

THE ROLE OF SOCIAL ENVIRONMENT IN THE FORMATION OF YOUTH PERSONALITY

The article is about the peculiar socio-cultural features of Azerbaijani regions. In these regions, the family, social environment, school can still control the behavior of young people and the preservation of tradition. In modern times, families, schools, communities do not only act as moral and behavioral norms, but also performs the function of social control. The young people's opinions about what is prerequisite for gaining success, their plans, value systems both in the city and regions have been a subject to surveys conducted in the article. It can be seen from the given table that first and foremost the youth is interested in financial welfare. Both girls and boys think that there is a correlation between financial welfare and having a good job.

Key words: transformation, cultural, regional, modern technology, training, strategy.

Modern Azerbaijani youth cannot be included to the homogeneous social group, because it is different from economic, social, cultural and other point of views. In today's world, where social norms, customs and traditions are constantly changing, it is quite difficult for them to transform to the community life. The important factors include the dynamics of life and activity, socio-cultural expansion. Of course, the manifestation of these effects is different in Baku and in the regions.

The pace of life, manifestations of social processes in the regions affect the lifestyle of the youth as well. Here "region" means geographical and social concept. The first is understood in terms of place, the second in terms of social institutions and integration opportunities. The geographical location of the region, proximity to the city etc. is also noted. It is crystal clear that the economic growth and geographical position in the regions is different as well. Baku, as well as other major cities, differs from the regions in terms of the establishment of a new culture, social institutions and modern technologies. Institutionalization usually delays in the regions. Innovation going on in the city reaches the regions after a long time. In addition, not being prone to changes in the provinces affect as well. Innovations in social and cultural areas of the information society, access to social networks are more limited in the regions than in the city. Another aspect is that people are more conservative for the preservation of the traditions in the regions. There are specific socio-cultural characteristics of the regions in Azerbaijan. The family and social environment, schools still control the behavior of young people and can monitor the maintenance of traditions. In modern times, families, schools, communities do not only set moral and behavioral norms, but also performs the function of social control. In Baku and other cities it is done by social networks and virtual projects. Spiritual connection between young people and their parents is higher in the districts. It becomes inevitable for family institutions to increase its effectiveness in young people's life strategies. In the regions, most of the times parents are chosen as a referent group for young people. Approximately 88% of the young

people turn to their parents for financial and moral support. 43% of the young people take their parents as an example while determining their attitudes. Even though the youth can get out of social and parental control in large cities, it is not the case for the regions. It is quite difficult to be away from neighbors', relatives' and teachers' control in the regions, especially in the villages. The unique features of the districts affect the life strategy and education sector of the youth. In turn, this brings about the formation of symbiotic culture program. The program is formed due to the combination of local characteristics both from the city and village. As a result, the new values, success criteria, the level of self-assessment are formed. In modern times having financial resources, getting an education, finding a good job and getting a career is more significant for the young people. It stems from pragmatic approach and desire to own a good life. As a result, only consumer demand appears. In this case, the young people's goals jibe with action motives and socio-cultural demand complies with socio-economic needs, it also plays an important role in socializing young people in the provinces.

Since the economic, intellectual, technical opportunities are limited for the youth in the region, their transformation opportunities become limited as well. In addition, the provincial social institutions, including the education sector, are not enough for teaching young people modern social technologies. Most of the times, it badly affects social activities of the youth. It also leads to deviant behavior and the formation of informal groups. In addition, opportunities for ambivalent socialization are limited for young people in the remote villages, because global programs in the city do not reach villages and do not affect their traditional lifestyle. However, as time passes, obstacles to global, social, cultural lifestyle and technological facilities in the regions are gradually being overcome, and there is no doubt that it will have its own consequences.

The interaction between the social practice of young people living in rural areas and the system of values in the city is of particular interest. Ambivalent socialization, transformation of city environment creates a new kind of urban structure. This social structure is different from the environ-

ment both in the city and province. In this regard, proximity to the city center and the geographical position is significant as well. At the same time, television, internet, infrastructure should be regarded as serious factor. All of these things have both positive and destructive sides. However, it is

clear that the young people themselves do not accept them as destructive behaviors.

We studied plans, value systems of the youth and their attitudes about what is important in order to gain success in life. Results of the study are in the table below.

Table

Life plans and value systems of the youth in cities and provinces, %

		Baku		Other cities		Villages	
		boys	girls	boys	girls	boys	girls
1	Getting a good education	41	38	33	30	17	12
2.	Finding a good job	42	37	47	45	33	28
3.	Getting married	32	47	49	56	59	62
4.	Becoming a parent	30	44	42	56	59	62
5.	Financial welfare	47	35	37	31	23	20
6.	Buying a car	39	19	32	10	28	3
7.	Going abroad	15	7	13	5	3	2
8.	Solving accommodation problem	22	16	18	9	8	3
9.	Caring health	8	6	7	5	4	2
10.	Good relationship with people	4				3	1
11.	Learning a foreign language	15	7	11	4	2	1
12	Broadening outlook	6	3	4	2	2	1
13	Starting a business	18	12	16	8	5	2

300 young people aged between 18–25 years were involved in the survey. 100 of them live in Baku, the next 100 live in Nakhchivan and Sumgayit, and the other 100 people live in the villages. Half of the people participated in the survey were boys, another half were girls. At the same they were from different fields and majors. Some of them were students, some of them were unemployed and others were working in different fields. Of course, their social status has its influence on their future plans, their opinions on financial and moral values. That is why future plans and outlook of the youth living in Baku, Sumgayit, Nakhchivan and in the villages are not the same. We were interested in another issue as well that is the relationship between boys and girls, future plans, the differences in socialization. Of course, there were differences in terms of their living place and gender differences. As can be seen from the table, young people are primarily interested in financial welfare. It takes the first place among future plans. However, it should also be noted that there is a marked contrast between the urban and rural areas. Yet the difference between boys and girls is slight. Both boys and the girls think that there is a connection between social welfare and a good job.

