

## **SOCIAL COMMUNICATION AS THE BASIS OF YOUTH CULTURE**

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Youth culture - is one of the consequences of the process of socialization in general and cultural in particular. Its socio-psychological origins lie in the aspiration of the young man and youth in general to self-awareness, self-affirmation, self-expression and self-realization.

Youth culture is a part of the general culture of a nation inherent in such a social group as young people.

Teenagers create their own culture, their own language, fashion, and most importantly their attitude to the world around them. In the Western literature, the origins of youth culture are often considered in the light of the theory of the "conflict of generations", the conflict between "fathers" and "children."

Modern followers view the conflict of generations as the main and universal driving force of history. In their opinion, the whole previous history was the history of the struggle between old and young, fathers and children, mature craftsmen and young apprentices, old professors and young students. As modern manifestations of the struggle of generations, students' and youth movements, and youth culture are pointed out.

In our time, young people stand out in a relatively independent group and become the bearer of a special - youth subculture, which, however, exists along with others - women's, urban, rural, etc. Now there are real opportunities for the emergence of disagreements and contradictions between generations.

In general, young people are characterized by emotional and moral perception of the world. In her behavior, movements, actions and dynamics predominate. Equally, it is characterized by a sharp contrast between good and evil, categorical and minimalism, intolerance of lies, injustice, hypocrisy, insincerity, indifference. It is in this area that the youth most often disagree with the culture of the older generations.

A significant part of the cultural industry is focused on satisfying the needs and tastes of young people. In particular, this applies to leisure and entertainment, as well as fashion, clothing, footwear, jewelry, cosmetics, etc. At the same time, youth culture goes beyond what is created by the youth themselves, and includes a culture specially created for young people, including the mass one.