

THEORETICAL ANALYSIS OF FORMATION OF CULTURE OF COMMUNICATION OF YOUNG PEOPLE BY MEANS OF SOCIAL AND CULTURAL CREATIVITY

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The article presents the results of the body of research the formation of culture of international dialogue of youth by means of social and cultural creativity. Materials of article can be recommended for the development of culture of interethnic communication in the context of social and cultural creativity in a variety of leisure and social and cultural centers for youth work. The main directions of the organization of formation of culture of international dialogue related to the implementation of multicultural environment, ensuring the development of native culture, its history, traditions and moral values. Socio-cultural creativity as a means of formation of culture of international dialogue presented in this study is aimed at providing opportunities for young people to gain access to cultural values, to create favorable conditions for the creation, development and implementation of measures aimed at the organization and support of the national, national and international festivals, as well as support for the priority areas of innovation in the social and cultural sphere. The stages of development of culture of international youth dialogue analysis are presented.

Keywords: social, youth, creativity, youth, cultural sphere.

INTRODUCTION

Socio-pedagogical conditions of formation of culture of interethnic communication of students are considered in this study as a tool for the implementation of socio-cultural creativity in the aspect of systemic interaction of all its structures, in their integrative unity (Kalimullin, Vlasova & Sakhieva, 2016; Sakhieva & Fedorova, 2016).

One of the important conditions is the implementation of modern innovative projects and programs aimed at the preservation of culture and the introduction of innovative elements for the modernization of the cultural environment (Baklashova & Kazakov, 2016; Sakhieva & Kuvaldina, 2016).

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These mechanisms are based on ethnic concepts of culture and gaming forms of socio-cultural activities on the concept of a spiritual world of a person and personality-oriented process of attaching the individual to the culture, on the theory of the development of festive and ritual forms of social and cultural activities and due to the following areas:

- scientific-methodological understanding of socio-cultural activities;
- implementation of the state cultural policy and make science-based management decisions in the socio-cultural sphere;
- efficient forecasting, planning and regulation of socio-cultural processes;
- development of methods of preservation of monuments of history and culture, national cultural traditions;
- transmission and expanded reproduction of socio-cultural experience;
- substantiation technology to achieve appropriate cultural standards of the level of social practice;
- development of methodology and methods of formation of the cultural environment: learning, satisfaction, and a consistent enrichment of the spiritual interests and needs of young people; their involvement in the world of culture, development of spiritual-heuristic and artistic-creative potential;
- justification of mechanisms of optimization of the process of socialization, inculturation and personal fulfillment, transforming it from an object of cultural influence in the subject of socio-cultural creativity.

One of the forms of realization of these needs and interests are the socio-cultural community and formation. Public organizations and movements act as spokesmen for the interests of certain social layers and groups, and also as subjects of the reform process. They are able to represent the interests of the population, interact with the power in certain cases to exert pressure on her. Social movements, acting as one of the most dynamic organizational forms faster adapt to new social conditions, accumulate new ideas, adapt to changing rules. Thus, a feature of modern society is the emergence of flexible social structures, which are mainly public organizations and movements, combining the freedom and interests of the students with the general principles governing their joint activities.

RESEARCH METHODOLOGY

In this work, we rely on the theoretical and methodological analysis of socio-cultural, psycho-pedagogical, sociological, political and methodological literature on an investigated problem; sociological and educational measurement: observation, questioning, interviewing, diagnosis interview, introspection, self-evaluation, analysis of leisure activities of young people, diagnostic interviews, discussions,

natural pedagogical experiment; diagnostic parametric measurement; monitoring activities of the participants in terms of socio-cultural creativity.

RESULTS

The culture of interethnic communication is considered in the study as a socio-cultural characteristics associated with the formation of high moral values and motivation actions and behavior in the process of communication with representatives of different nationalities, aimed at instilling in young plants tolerant consciousness by means of intercultural dialogue, ensuring the presence of social productive ways interact in a multinational environment.

Formation of culture of international dialogue - is organized by the pedagogical process aimed at meeting the needs of young people in interpersonal contacts and cooperation with representatives of the various ethnic communities, ensuring the formation of communication skills in a multinational state, the ability to use them in their practice and respect for the national dignity of other of people.

Structure-forming components of the social and pedagogical conditions of formation of culture of interethnic communication

Innovative modern projects and programmes are concentrated, as a rule, around two strategic goals of cultural policy, which represent a certain balance of effort (money, resources) aimed at the preservation of culture and the introduction of innovative elements.

