



*Asesorías y Tutorías para la Investigación Científica en la Educación Puig-Salabarría S.C.  
José María Pino Suárez 400-2 esq a Lerdo de Tejada, Toluca, Estado de México. 7223898475*

RFC: AT1120618V12

**Revista Dilemas Contemporáneos: Educación, Política y Valores.**

<http://www.dilemascontemporaneoseduccionpoliticayvalores.com/>

**Año: VII**

**Número: Edición Especial**

**Artículo no.:47**

**Período: Octubre, 2019.**

**TÍTULO:** El papel y la influencia de los medios masivos de comunicación en las tendencias actuales de valor moral de los estudiantes.

**AUTORES:**

1. Ph.D. Alma E. Abylkassymova.
2. Ph.D. Valentina A. Kalnei.
3. Ph.D. Sergey E. Shishov.
4. Ph.D. Kirill S. Aboimov.

**RESUMEN:** El propósito del artículo es estudiar las tendencias en los cambios de actitudes entre los jóvenes, así como el impacto de los medios de comunicación como las influencias clave en los valores morales en los jóvenes. Se realizó un análisis del impacto en la adopción y asimilación de los valores morales con el uso generalizado de los medios de comunicación en el marco de la investigación y revisión de la asimilación y transformación de los valores inherentes a los estudiantes. Al finalizar las pruebas, los valores de los jóvenes modernos rusos y kazajos se distribuyeron de la siguiente manera: el primer lugar entre los jóvenes modernos estaba ocupado por la educación profesional y vocacional, y la capacitación ocupaba el segundo lugar.

**PALABRAS CLAVES:** orientación de valores, juventud, educación, valores morales, medios de comunicación masiva.

**TITLE:** The role and influence of mass media in current moral value trends of students

**AUTHORS:**

1. Ph.D. Alma E. Abylkassymova.
2. Ph.D. Valentina A. Kalnei.
3. Ph.D. Sergey E. Shishov.
4. Ph.D. Kirill S. Aboimov.

**ABSTRACT:** The purpose of the article is to study the trends in changes of attitudes among youth, as well as the impact of mass media as the key influences on moral values in young people. An analysis of the impact on the adoption and assimilation of moral values with the widespread use of the media was conducted within the framework of research and review of the assimilation and transformation of the values inherent to students. On the completion of testing, the values of modern Russian and Kazakhstani youth were distributed as follows: the first place among the modern youth was occupied by career and vocational education, and training was running second.

**KEY WORDS:** value orientation, youth, education, moral values, mass media.

**INTRODUCTION.**

The relevance of the problem is determined by the fact that the field of mass information, without any exaggeration, can be called the focus of modern public life.

The mass media (hereinafter – the media) remain the main source (Grabelnikov, 2009), which forms a person's perception of the realities of the surrounding world, and therefore, the information provided by the media is one of the main tools of social regulation (Boyev, 2013; Gurova, 2010).

The media create certain public opinions and influence the views, mood, and behavior of individuals, social groups and society as a whole by disseminating various messages and materials (Arguments and facts, 2014). Thus, informing their readers, listeners or viewers of certain

information, the media evoke certain feelings, attitudes, and impressions for people to form certain behaviors (Dobrenkov, 2012; Lisovsky, 2010; Marshak, 2010).

There is no doubt that the media influence the formation of value orientations of young people as a target group and of the society as a whole. The current media practices include the method of subconscious influence, when the attitude of society to certain global phenomena is being formed with the use of stereotypical representations that are embedded in the news flow; such representations automatically cause either negative or positive reaction to a specific event in the mass consciousness.

An individual, being under the influence of suggested response, does not control the experienced impact; a person with the predisposed needs and interests is the sitting duck for indoctrination (Horns, 2010). However, it is still possible to inspire against the subject's will, evoking certain feelings and even psychological conditions that impel someone to commit an act, possibly not following from the norms and principles of behavior earlier accepted by the very same personality (Reutov, 2011; Sarukhanov, 2012).

The media activities, aiming to influence the society all by itself, can hardly be called humanitarian since, for instance, the youth as a target group cannot control the impact and therefore appears powerless against the suggestions proposed (The Russian media system, 2012).

Thus, the purpose of the presented article is to study the trends in changes of attitudes among young people, as well as the impact of mass media as the key influences on moral values in young people.

