

POLITICAL SOCIALIZATION OF STUDENTS: A COMPARATIVE ANALYSIS IN A LARGE CITY

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ABSTRACT

The article addresses political socialization as a theoretical problem caused by the need for developing research and coordinating positions on key issues in this area. At the level of definitions of concepts related to the theory of political socialization, shortcomings and contradictions in this field of scientific knowledge are revealed.

Political socialization is a spontaneous process. However, this objective social process has its own content, mechanisms, results, its own internal structure, orderliness, i.e. it completely falls under the concept of a system.

Any state takes a set of actions that can keep the parameters of the system of political socialization within certain limits, or in other words, carries out directed development.

The article analyzes the directed part of the political socialization of the Kazakh youth. The main tools and mechanisms of political influence on young people, the process of forming political values, and the main agents of influence on the political consciousness of young students are identified.

Keywords: Political Socialization, Socialization of the Individual, Politicization, Adaptation.

INTRODUCTION

Youth is a certain stage of maturation and development of an individual between childhood and adulthood. The student youth in the society has always had a key place. This is an age group that eventually takes leading positions in the economy and politics, social and spiritual spheres of society, and in the future will solve problems whose contours are now difficult to distinguish.

Modern Kazakh society is at a complex and contradictory stage of development. The improvement of all aspects of society largely depends on the human factor, the direct participation of the individual in the processes of transformation. It is determined by the relationship between the individual and society at the moment, the nature of their interaction, the change in personality and the adequacy, stability, and dynamism of social relations.

Kazakhstan's society in the context of a comprehensive structural breakdown, changes in the content of social institutions and communities is characterized by the loss of traditional levers of influence on young people. Its position in society is changing; there is a radical change in value priorities and guidelines. The relevance of studying the problems of socialization of students is obvious: the identification of a set of values and social roles in modern conditions; the

most common ways of influencing students; the role of individual public institutions in this process.

The socialization of students involves many agents, various institutions, and is influenced by a variety of factors. Of particular importance in this process is leisure, which typifies an important social experience.

Socializing aspects of leisure are important for students who master and assimilate accumulated values; create their own subcultures that exist in leisure for more or less a long time.

By mastering various forms of leisure, students interact most actively with their innovative, rather than with traditional forms. The latter are perceived by the students as exotic museum options that have a right to exist. The sphere of existence of traditional leisure is lost and replaced by another, modern, where socialization simultaneously merges with creativity or its variations.

Socialization takes place in the real conditions of a particular social system. Its specificity depends on a special combination of spheres of life in the region, traditions of social development. This explains the special relevance of studying the theoretical and practical aspects of the socialization of students, social diagnostics of their condition, in particular, the leisure sphere.

Political socialization has always been relevant for any society, regardless of its socio-economic and cultural potential. It is political socialization that ensures the preservation and transfer of political experience to new generations, the continuity of political institutions, norms and values, and the stability of the political system as a whole.

The term "*socialization*" itself (Latin: *socialis* - social) has gone through several stages of categorical content and refinement. Presumably, it is the result of the translation into English of the German word "*Vergellschaftung*" and introduced into scientific circulation by the American sociologist F. A. Bach. Giddings in the late nineteenth century. The term was used by K. Marx, G. Simmel in the 30s of the XX century and subsequently received the status of a scientific concept.

The problems of socialization have occupied the minds of many researchers since ancient times. When referring to the works of thinkers of ancient, medieval and modern times, we must keep in mind that at that time the terms "*socialization*" and "*political socialization*" were not used, but important questions were raised about adaptation, about political participation, political activity and passivity, about socialization.

We will not find a single word indicating the listed terms, although the structure of the systems proposed by the authors provides for ideas related to political socialization. The universal humanistic values that are invariant in time and space are also important, and they can and should be inherited. Behind these values, used in the process of political socialization, is the millennial experience of thinking thinkers of the past and present (Bryant, 2015).

The concept of "*socialization*" was introduced into the scientific circulation by F. Giddings, who meant by this "the process of development of the social nature of man" However, this term was used by social scientists later only sporadically. The official status of this term was received in the middle of the XX century, when it was entered in the register of the American Sociological Association.