The task of setting up such innovative projects and programs aimed at conservation and reproduction of culture is ensured by creating conditions necessary:

- to maintain viable values and culture phenomena of the past common to all components of the socio-cultural environment (in the object-spatial world is the preservation, restoration and reconstruction of monuments of history and culture, architectural environment);
- in relations between people - to support adequate modern traditional patterns of behavior and communication;
- in the cognitive-evaluative sphere for storage and introducing to the cultural circulation of the texts of human culture;
- for the development and active use in the actual living space of cultural heritage (elements of past environments, viable traditional mores, customs, rituals, etc.).

Today, the state and society should encourage the self-organization of socio-cultural creativity and self-development of culture through legal, economic, organizational, personnel and other support they need to take on the creation of an appropriate the current level of information and scientific infrastructure development

socio-cultural sector, a favorable cultural environment, the actual conditions that contribute to satisfaction and further to the exaltation of spiritual interests and needs of young people, developing their abilities and talents.

With the new socio-cultural situation and established at the turn of the third Millennium of the possibilities of human perception of spiritual values, to justify the technology of identity formation in terms of socio-cultural creativity and to isolate the following functions:

- scientific-methodical providing methodological substantiation of the creative potential of socio-cultural creativity and methodical maintenance of process of its implementation;
- political-projective, pre-empting the legal, economic, political, spiritual, socio-cultural creativity and socio-cultural design;
- culture justifying technology conservation of natural and cultural environment, intrinsic values of world and national culture, promote harmony in the system “man - culture”;
- culturological, revealing the ways and means of developing and implementing a sequential mechanism involving the individual in world culture (hominization, socialization, inculturation, individualization), the formation of versatile developed, spiritually rich personality;

communication designed to reveal principles of realization of the spiritual potential of communication, development of a methodology involving the individual in the system of social communication, person perception, the formation of culture of interethnic and interpersonal communication.

Experimental verification of the effectiveness of formation of culture of interethnic communication of student’s youth by means of socio – cultural creativity

Important systematic measures aimed at support of national cultures and traditions of the peoples of the region: national holidays, regional and district parades, competitions and festivals of creative collectives of youth, days of national cultures, exhibitions of arts and crafts include the creation of conditions for maximal involvement of young people in cultural and leisure activities corresponding to modern requirements, financial support of cultural institutions of various levels in the development of socio-cultural creativity, the training of personnel for work in cultural institutions, creation of comfortable conditions for work (Ershova, 2015).

The great value has the information service. The activities of information services may be held by employees of research institutes, universities, experts in the field of culture, national libraries, etc.

The creation of information services at various levels will help to timely identify positive and negative trends in the socio-cultural creativity of youth and to increase

efficiency of information about best practices socio-cultural creativity of various departments and regions of the country, constantly organize and fund the bank of information on initiatives and innovative experience of socio-cultural creativity of youth data Bank on young talents and leaders of youth associations, to increase the effectiveness of implementation in practice of socio-cultural creativity of innovative, sociallycultural technologies (Scott, 2006).

Information used in the management of socio-cultural creativity, allows you to go from a description of actually existing social systems and subsystems to systems models, to make decisions and their subsequent implementation (Shakirova, Kharisova & Kharisov, 2016).

The following pedagogical condition – implementation of regional integrated system of areas for the development of socio-cultural creativity of youth.

