social organization.

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ЦІННІСНИЙ АСПЕКТ СТАНОВЛЕННЯ УКРАЇНСЬКОГО СТУДЕНТА В ІНФОРМАЦІЙНОМУ ПРОСТОРИ

Стаття присвячена аналізу механізмів становлення цінностей українського студентства в інформаційному просторі. Велику роль у самопочутті суспільства, кожного її члена, відіграє також міра задоволення потреби в інформації. Оскільки загальна соціальна система будується під впливом інформаційної системи, в якій взаємодія між підсистемами та елементами протікає у формі енергоречових та інформаційних процесів, існує необхідність в інформаційному забезпеченні усіх сфер суспільної діяльності. Наголосимо, що соціальна активність людини прямо пропорційно залежить від рівня розвитку інформаційних потреб та їх задоволення. За умови не задоволення цих потреб, людина витісняє їх, тобто її активність в отриманні інформації пригнічується. Розглянуто інформаційну позицію особистості як систему ставлень до інформації, що виявляється у стилях засвоєння інформації та основних способах її обробки, а також визначається специфікою інформаційних потреб особистості. Метою статті є аналіз механізмів становлення цінностей українського студентства в інформаційному просторі Соціальна активність людини прямо пропорційно залежить від рівня розвитку інформаційних потреб та їх задоволення. За умови не задоволення цих потреб, людина витісняє їх, тобто її активність в отриманні інформації пригнічується. Проаналізовано вплив ЗМІ, на формування свідомості у студентства в інформаційному просторі. Важливим є те, що вибір джерела інформації у ЗМІ здійснюється під впливом факторів, які однозначно можуть змінити ракурс відбору: дохід, вільний час, зацікавленість у певному виді інформації, можливість доступу до цієї інформації, особливості сприймання інформації та ставлення до конкретного джерела

Ключеві слова: Інформаційний простір, ЗМІ, свідомість, студентство, суспільство, самопочуття.