Since then, the understanding of socialization as part of the process of personality formation, during which the most common, widespread, stable personality traits are formed, manifested in socially organized activities regulated by the role structure of society, has been firmly established in Western sociology.

Special attention is paid to the political socialization of young people as a socio-demographic group that has the potential for social development in a transforming society. At a young age (14-29 years), the second stage of political socialization occurs, which in the scientific literature is usually called participatory. It begins at the pre-labor stage of general socialization and is a difficult period of personal development. At this age, there is an awareness of one's own "I" as an understanding of one's place in life, accompanied by an emphasized desire for independence and independence (Boström & Hallström, 2013).

Young people are the most mobile and receptive part of society, so the study of the process of socialization of young people requires close attention, since the prospects for successful reform of all spheres of public life are associated with the involvement of young people in politics.

Since political socialization is a two-way process, first, it is possible for society to control the content of school curricula, mass media reports, education, agitation, etc. Secondly, for its part, the individual develops factors of acceptance or rejection of information. At the same time, when talking about the selective attitude of a person to information, it is necessary to remember that this attitude is both at the subconscious level, and is carried out consciously, by volitional effort. This selection, as a rule, is due to the information embedded in the consciousness of a person at an earlier stage. That is why the whole process of political socialization, like any other socialization, can be represented in the form of accumulation, processing of information coming from the surrounding world.

In turn, political consciousness, in the broadest sense of the term, appears as the result of political socialization.

The very mechanism of the formation of human consciousness includes both voluntary and involuntary attention, and voluntary and involuntary memory, which regulate the flow of information, select by significance. Arbitrary attention and memory are conditioned by the will of the person himself, awareness of his interests, logical assessment of the situation, i.e. rational mechanisms. Involuntary-develop in accordance with the emotional and psychological components of human consciousness. These and other mechanisms operate according to certain laws, studying and generalizing which can regulate the processes of information perception. That is why the process of socialization lends itself to purposeful influence.

As noted above, the process of political socialization includes education, training in political skills, and gaining knowledge about politics. These components of political socialization represent the most characteristic mechanisms of influence on the formation of human consciousness. Therefore, the use of the terms "*education*" and "*training*" implies a purposeful and direct influence of the subject on political socialization (Fooks et al., 2013).

People's information behavior can also be influenced through information demand management. Such mechanisms of adjustment of political socialization are indirect and indirect mechanisms of influence. So, if an individual is provided with information from a certain angle from childhood, this affects the formation of a personality of the appropriate orientation. In the

future, the personality itself begins to select information that corresponds to the formed orientation (Artyukhov, 2003).

In this way, the policy of education and information was formed in the post- Soviet countries and is being formed in most countries, including the United States of America. It is effective, allowing powerful subjects to influence people's behavior for quite a long time. This is evidenced by historical experience. However, when the political system is broken, changed, or even modernized for objective historical reasons, a person experiences great stress, rejects new values, order, resists the further development of society, or, without having the skills to assess the situation, easily succumbs to the manipulations of other political forces.

The second way of influence is to teach a person to navigate independently in a complex and multidimensional space. The management of a society with a high level of political culture and socialization is much easier to establish, it itself has mechanisms of self-regulation and self-development. But the process of creating such a society is very complex, it requires a lot of time, resources, you need to take into account all the factors and agents of socialization.

The name of agents of political socialization is given to specific people and formal institutions that transmit political values, attitudes and models of political behavior by influencing the individual. The author divides the agents of political socialization into political and non-political ones. In real life, the action of political and non-political agents of political socialization is closely intertwined. From the point of view of the informationological approach, the author combines the whole set of subjects that influence political socialization into the following subsystems:

1. The subsystem of education - family, school, informal groups, friends, clubs and organizations, the church, the media, where a significant role is played by communication links.
2. Subsystem of education - school, secondary and higher educational institutions, institutions of postgraduate education, where the unity of knowledge and information is achieved, actively forming the political consciousness, political culture of the younger generation.
3. Subsystem of mass media and communication.
4. Political organization of society - laws, the state, political parties and movements, youth organizations.

Depending on the type of source that transmits political information; primary and secondary sources can be distinguished.