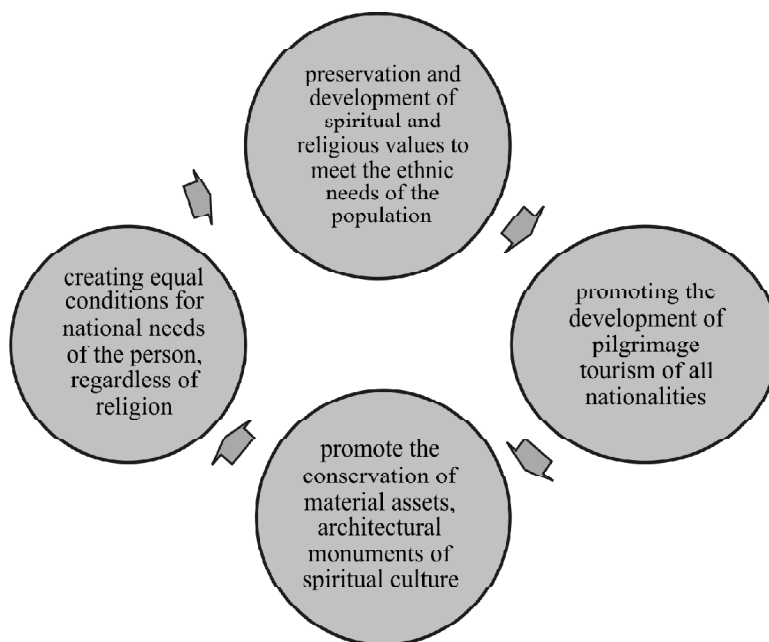


Figure 1: The cultural environment of cities

The information society puts forward a number of requirements for the national system of socio-cultural development that are associated not only with the skills to use modern information and educational resources, but also the techniques of searching, collecting, selecting, and processing the identified sources, the determination of the list of the most significant of them for the task. Socio-cultural environment in the information society should ensure the young people to adapt to

their ever-changing environment that calls for innovative creative activity (Gorbunova, 2010).

In connection with wide introduction of information-educational resources - innovations take on a new hue. Innovations or innovation is created, developing new or enhanced technologies, products or services, as well as organizational and technical decisions of industrial, administrative, commercial or other nature, realized in the socio-cultural sphere (Ulyankova, 2012).

Formed a new system, subsystems and their combination with the implementation of innovation in the current global information society is characterised by a number of essential parameters, which include increased volume, increased speed of updates, the creation of fundamentally new conditions of functioning and use of information (Bibler, 1989).

So, E.A. Zhuravlev (2009), notes that a variety of information and educational resources in the implementation of innovation gives rise to many open and closed subsystems, successful functioning of which depends on many factors and gives an opportunity to freely exchange information with other systems, and, above all, the cultural and national complex. When considering innovative activities of one or the other system is a polystructural nature as its constituent subsystems and single elements more unequal. For example, in some cultural institutions is gaining pace informational-educational environment, in others it has a high-tech character. Deserve a separate discussion of the various forms of supplementary education, the construction of industrial parks, the use of nano-technology, multimedia and laser show, etc.

Innovative development of socio-cultural sphere related:

- with the expansion of the circle of subjects of social and creative activities, involvement in the process of solving social problems of wide layers of youth that leads to an increase in social activity, social initiative and social self of the population;
- with information technology. It is necessary to create optimal conditions for satisfaction of social needs and the needs of rights of youth, public authorities, local governments, organizations, public associations on the basis of improving the quality of use of information resources;
- with the introduction of ideas of social work in mass consciousness, with a system of PR campaigns, development of information and multimedia support process, with the formation of the status of the space, attractive to today's youth;
- development and adoption of the regulatory framework applicable to the modern socio-cultural trends;
- embedding in the current state system of innovative schemes to support talented young people;

- organization of educational processes (training programs; seminars, conferences; training, trainings).

T. M. Redkin (2006), analyzing the priorities of innovation development in the socio-cultural sphere, comes to the conclusion that there is an increase in the number and complication of the structure of universities, scientific institutions and organizations of infrastructure, new mechanisms of formation and continuous improvement of the factors of socio-cultural sphere, in a greater degree focused on the needs of specific industries. T. M. Redkin (2006) came to the conclusion that the interaction and cooperation countries and their international global markets has revealed the low competitiveness of domestic technology and knowledge-based production in the socio-cultural sphere, which in turn led to intensive imported intervention in the market socio-cultural services and this was the cause of the recession, weakening of innovation activity in the social sectors and, consequently, reducing the competitiveness of economic entities of this sector. At the same time, the author notes that currently the leading role among all the world's resources began to play the information and, as a main result, a new technology (Nekrasov, 1998). Therefore, the development of any modern country in the world depends on the place that it occupies in the world market of technology and innovation.

A systematic approach to the solution of psychological-pedagogical organization of leisure of youth, cultural institutions offers a comprehensive review of the manifestations of the intellectual, emotional and volitional spheres of the person, their proportions in the classroom for free choice, the development of the emotional sphere in all activities. After all the emotional colors in appropriate tones all leisure activities and all forms of communication (Solopov, Antonets, 2016).

Active rest allows a variety of switching from mandatory to optional affairs, serious - funny, with mental stress - physical, knowledge - entertainment, with the passive rest to active (Kharisova & Shakirova, 2006). The ability to direct our activity in leisure time on the achievement of general interest objectives, implementation of their life program, the development and improvement of its intrinsic forces depends largely on the socio-cultural work of the young man, his pleasure in their free time.