## **DEVELOPMENT.**

### **Materials and methods.**

#### ***Research methods.***

Determining the place of professional and pedagogical values in the system of value orientations of prospective teachers, we conducted diagnostic studies on the basis of the Center for the

development of pedagogical education of the Abai Kazakh National Pedagogical University with the participation of the Russian Academy of Social Sciences. More than 300 students of years 1–3 and over a hundred adult respondents from the two countries took part in the public polling.

First, we solved the problem of studying the content of students' value orientations using M. Rokich's Questionnaire, which is based on the direct ranking of the list of values. M. Rokich proposes to consider two ranks of values: Terminal, representing the belief that the ultimate goal of individual existence is worth striving for; and Instrumental, - the belief that some kind of action or property of the individual is preferred in any situation.

This technique is universal, convenient and quite cost-effective in conducting surveys and processing the results; its flexibility allows varying both the stimulus material and the instructions. Students had the opportunity to determine the rank of each value, and moreover, to do the same but from the point of view of the ideal person; the ranking places of each value as a whole were determined by calculating the arithmetic average.

In addition, to identify the system of moral values of students the method of the free interview was used in close cooperation with the method of group conversations. As a form of communication, a free interview in a qualitative study appears more like an informal friendly conversation; such interaction not only furnishes respondents with wider options in choosing the form of expressing their feelings and thoughts on a given topic but also provides an opportunity to go on unexpected turns of the topic that have escaped the attention of researchers. Thus, these conversations played a significant role in revealing the attitude of students and adults to various moral problems.

### ***Literature review.***

A.L. Marshak (2010) noted that ‘serious changes are observed in the structure of the cultural needs of young people, in particular, in their general impoverishment and the tendency towards pragmatism’, which is largely due to the influence of the media. As per M.V. Ushakova and G.A.

Dorofeyeva, 'mass culture is becoming a mass consumer goods regulated advertising'. V.T. Lisovsky (2010) also emphasized that if the orientation towards creative types of activity (including the cognitive sphere) prevailed in the needs of young people at the earlier stage, nowadays the antecedence of cognition, creative activity, and especially moral needs are lost.

The Internet today controls a significant part of the youth's leisure time thuswise representing one of the tools for shaping the spiritual life, value orientations, and social attitudes of the young generation. Recent years surveys clearly indicated the entertainment preferences of today's youth.

Caring about the growth of the site ratings and advertising revenues, all the major Internet channels are focused on content that is addressed to a wide audience; low-ranking, narrowly targeted topics are obviously being rejected. In the fair opinion of A.A. Grabelnikov (2009) , 'if you put together all the entertainment online channels, then their presence on the network will be perhaps the most voluminous compared to the socio-political, informational, educational programs'.

The growing call for event-oriented operational information mainstreams the media information functions and expands the volume of publications of reportage and news-related character. Thus, according to ratings, the information content of the Internet ranks second .

As noted by V.A. Sarukhanov (2012), today's media 'is the only window into the spiritual world for 90% of the population. And if we want to stop the degradation of society, this should be the world of culture'. That is why it is so important to have more positive and 'love for mankind' Internet content.

Speaking on the negative impact of modern mass media on young people, another significant fact that a number of authors note in their works should also be considered, namely, the influence of the media on the deviant behavior of young people and, in particular, on one of the important issues in modern society - the problem of drug addiction (Shelepin, 2011).

We believe that the importance of the latter problem cannot be overestimated. For example, the US author John Coleman (Shcherbakova, 2011) emphasized that ‘the role of the media was, and remains, very important in promoting the use of drugs on a nation-wide scale’. At the same time, this refers to the creation of ‘new social-patterns, first and foremost being to normalize and popularize the use of drugs, new tastes in clothes and hair styles which really distinguished them from the older-generation.

The "teenagers" never once dreamed that all the "different" things they aspired to were the product of older scientists working in think-tanks in England and Stanford Research. How mortified they would have been if they had discovered that most of their "cool" habits and expressions were deliberately-created for their use by a group of older social-science scientists!’ (Conspirator's Hierarchy: The Committee of 300).

Coleman’s book pays special attention to the role of the Stanford Research Institute, which exerts increased pressure on the American nation to change it: “Switch on your television-set and you will see Stanford's victory in front of your very eyes: talk-shows featuring heavy sexual details, special video-channels where perversion, rock and roll and drugs reign supreme. <...> ...one filthy, half-washed drug-ridden decadent rock-band after another has hours of air-time devoted to its inane sounds and mad-gyrations, clothes-fashions and language-aberrations’. Coleman (2010) had analyzed in detail the role of the media in the epidemic of drug addiction, as well as the question of *cui prodest* in this situation.