Primary ones perform socially significant functions and contribute to the involvement of the general population in politics (mass media).

Secondary-specifically oriented and aimed at transmitting political information to a particular social group or individual. This function is carried out mainly by the family institute, educational institutions, and the informal environment. From primary sources, secondary sources differ in the greatest variability, which is due to the professionalism of the "secondary" processing and transmission of information.

Therefore, the effectiveness of the process of political learning will depend on the professional qualities of both special (specialized) and pedagogical, which should be considered in their entirety (Goel & Ramanathan, 2014).

The first ones are related to the political competence of the individual and are determined by the level of his political competence;

The latter are based on the ability to "convey" this political information to a certain social unit, taking into account its age and individual characteristics.

The correspondence of these two components of the political learning process, correlated with the individual political experience accumulated by a person, as well as the impact of social environment factors, will serve as the initial criteria for determining the level of development of his political "self".

At the initial stages of political socialization, the most important role is played by the family, which forms the psychological basis of the child's political orientations, attitudes and models of political behavior. It is the family that remains the main source of socializing information for a long time. In countries with a fairly stable political system (the United States, Great Britain), there is a strong dependence of the political orientations of children and their parents. Being brought up in a family, the child early comes into contact with other agents of political socialization. First, these are preschool institutions, and then the school, which plays no less important role than the family in the process of political formation of the individual.

The school not only supplements, but often rearranges, the political information received by the child in the family. At school, political socialization is carried out in two directions.

First, direct political socialization through the teaching of humanities, which tells about the principles of the political structure of the country, explains the rights and obligations of citizens.

Second, latent, mediated socialization. The place of the school in the process of political socialization of the individual is largely determined by the nature of the political system of society. The latent influence of the school occurs in two information streams.

First, it is the experience of contact with the peculiarities of the functioning of the system of relations between students and teachers, between students and other children, the activities of student self-government bodies (pioneer, scout organizations).

Secondly, it is training in the skills of working with information while studying various disciplines. Thus, the reduction to the absolutely true instances of the Bible, the teaching of Marxism-Leninism led many to an uncritical attitude to the sources.

The most important agent of political socialization is also the non-family inner circle, personified in friends, a group of peers. In certain situations, the impact of this agent can be stronger than families and schools. In Kazakhstan, this role is played by the "proletarian" districts of large cities. Such influence is one of the sources of deviant political behavior 2.

In the modern world, already at the first stage of political socialization, the most important agent of political socialization is the mass communication media: the press, radio, television, cinema, and video recording and computer networks.

Speaking about the influence of mass media on young people and adolescents, it is necessary, first of all, to note their informational impact. Thanks to him, not only *"the walls of apartments are pushed to the borders of the planet"* (Scherer & Palazzo, 2011), but also very diverse, contradictory, unsystematic information about the types of behavior of people and the way of life in different social strata, regions, and countries is acquired. The set of mass communication media that a growing person uses creates a specific information world for him. It differs significantly even in people who live in the same living space (classmates, cousins), which determines the discrepancy in their value orientations and lifestyle. In addition, the mass

media form a system of non-formal education, which is significantly different from the system of education in educational institutions.

The technosphere gives birth to new components of the leisure industry and portable media. It creates conditions for the development of children, in particular, enriching their vocabulary, mastering a wide range of information. But at the same time, it objectively forms the listener, the viewer, i.e. the consumer. Whether it becomes an active subject of politics depends on many conditions.

For example, the conditions of the influence of the technosphere of the information space on the political behavior and consciousness of young people can create the illusion of the presence of a person in the first roles in political events, the illusion of communication with political actors. They replace his communication with his group of interests in real politics with a virtual one. In turn, the policy itself is becoming more and more "virtual". The actions of most politicians begin to relate to the elements of the show, to focus on the perception of their person from the TV screen. So, emotional, reasoned, convincing speeches to the assembled people first replaced appeals through leaflets and the press, and now-beautifully designed audio- videos can change the attitude of the electorate to a politician in a couple of months (Frynas & Stephens, 2015).

