



Impact of Information and Communication Technologies on Youth Media Culture

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Abstract: *Creative and social activity of young people is one of the key factors in the development of modern culture of society. The forms of development of youth culture are very diverse, and their features largely depend on the cultural content of the time period in which young people live and develop. In the conditions of the emergence of a new information space, youth media culture is actively mastering it.*

Keywords: *modern society, ICT, mas media, Internet, youth, worldview, media culture, information.*

The modern information space highlights Internet technologies, and they, in turn, create conditions for the emergence of a special new information culture - digital culture). Young people quickly and successfully adapt to new technologies and enter the space of digital culture, where a special cultural environment is formed and processes of interaction and development of youth take place.

In this case, modern youth culture acts not only and not so much as a form of shocking and informal behavior or protest, but also as a way of forming the most important spheres of modern mass culture that promotes the integration of young people into modern society, offering young communication participants new forms of self-realization.

The modern information space provides many opportunities for self-realization of young people in almost all spheres: culture, communication, art, business, politics, etc. The new information space, where the youth media culture is developing, brings its own features of the economic, political, and spiritual life of people into it. It turns out that, on the one hand, the opportunities of young people in self-development are increasing, and on the other, traditional systems of cultural norms and values, conditions and types of interpersonal communication are changing.

Let us note successively the main characteristic features of the new information space: the formation of a special communication model, where an intermediate level (network community) appears between the subjects of the transmission of an information message; the emergence of unique communities (associations of people) that have formed in the digital space taking into account its specifics and have no direct analogues in the real world; the emergence of a special "digital generation" people who have a specific system of values, beliefs and ideas about the world (youth); people of the digital age are characterized by a special identity, virtualization of relationships with the outside world, demassification, differentiation into small groups. In the new information space, ordinary people, united in communities, can form an agenda.

The mass media not only reflect the processes taking place in the country, but also influence the formation of a worldview among young people, take over the dissemination and creation of appropriate norms of behavior, social values and goals. A thousand years ago, man possessed four types of communication - oral speech, music, painting and writing. Then, increasing in pace, the processes of "reproduction" of the means of communication occur.

In the XV century, a printed book appeared, in the XVII - newspapers and magazines. In the XIX century, a new revolutionary stage begins - photography, radio, telephone, cinema, and recording were invented. In the XX century, the pace of "reproduction" is increasing in an avalanche: television, tape recording, video, computer systems, operational printing, space communications are widely distributed. Moreover, at the present time, electronic mass media have come out on top, significantly displacing written ones. You can, by pressing the button while sitting in front of the TV, order a product, express an opinion (yes, no, I don't know), get information on the prices of goods, transport schedules on the screen.

The needs of a young man, forcing him to turn to the media. These are: the need for information communication with the outside world and, accordingly, for a constant influx of information, the need for entertainment and, to some extent similar to it, but not completely coinciding with it, the need for distraction (withdrawal from everyday affairs and the ordinariness of surrounding life). Satisfaction of the need for entertainment sometimes helps to emotionally discharge, overcome psychoemotional tension. When realizing the need for distraction, a young person can watch TV programs, listen to radio broadcasts or read newspapers that do not arouse his interest, but help him to leave, psychologically isolate himself from the surrounding environment (for example, in a queue, on long trips, in situations of psychoemotional tension, etc.). The need for constant information communication and a constant influx of information from various mass media is necessary for a person to realize the following goals: orientation in the current situation and social environment, and more broadly, socialization in society (the assimilation of values, norms, attitudes, patterns of behavior inherent in this society); the development of a common outlook, according to in essence, replacing the process of systematic learning and general education, increasing the intellectual level of the individual as a whole; solutions to everyday practical problems (where to buy necessities, where to go on vacation, how to repair a car, how to take care of garden plants, etc.). professional development (through specialized periodicals and other mass media).

In such conditions, the relevance of the study of the cultural environment of the new information space, the factors of the development of youth culture increases in order to establish the direction of this development, its influence on youth. It is relevant to search for opportunities to correct negative factors in order to facilitate the process of socialization of young people, as well as methods of blocking threats existing in the digital space.