V. Shelepin (2011) stated that: ‘In Russia, drug addiction has acquired the status of a threat to national security. Behind it are a variety of organized forces, including the mass media, which have subjected the youth to comprehensive targeted processing, depriving them of spiritual guidelines. Largely due to their efforts, a ‘cult’ of money was generated, replacing spiritual values, work, and professionalism. Most television programs are packed with propaganda on how to get money for

‘freebies’ <...> ...unbridled propaganda of inferiority of the Russian people has been carried out by the media for years. The whole country’s history is smeared with thick black paint; the Western civilization became an unattainable model. A state of apathy and hopelessness is formed in the society’.

Drug abuse of the population of the Russian Federation and its particular regions is one of the acute social problems and a potential threat to the demographic and cultural reproduction of Russian society .

Works of V.I. Dobrenkov (2012) list the deviations to which all age groups of the Russian population are subjected, beginning with children. But these and other forms of deviant behavior acquire particular danger when manifested in the everyday behavior of young people.

### **Results.**

On the completion of testing, the values of modern Russian and Kazakhstani youth were distributed as follows: the first place among the modern youth (according to their own opinion) was occupied by career (41%), vocational education and training were running second (39%). Being closely adjacent on the common scale, these values are crowning the hierarchy of modern youth moral standards. Next goes the money (30%), family values (24%), love (22%), health (15%), and sports (3%). Moreover, the results had clearly illustrated the preferences of different age groups respondents in regard to the most significant values for today’s teaching staff students.

Noteworthy is the fact that 30% of respondents named money as one of the most important means of achieving happiness, although five or six years ago (according to various polls), monetary values took a back seat for young people.

According to the opinion of interviewed adults, the main standards for today's youth is represented by the family values (57%) and material wealth (29%), followed by such trends as health (25%), love and favorite job (22%), education (13%), creative activities (4%), and 'service to homeland' (3%).

If in 1991, 38% of high school graduates planned to enroll in higher education institutions, their number raised up to 75% in 2018. And although the motives are different, the prestige of education, in general, has undoubtedly increased.

The topics of information websites tend to converge with the needs of the audience, but not for all; of the greatest demand is the information on the topics of domestic policy (32.4%), families (18.3%) and culture (8.9%). Taken all round it predictably turned out that the Internet for certain social segment is primarily a source of operational information, while for others it represents primarily a means of recreation, a form of entertainment or a way of emotional discharge. However, besides that, the contemporary online world contributes to the introduction to the real problems and events of the cultural and political, social and economic life of the country.

Television and Internet channels about culture, popular science, children, and religion are less popular; the answer to that was, for example, the creation of Russia-K television network (and its website), broadcasting culture and arts-oriented shows. Still, according to polls, the rating of this channel among young people remains low; less than 15% of the total of young people surveyed prefers Russia-K broadcastings.

The opinion of interviewed adults describing contemporary youth has the following structure (out of several options the following answers were selected): 50% of respondents consider it aggressive, 40% - cynical, 38% - initiative, 30% - educated, 8% - hardworking and another 8% - faithful, 5% - patriotic, 3% - honest, and 1% - altruistic.

**Discussion.**

It should be noted, that according to the results of 2018 survey such values as family, love, health, and material wealth were of top priority for the majority of young people. Thus, a modern young man cares, first of all, for his well-being, success in professional field and personal life, considering decent earnings a condition necessary for achieving all of the above; the fact that material values prevail in the youth environment is not surprising. A society that has declared the material well-being and enrichment as the meaning and philosophy of its existence forms the corresponding culture and demands of young people.

Despite individual personal priorities, the process of the formation of young people values orientations is not so straightforward and unequivocal. Many relics from the past such as attitudes keep influencing the formation of the worldview of young people (especially through family and traditional sociocultural institutions), which is confirmed by the research data.

Also noteworthy is that surveyed female students, as a rule, put family and love on the top of their hierarchy of values, while male-students consider material well-being the most important thing in life. In addition, survey data indicate that the leisure sector in female student values is the most conservative one, which also poses an indirect indicator of their appreciation of home and family values. In the same time, male students prefer the forms of leisure that require material costs; this is one of the reasons for their greater dissatisfaction with own financial situation.