N.F. Maksyutin (1995) writes: “the activities in the field of leisure is the activity of interest, free will. Free (by choice) activity that promotes maximum development of interest, the rise of needs with which this interest is due”. The author believes that if the activities are free choice, interest, it acquires the positive qualities of initiative, which in addition to the development of interest formed the skills of social activity, self-organization and self-government. It is primarily for amateur clubs, of clubs.

In the process of formation of culture of interethnic communication among young people it is important to form ethno-cultural competence, intercultural understanding and communication.

The need to cultivate ethics of interethnic communication due to the multi-ethnicity of society, the specifics of the perception of the individual person of a different nationality than the carrier of other culture. Currently, one of the major problems is the formation of the personality of the new man as a bearer of humanistic ideas of tolerance in the system of interethnic relations (Kharisova, Shakirova & Kharisov, 2016a). A significant role in solving the issue belongs to the socio-cultural creativity as the most important institution of socialization (Dutton, 1993). International communication is an integral part of the process of interaction in a multiethnic environment. The increased interest in the problems of ethnic tolerance and interethnic communication related to the new stage of development of the science of man and demands of social practice (Kharisova, Shakirova & Kharisov, 2016b). Many types of human activity, in whatever form they are not leaking, are implemented through the collective efforts of representatives of different ethnic groups, are mediated by the process of communication. Communication, particularly inter-ethnic, acts as one of the most important factors of human activity.

F.I. Islamova (2008) believes that teaching science owes to public opinion, because of not fully developed the issues associated with the history of culture of peoples, interethnic relations. With a great delay there has been a rethinking of the concepts “culture of interethnic communication” and “interethnic tolerance”, in which the emphasis is coasting and still is on the political and ideological aspects. The tensions in international relations have discovered the limitations of our previous conceptions about the unbreakable friendship of the people. Early in the relationship of nations as essential, were considered the prospect of their convergence, which is often interpreted as an accelerated process of mergers and achievement of multinational community. The implication was that the prosperity of nations, must ensure that the process of mergers (Ikonnikova, 1974). This made unnecessary the creation of a culture of interethnic communication and ethnic tolerance of youth. Output, according to the author, lies in the adequate translation of the modern, scientifically-based view on inter-ethnic tolerance, its content, structure, criteria, on what was the current state of interethnic communication on the totality of the means of education, addressing specific socio-practical task (Flotow, 2007).

Activity is inseparable from the personality, its culture, the quality of implementation of personal potential, knowledge, abilities, skills, multiple forms of self-affirmation in the social world. It allows you to use different socio-cultural forms of self-development personality, the realization of its spiritual world (Teliya, 1996).

In the analysis of problems of formation of culture of interethnic communication, we came to the understanding of the socio-cultural creativity as a way of self-realization, where socio-cultural creativity is viewed not only as a specific form of objectification of social relations, but also as a form of communication, activities, culture, as a specific embodiment of man’s creative essence. The main meaning of and subject to socio-cultural creativity is the personality, of its general culture and its development (Tuev, 2009).

The functioning of the system of socio-cultural creativity as a means of cultural development of the individual in the new socio-economic conditions acquires a new quality (Salakhutdinov, 2002). The whole system is now determined by the constantly renewed and increasingly complex social demands to the formation of a person, the individual exercise of personal motives and aspirations of the youth to continuously update their knowledge, to acquire new opportunities for self-realization (Gilazetdinova, Edikhanov & Aminova, 2014).

The relationship of socio-cultural creativity and culture of interethnic communication can be represented as follows (see Fig. 2): socio-cultural creativity

