

THE BASIC WAYS OF INCREASING THE EFFICIENCY OF YOUTH POLICY IN RUSSIA

The research paper deals with the youth policy provided by the state, and the difficulties which put obstacles to involve the youth generation into social, economic, cultural, and political life of the country. It is pointed out, that without support from the Government Authorities it is impossible to implement an effective youth policy either at the federal or regional levels.

Key words: *youth policy, atomization of society, state support, support programs, youth management.*

Russia has traditionally been at the centre of global political and economic processes. The task of its progressive, sustainable development and security requires an effective and adequate response to modern challenges to achieve national competitiveness in all areas, including youth policy [1].

The geopolitical position of any state imposes some features on social, political and economic processes, development of territories, and consequently on youth policy. The youth policy of the Russian Government on Federal and Regional levels is largely influenced by such characteristics as population density, the average distance between settlements, the development of infrastructure in the places of residence of the population, the possibility of free movement on the territory of the region and the state, the economic situation [4].

Analyzing the geopolitical features, it should be stated that the Russian state needs a fairly serious scientifically thought – out youth policy-a mechanism for the inclusion of youth into the development of the territories.

The current situation in Russia, characterized by the economic crisis and declining in living standards, the growing poverty of the population requires a thorough analysis of all aspects of people's

lives, including youth. It is obvious that the successful reform of the state is possible only with the active participation of young people [2]. This requires new approaches to the development and implementation of youth policy. In this regard, there is a need for periodic research topics on young people, the collection of reliable information about their lives, needs and interests. Only on the basis of objective data on the situation of youth can this policy be implemented.

If one of the fundamental goals of youth policy is to involve young people in the political, economic, social and cultural life of the country, then its current state should be taken into account, which researchers describe as atomistic.

In Russian society, atomization was started when the point of view became popular, according to which the population was tired of the reforms of the 90s and there was a rapid depoliticization of mass consciousness. «State and, to a lesser extent, public institutions do not find support among young people. Low level consequence interpersonal and institutional trust in the youth environment is the «atomization» of social practices and the lack of readiness for solidarization on a positive basis for the sake of realizing one's own interests» [6].

This problem was inherited by the Russian society from the previous era, where the political activity of young people was carefully regulated by administrative- command methods, partly a consequence of the apathy, which arose as a result of insufficient formation of political and legal institutions of modern Russia. «Low readiness for long-term cooperation and collective action is expressed, in particular, in the low appreciation of the role of political parties and public organizations, in their weak involvement in their activities. For installations of a considerable part of young people, normative relativism is characteristic – the willingness of young people to break social norms if their personal interests and aspirations demand» [6].

Today, when all of society does not metaphorically divided into young and old, it is fully realized the value of youth and the importance of the efficient state youth policy. But today, a fundamental property of any social group is a system of values. In the last two decades, young Russians finally formed as a layer, adapted to market relations. And more recently, the socialist way of life formed completely different attitudes.

Youth management is a special kind of management that requires fairly high qualifications. Today, it becomes obvious that without special skills it is impossible to implement an effective youth policy either at the federal or regional levels. The first regional centers of excellence and youth institutions are being established. Experts in the field of youth policy should understand the specifics of the object of management and be competent in issues of the whole complex of social sciences [3]. They need knowledge in the field of management theory, sociology, psychology, history, ethnology and ethnic conflict, regional studies, religious studies, cultural studies, economics, political science and law. This knowledge should be combined with the skills and competencies that enable actively apply them in practice in the most diverse areas of social life covered by the state youth policy.

In order to identify priority areas for the implementation of state youth policy, it is necessary to designate the sphere of national interests related to youth. It is clear from the «Strategy of the State Youth Policy in the Russian Federation until 2025» that three directions are among the priorities: «to involve young people in social practice and to inform them about potential development opportunities; to develop the creative activity of youth; to integrate young people in difficult life situations into society» [5].

Thus, we can conclude that young people need help from the state, the essence of which is to ensure the functions of social integration. In this, the national interests of the age group coincide with the interests of the whole society, hence the recognition of the need for joint efforts to achieve a common goal.

It should be particularly noted that the separation of the process of involving young people in social practice from the process of developing their creative activity is due to the complication and differentiation of the structure of modern society, because in their essence both of these areas are in line with a single social process, but political programs and, in particular, organized with support of the authorities of the event forced to distinguish them.

For example, the programs of patriotic education of young people of various levels can be attributed to the first direction, although in the framework of its implementation, the tasks set in the mainstream of the second direction are often achieved. But the program for the development of economic initiatives exactly fits into the second direction, but in the course of its implementation, it becomes inevitable to increase the integration of young people into the processes of social practice.

As for the third priority direction, connected with the direct assistance of those who have fallen into a difficult life situation, it copies the content of the first two directions, but differs from them technologically. It is supposed to assist those young people who, for various reasons, have experienced difficulties in trying to integrate into society. Their range is quite diverse – from people with disabilities, victims of violence and orphans to young offenders, drug addicts and the unemployed.

We must add that the effectiveness of work in the field of youth policy should be measurable, expressed in the value of a number of socially significant indicators for various vectors of socio-economic development of the country and regions. They include: reducing youth unemployment; increasing the proportion of young men identifying themselves as citizens of Russia; decreasing in the number of youth involved in the informal-social organizations; increasing the share of young people in government bodies of different levels; increasing in the number of youth and children – members of public associations, etc.

The main result after the introduction and implementation of these programs should be the improvement of the situation of young people in society and, as a consequence, an increase in the contribution of young people to the development of the region.

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ОСНОВНЫЕ ПУТИ ПОВЫШЕНИЯ ЭФФЕКТИВНОСТИ МОЛОДЕЖНОЙ ПОЛИТИКИ В РОССИИ

В данной статье рассматривается молодежная политика, проводимая государством, и трудности, которые препятствуют вовлечению молодежи в общественную, экономическую, культурную и политическую жизнь страны. Отмечено, что без поддержки органов государственной власти невозможно проводить эффективную молодежную политику как на федеральном, так и на региональном уровнях.

Ключевые слова: молодежная политика, атомизация общества, государственная поддержка, программы поддержки, управление молодежью.