In the political sphere, mass communication media perform the task of introducing the norms of the prevailing political culture into the human consciousness. Television and radio have the strongest influence on the political formation of the individual. The mass media influence the process of forming public opinion on the most important and relevant political issues. At the same time, the mass media can also be used for political manipulation - covertly controlling the political consciousness and behavior of people in order to force them to act contrary to their own interests.

At the same time, all other subsystems are also elements of the information space, which means that they obey the principles of its functioning: information becomes the main value, a commodity, an attribute of power and political life, and the one who has the relevant information or can pass it off as such is able to influence a person.

Modern Kazakhstan has shown that the political culture, the situation in the country can change more rapidly than the generation's change, so the process of political socialization accompanies a person throughout life. Therefore, the periodization of political socialization can be represented as follows.

From birth to 6-7 years old, the child learns the basic principles of power relations, learns to obey parents, their authority, and begins to seek influence on peers and relatives. At this stage, a person absorbs information like a sponge, without analysis, but the emotional screening of information still occurs. The main institution of socialization in this period is the family, but the state can also significantly influence it (for example, a child in Soviet times was brought up in kindergartens in the spirit of collectivism and respect for the opinions of elders).

Next stage (7-14 years) It is characterized by the assimilation of the first experience of social activity associated with responsibility, familiarity with basic rights. In addition, at this age, a person is included in the information political space, becomes the object of information policy. The images of political leaders for the modern child-teenager are personified (that is, they are associated with specific personalities), and the behavior of politicians is stereotyped. The main institutions of political socialization, along with the family, are the school and the mass

communication media. The peculiarity of primary socialization is that a person has to adapt to the political system and the norms of political culture, without yet understanding their essence and meaning. Therefore, the assimilation of the norms of political culture within this stage occurs primarily on an emotional, subconscious level.

The youth age group (14-28 years old) is already socialized in the course of a two-pronged process, in which, on the one hand, the assimilation of certain norms, values, role expectations and other requirements of the political system is recorded by the individual, on the other hand, it is demonstrated how the individual selectively masters these traditions and ideas, fixing them in various forms of political behavior (Shauki, 2011). Young people, when faced with real, sometimes cruel, circumstances, realize the role of knowledge and education, strive for them. This is one of the most characteristic features of youth. The combination of the desire to search for new information, gain political rights, legal status of legal capacity and adulthood, achieve physical maturity and with little experience and flexibility, the variability of consciousness makes the potential energy and motivational resources of young people a powerful political force. Therefore, almost all political actors-the state, political parties and movements, the church and other religious organizations, individual leaders, and the mass media-are objectively interested in influencing young people. It is this time of a person's life that is characterized by an intensive cognitive process of cognition of the sphere of politics. Gradually, he acquires passive and active electoral rights, becomes a member of public organizations and movements, political parties. By the age of thirty (on average), a person already has significant experience and knowledge for orientation in the field of political relations. It is the coincidence of these two processes - the formation of basic political knowledge and the acquisition of experience - that characterizes this age period (Bures, 2015).

The number of institutions of political socialization of young people tends to increase with the development of the socio-political structure of society. In addition, young people become a real participant in events that, along with political institutions and the education system, act as agents of political socialization.

Another feature of this age in relation to political socialization is the sharp contradiction between the desired lifestyle and the ability of a young person and society to realize it. During this period, a person is socialized not only politically, but also enters the economic, social, and scientific spheres of society.

In Kazakhstan today, a young person from the middle and low-income segments of the population is experiencing many problems in realizing even their basal needs, not to mention the needs of the higher order of the Maslow pyramid (Zimnyaya et al., 1998).

Therefore, political events, or rather their interpretation, which is in the hands of the mass media, are perceived by young people more acutely, not at all in the same way as the adult population, which has already gained a sense of stability or experience in overcoming a difficult situation.

CONCLUSION

For Kazakhstan, in the last twenty years, during the period of political reforms, the activation of the process of political socialization among the adult population is characteristic. It

proceeds very painfully, in parallel with the socialization of young people. Therefore, the continuity of socio-political norms and traditions is violated.

Depending on the nature of the interaction between the political system and the individual, the following types of political socialization are traditionally distinguished: harmonic, pluralistic, conflict, and hegemonic.

The harmonious type of political socialization is the optimal model for the state, which is focused on the creation of an open, developed information society.

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