The media consumption of the young part of society has been increasing enormously in recent years. The number of media products and offers on the Web is increasing in an avalanche, including due to the fact that young people themselves are actively producing content for their peers and children, information consumption is becoming haphazard, omnivorous. It is becoming increasingly difficult for a young person to assimilate, systematize and realize the entire volume of information received. Media content that is of little importance for the spiritual development of the individual is often brought to the fore, and cultural products designed to provide personal and national cultural identification are moved to the periphery of media consumption.

With this in mind, the value-orientating and culture-forming role of mass media is increasing, which have a great influence on modern youth culture. However, in the conditions of total commercialization, the media use marketing information strategies. In market relations, the law of marketing "the buyer is always right" applies, that is, the existing demand for information of low cultural quality is more important for media producers of responsibility for the cultural socialization of young people.

In addition, in order to get more profit, the media are ready to use manipulative techniques - through a variety of information cliches, the purpose of which is to rationalize the impact on the consumer's consciousness and achieve maximum effect, manifested in a steady desire to purchase promoted information products and services.

Speaking of influence, it is necessary first of all to note their informational and educational roles, thanks to which not only "the walls of apartments are pushed apart to the borders of the planet", the trend of turning the mass media into the sphere of self-realization of the individual has recently been gaining strength. The development of electronic systems has given rise to a completely new type of communication and self-realization - a person's participation in interaction with certain partners who are interested in him for one reason or another, which allows him to find like-minded people and express himself in communication with them.

There are widely known data on the saturation of the mass media with acts of aggression, violence, and cruelty. The criminal chronicle occupies one of the leading places in the subject of modern television. In terms of the percentage of airtime allocated for this, it ranks second after advertising. Endless display or description of corpses, shootings, robberies, etc. It already ceases to seem like something extraordinary and is perceived simply as a spectacle or fascinating reading. Addiction develops so much that it causes significant damage even to physical health (sedentary lifestyle, fullness, sleep disturbance). They form the listener, the viewer, that is, the consumer (today, for example, even the dictionary of a teenager, a young man is often formed as a consumer dictionary). Now it is quite obvious that the language performs its functions the better, the more perfect its implementation in the media. The media is not called the fourth power for nothing. The media is not even the fourth power, but the first power, because the influence of the speech tastes and preferences of millions of people is more significant, in any case – no less than that of the family, school and other public institutions. This influence will be fruitful with a strong language policy.

The activity of the media has an exceptionally great impact on the life of society as a whole, on the socio-psychological and moral image of each of the members of this society, because every new information coming through the media channels is appropriately stereotyped and carries repeatedly repeated political orientations and values that are fixed in the minds of people. From the point of view of the implementation of the functions of the media – developing, educating and entertaining – the latter prevails. Access to the Internet is often associated with visiting chats and watching pornography, less often with searching for information or "downloading" ready-made abstracts. At the same time, the interest in fiction among older schoolchildren is catastrophically decreasing.

Nowadays, one type of person completes its existence and development and conditions are being created for the formation of a different type, with a different psyche and physicality, spirituality and a system of aesthetic values. Modern youth, who will live in the era of new technologies, are not only consumers who make a choice among consumer goods, but also participants in the political, social and cultural community. Whether he will become an active subject of culture depends on many additional conditions: the readiness of a young person to interact with the media; the involvement of the media in his real life, on the influence of the family. So, the means of mass communication carry the possibilities of both the benefits of connecting to the values of the world, and evil - self-closure, a clear weakening of direct contacts. The role of the media can be reduced to a simple manipulation if the individual is not ready for a critical assessment of the information.

Thus, new information platforms have become one of the modern social factors that influence both the formation of youth consciousness and partly its deformation. Strengthening the spirit of curiosity and research, the optimal use of new media to increase the level of scientific consciousness, culture can improve the situation of young people and create conditions for the education of their creative forces and fruitful activities.

In the considered information space specific forms of virtual activity of young people have developed. There is an active appeal to the "compressed" form of communication, which leads to the deformation of the cognitive sphere, the formation of fragmentary knowledge and "clip" thinking.

Thus, the threat of erosion of the traditional value system is becoming more acute. New values, formed in the cultural environment of the new digital space and not taking into account the realities and historical experience of the country, dominate the worldview of young people. It is important for traditional media aimed at a young audience to take into account these realities, adapt youth media culture for effective socialization of the "digital generation".

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