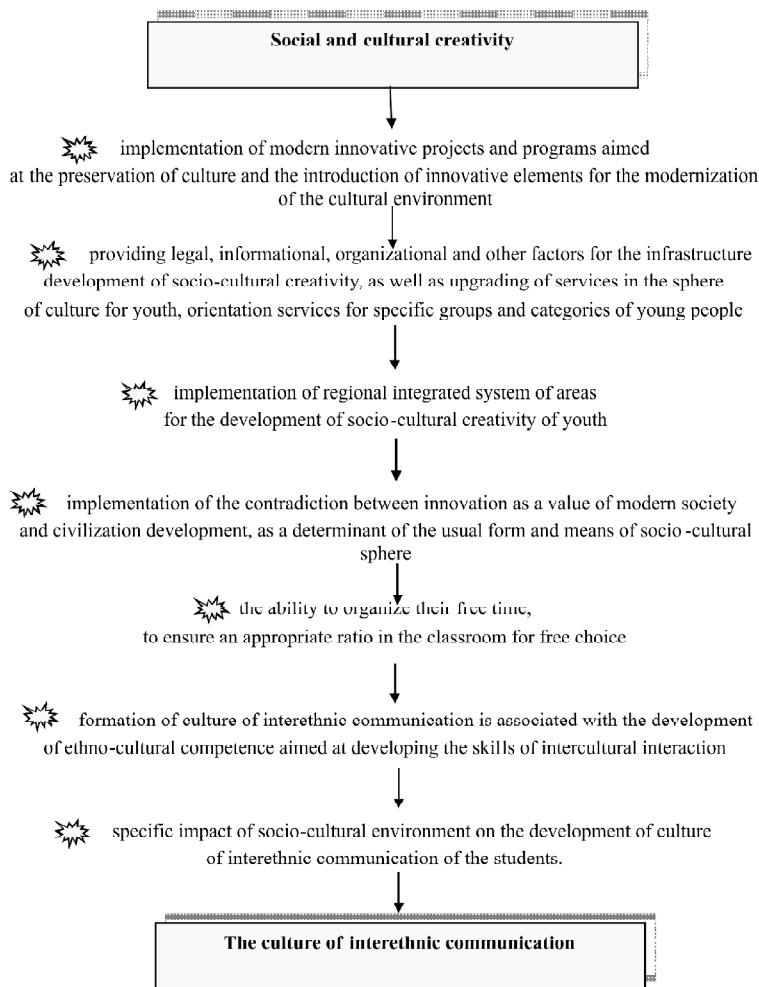


Figure 2: Interrelation of socio-cultural creativity and the culture of international observations allowed us to identify the following socio-pedagogical conditions

provides the skills of social activity, skills of self-organization and self-governance affect the acculturation and socio-cultural adaptation of personality, ensures the creation, distribution and consumption of cultural values, provides creative personal fulfillment that affects the quality of the culture of interethnic communication.

Summing up, it can be noted that the analysis of formation of culture of interethnic communication of young people by means of socio-cultural

DISCUSSIONS

In a study of D.M. Abdurzakova (2009) noted that the educational process in a multicultural region at the present stage of development of Russian society includes the development of Russian culture, familiarizing with traditions of national culture and the development of commitment to their preservation and creative transformation, get fundamental knowledge about the main trends in the development of world culture, education on the principles of universal moral values (Schaffner, 2007). Formation and development of tolerant consciousness of young people in cultural and educational institutions in multiethnic region is the basic condition for humanitarian basically friendly, open and constructive relations between people of different nations, races, religions and civilization models.

L.A. Apanasyuk (2007) believes that an analysis of the major theoretical and methodological approaches to the problem of ethnic and cultural education of the essence of the formation of intercultural communication skills as one of the teaching methods, due to the fact that through the development of new cultural norms and traditions can be overcome by feelings of psychological discomfort of the “culture shock”. Interculturality is regarded in the study as a pedagogical process aimed at studying, understanding and practical development of cultural artifacts, values and norms of the parties involved in intercultural polylogue, constructive cooperation of representatives of different ethnic cultures within the framework of socio-cultural activities.

CONCLUSION AND RECOMMENDATIONS

The theoretical significance of the study lies in the fact that the work proves different approaches to the definition of “culture of interethnic communication”; reveals the essential characteristics of the process of formation of culture of interethnic communication of student’s youth by means of socio-cultural creativity; developed multicultural and integrative model related to the development of social needs and social values in terms of socio-cultural integration that determine the capacity of actors in the process of deepening ideological positions, as well as the generation, transformation, modification, and alteration of the modality of the creative abilities in the process of socio-cultural creativity; a socio-pedagogical conditions of formation of culture of international communication by means of socio-cultural creativity; basic directions of social-cultural creativity; justified pedagogical

potential socio-cultural creativity in shaping the culture of interethnic communication of the students, based on the grounds of implementation of various areas of social and cultural creativity, using various forms and methods of active socio-cultural impact on developing young people's knowledge, abilities and skills of an effective culture of interethnic communication, the optimization of their socio-cultural competence as subjects of communication, taking into account the manifestations of creativity and a creative orientation of the individual.

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