Unfortunately, there are not enough plans for self-improvement and increasing cultural level. Broadening outlook is in the last place among responses by both boys and girls. In general, this response only accounts for 3% among all participants. Another worrying issue is about communication with people and mutual relations. Only 4% of participants responded positively to this question. The survey also reveals that people do not attach very much importance to caring about health and learning languages. We were more interested in young people's opinions about the issue that we were studying. 51% of the young people expressed their desire about marriage until the age of 25. However, there were differences

between boys and girls, as well as between people from rural and urban areas. Thus, 32% of Bakuvian men, 49% of men in Sumgayit and Nakhchivan and 59% in the villages said that they would like to get married until they are 25. This figure for girls is as follow: 47% in Baku, 56% in Sumgayit and Nakhchivan, 62% in the villages. As you can see the percentage of those who want to marry in rural areas is much higher than other cities. This is because of the reason that social institutions, social norms, customs and traditions are strictly protected in rural areas. In general, the hierarchy of young people's views, value systems, general motives and needs in cities and villages can be classified this way: being successful in getting financial welfare, getting a good education for this, starting a business, gaining social status and starting a family.

It should be noted that joining the socio-cultural processes in rural areas is different as well. It, in turn, affects how pretentious they are. Alongside with that, the processes taking place in the city have influence on the life of the youth. As a result, the number of people who head for big cities with the hope of getting better financial opportunities is increasing. Social, cultural, economic resources in the province mostly do not meet the needs of the youth or do not comply with their goals. Three types of life strategies that stem from this reason can be shown.

1. To go to cities from provinces. Young people go to cities for various reasons. They leave, because there are not enough workplaces in villages. Those people can be divided into two groups as well. The first ones go to cities for seasonal jobs and intend to come back after earning certain amount of money. They want to buy a cheap car, return to the village and cope with their issues, i.e. getting married, repairing their houses etc.

The second group works in constructions, restaurants, markets etc. and stays in the city, if possible. However, since some of them become unsuccessful, they return to their homes. This period is quite painful for them. Not being able to achieve future plans envisioned in minds, reality's not being as they expected leads to cognitive dissonance. They think of it as the devastation of future plans. They get discouraged socially and psychologically, and a fear of not realizing future plans comes up.

2. "Narrowness" of the global cultural program of the city. Since young people in the provinces stay away from cultural activities, social and cultural sphere, they have more spare time. Most of the times they live with the dreams that will rarely come true. In turn, this leads to not having a concrete goal. To some extent, they become a pessimist about their lives. 48% of the boys participated in the survey said that they want to go to the city once they get a chance. 45% think they do not have any prospects in the village. Only 7% think the future will hold good things.

3. Imitation of city life. Vast number of unmarried young people between 16-23 ages try to spend their time productively, alongside with living in the city. They hold discussions with their friends and "kill" their time. Of course, "escape from province" causes some demographic, psychological and social problems. Even educated youth do not want to get back to the village. This, in turn, leads to the decrease in intellectual level.

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Ахмедова К. Роль соціального середовища у формуванні особистості молоді

У статті подано своєрідні соціально-культурні особливості регіонів Азербайджану. У цих регіонах сім'я, соціальне середовище, школа як і раніше контролюють поведінку молодих людей і збереження традицій. На сьогодні сім'ї, школи, громади не тільки виступають як моральні та поведінкові норми, але й виконують функцію соціального контролю. Думки молодих людей про те, що є необхідною умовою для досягнення успіху, їх плани, системи цінностей як у місті, так і в регіонах стали предметом досліджень. Насамперед молодь зацікавлена в фінансовому благополуччі. Дівчатка і хлопчики переконані, що існує кореляція між рівнем фінансового добробуту та наявністю гарної роботи.

Ключові слова: трансформація; культурні, регіональні, сучасні технології; навчання; стратегія.

Ахмедова К. Роль социальной среды в формировании личности молодежи

В статье представлены своеобразные социально-культурные особенности регионов Азербайджана. В этих регионах семья, социальная среда, школа по-прежнему контролируют поведение молодых людей и сохранение традиций. В нынешнее время семьи, школы, общины не только выступают в качестве моральных и поведенческих норм, но и выполняет функцию социального контроля. Мнения молодых людей о том, что является необходимым условием для достижения успеха, их планы, системы ценностей как в городе, так и в регионах стали предметом исследований. В первую очередь молодежь заинтересована в финансовом благополучии. Девочки и мальчики убеждены, что существует корреляция между уровнем финансового благосостояния и наличием хорошей работы.

Ключевые слова: трансформация; культурные, региональные, современные технологии; обучение; стратегия.