It is easy to guess why the Internet surfing is so popular among young people. Certainly, this is due to the common availability: there are very few families left to date that do not have Internet access, this communication tool is no longer a luxury. However, not all of our students can enjoy an opportunity to visit fitness clubs or various cultural venues; also in some cases, there is an opportunity, but no desire.

The 'old school' would say that it was better before, because a large amount of information was hidden, whether today 'everything is at your doorstep'. Well, we could argue that. Of course, it is desirable for any individual to stay up to date with all events occurring in the country and around the world. The human right to 'freely seek, receive, transmit, produce and disseminate information in any legal way ...' is enshrined, for example, in Article 29 of the Constitution of the Russian Federation; the same article guarantees the freedom of the media and prohibits censorship. But at the same time, we believe that some limitations in the media are necessary; for example, it is essential to restrict the access of children and adolescents to sites of dubious content.

If the Internet and TV broadcastings, despite the technical difficulties, are sufficiently accessible to Russians and Kazakhstanis, then the newspapers have practically lost their once universal coverage. A significant part of citizens do not subscribe to printed version of newspapers and do not buy them in kiosks anymore, relying only on information obtained via TV (primarily due to the high prices of newspapers and magazines). Of course, this is not the only reason for the downfall of newspapers and magazines: of considerable importance is a certain loss of confidence in them from the audience.

Although many publications paid a lot of attention to the problems of the upbringing of socio-moral, cultural-aesthetic, and ideological value orientations in the younger generation; the question remains of how often the above-mentioned periodicals fall into the youngsters' hands. After all, in a today's difficult socio-economic situation, the number of subscribers to the print publications has drastically decreased; most of young people get the necessary information from the Internet and television, and only 23% from newspapers and magazines.

Today we can say that the image of the Americanized hero of cinema and virtual culture (active, no-nonsense, inventive) has become firmly established in the minds of the younger generation, and it should be noted that such an analogue cannot be found in the domestic cinema and videogames

production. At the same time, the results of sociological studies have not yet recorded the common desire of young people to imitate the external attributes of the heroes of popular Western culture.

An analysis of the program structure of state-owned television companies shows that there are practically no broadcasts addressing the problems of young people. Despite the fact that young people at the age of 16-24 in the structure of the television audience make up 12% and they watch programs of different genres, the very name “youth” has left the program ratings and classifications (the music programs pose the only exception). There are still no set programs (not to mention the slots on the broadcasting schedule) touching upon the vital problems of young people.

Nowadays the mass media acts both as the creators of a collective image of a positive or negative hero, and as a means for promoting the hero they have created, as well as a means for promoting an actual person, personifying certain qualities that meet the requirements of society or the state, or particular strata/group of this society.

We’ve actually witnessed the qualitative changes in the system of moral values of youth; the authors anxiously talk about moral relativism and negativity of young people, which allows them to choose situation-related moral guidelines without experiencing any remorse of conscience, or moral condemnation from the wider public.

Such a genre as a computer game also has gained widespread these days; all sorts of games, presented in various spectacular forms and organized according to the principle of an intellectual quiz, would seem to stimulate the cognitive interest of the audience. However, there is a subtle difference that allows doubting this conclusion: almost all games are played for money, that is, the winner receives a cash reward, the amount of which depends on the success of the game for one or all participants.

A number of questions immediately arise: first, what values are promoted by such games; secondly, who benefits from the promotion of such values; and, thirdly, how do such games differ from gambling? The questions seem almost rhetorical, for it is obvious that it is not just financial values that are being promoted, but the values of gaining money, often through the immoral actions of the players. Besides, the popularity of such quiz-programs among young people suggests that young people begin to form patterns of behavior according to the principles like: 'Get the most out of your life', 'There's no law against living the good life', 'Think of yourself first', etc. Numerous sociological studies had registered changes in the value system of modern youth; there is also a tendency to reorienting from social problems to personal, individual ones.

Moral commitments are a kind of reflection of the ideological positioning of modern youth. In order to find out which of universal human values are of fundamental importance for modern youth, the respondents in our survey were offered to choose the quality they value most in people. Analysis of the research data allows highlighting the following contradictory characteristics of the social portrait of modern youth:

- An increased level of education and a lack of consistency in the social and personal meaning of education.
- Recognition of the social significance of youth participation in public life and post-teen trends to assert themselves in the non-production sphere (mainly in the field of leisure).
- The desire to actively participate in social transformations with the simultaneous self-removal from diverse social activities (particularly common for junior students).
- Aspiration to change the surrounding reality for good and low-key role in the search and realization of opportunities to discretionary improve the quality of life.

The aforementioned may refer to the tendency of individualization and capitalization of the value orientations system of modern young people. However, this situation, as we see it, was largely build up due to the fact that our new generation had to solve all their problems (including financial) on their own.

It should be also acknowledged that today's media still have enough strength to change the system for good. The properly chosen constructive and humanistic goals, as well as the right means to achieve them, can stop the disintegration of our society and stabilize the life of the people; the journalism can play a significant role in this.

The society may thrash over the modern youth and its problems for a long time, citing the statements of researchers and demonizing or justifying the mass media. Nevertheless, one of our main conclusions which we can stress out - the positive or negative role of the mass media in trending the value orientations of young people - is largely determined by the kind of social forces and the purpose they are used for.

## **CONCLUSIONS.**

In view of the foregoing the following conclusions can be made:

1. The formation of value orientations of contemporary Russian youth occurs under the influence of various circumstances, although the mass media is one of the significant factors influencing young people's vital choices; the latter statement is confirmed by the data of our sociological survey. The role of the media in the process of socialization of young people is increasing; the ways of forming value orientations in society through the media appears diverse: from the active imposition of certain images and patterns of behavior to the detached information.

2. The commitments toward personal and material values are prevailing over the minds of Russian youth today; such standards are very often promoted by the mass media. However, along with these trends, there is an increase in social comprehending of the importance of universal human values, interest in the eternal problems of good and evil, the reason for being, justice, etc.
3. The negative impact of the media is largely due to its commercialization; the emphasis of today's mass media is shifted towards entertainment and showmanship, withdrawing the cultural, educational and cognitive abilities. At the same time, there has been a positive trend of increasing documentary, cultural and educational websites (although their growth is very slow, compared with an increase in entertainment sites); still, youngsters are continuously introduced to the cultural, moral, and universal values.
4. The representatives of contemporary new generation agreed in their opinions with one of the defining roles of the media in the process of socialization and the formation of value orientations of the individual. Being the main consumer of media products, young people are forcing the media (to some extent) to adjust the media standards in accordance with customer demands. It can be said that the market economy rule is in effect in the relationship between the youth and the media: 'where there's demand, there's supply'.
5. According to the results of the study, the influence of the media varied, depending on the age of surveyed respondents. Thus, all types of mass media had a greater influence on the first and second year students than on representatives of older age groups.

## **BIBLIOGRAPHIC REFERENCES.**

1. Arguments and facts (2014). 34 (August 8), 24.
2. Boyev, B. (2013). Drug addiction in Russia: analysis and forecast of demographic consequences  
// Alma Mater, 3, 27-28.
3. Grabelnikov, A.A. (2009). Russian journalism at the turn of the millennium.

4. Gurova, R.G. (2010). Modern youth: social values and moral orientations // Pedagogy, 10, 33.
5. Dobrenkov, V.I. (2012). Russian society: current state and prospects (from the sociology of crisis to the sociology of hope) // Vestnik of MU. - Series 18, 1, 12.
6. Lisovsky, V.T. (2010). The spiritual world and value orientations of the youth of Russia. - SPb., 453.
7. Marshak, A.L. (2010). Features of social and cultural relations of socially disoriented youth // SOCIS, 12, 94-97.
8. Reutov E.V. (2011). Students and drugs // SOCIS, 1, 86.
9. Horns G. (2010). Epidemic "yellow" fever // Journalist, 1, 55.
10. Sarukhanov V.A. (2012). ABC of television. - M., 2012, 47.
11. The Russian media system (2012). / Ed. by Ya.N. Zasursky - M., 11.
12. Shelepin L. (2011). The problem of addiction // Alma Mater, 3, 24-25.
13. Shcherbakova E.M. (2011). Drug abuse in Russia (what statistics say) // SOCIS, 1, 71.
14. Coleman S., Ross K. (2010). The media and the public: "Them" and "Us" in the media discourse. - Chichester; Malden (ma): Wiley-Blackwell.

#### **DATA OF THE AUTHORS.**

1. **Alma E. Abylkassymova.** Abay Kazakh National Pedagogical University.
2. **Valentina A. Kalnei.** SBEI HE Academy of Social Management.
3. **Sergey E. Shishov.** K.G. Razumovsky Moscow State University of Technology and Management.
4. **Kirill S. Aboimov.** SBEI HE Academy of Social Management.

**RECIBIDO:** 9 de septiembre del 2019.

**APROBADO:** 23 de septiembre del 2019.