



## SOCIAL HEALTH OF RUSSIAN YOUTH: THE SPECIFICITY OF SOCIAL AND MANAGERIAL TECHNOLOGIES OF FORMATION

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### ABSTRACT

This article is devoted to the consideration of the specifics of social and managerial technologies for the formation of the social health of Russian youth. The relevance of this issue is determined firstly, by the increasingly growing role of the social health of Russian youth in the life of society; secondly, by the need to manage the process of formation of social health and the lack of a management mechanism for the formation of the social health of young people. As a phenomenon of social practice, social and managerial technologies in the field of social health are a complex of techniques and measures ensuring the formation of social health of young people and raising its level, achieving favorable living conditions for students, their organization, and effective social interaction. The work refers to the general social and managerial technologies of forming the social health of young people: informational, regional, organizational, socio-psychological, and communicative.

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## 1. INTRODUCTION

Problems and patterns in the formation of the social health of Russian youth (at the individual and group level) (Babintsev and Kolpina, 2008: 57) and the management of this

process are one of the most complex and priority tasks for the development of Russian society and are now becoming the subject of interdisciplinary research. At the 4<sup>th</sup> European Ministerial Conference of the World Health Organization (WHO) on Environment and Health, the “Youth Declaration” states that “youth’s health is of paramount value”, “it is a necessary condition for personal development”, good health of young people is a prerequisite for social well-being and the normal functioning of nations.

The specific conditions of educational and daily work, special social status and special position of young people in the social structure, interests different from other socio-demographic groups, lifestyle, constantly changing processes in the youth environment make young people extremely socially vulnerable and exposed to various negative factors of public life (Gafiatulina and Kosinov, 2018: 152). In this regard, efforts aimed at shaping, preserving and strengthening the social health of this group do not always contribute to achieving effective results and necessitate the search for optimal ways to manage the process of shaping the social health of Russian youth.

The changes taking place in Russian society, caused by the reform of its economic, political and social institutions, require theoretical and applied study of the issues of the mechanism of social transformations, and above all the development of social technologies in various spheres of society (Vaskov et al., 2018:135).

The technologization of the activity of the modern individual, the development and functioning of society, the whole space of social reality has actualized the question of determining the essence and role of social technologies in managing human potential (Taranov et al., 2018: 351), including in managing the process of shaping the social health of young people.

Modern sociologists, addressing the issue of the social health of young people, define social health as a system of interaction between social subjects (Sokolov, 2010: 4; GatiloandGorodova, 2015: 2), reveal the content of “social health” through the concepts of “social well-being” (Batalova, 2009: 3; Dobryh, 2007: 2), “Social feeling” (Galich, 2012: 7; Gorshkov, 2010: 367) and “Social security” (Goryainova, 2015: 73; Yarskaya, 1995: 29).

## **2. CHARACTERISTIC OF OBJECT AND RESEARCH METHODS**

The object of our research is the social health of Russian youth. Interest in this group is explained by the fact that “the life style of Russian students, their behavioral strategies and adaptation mechanisms in various spheres of public life are largely determined by the level of their social health” (Gafiatulina et al., 2018: 71). As part of this publication, the social health of young people is viewed from the standpoint of the socio-centrist paradigm, in accordance with which social health is expressed in the behavior of young people, their social activity, their active attitude to the world, ensuring the mutual adaptation of the personality of the young person and society.

In accordance with the socio-centrist definition of the World Health Organization (WHO), health is a triunity of states of physical, mental and social well-being, i.e. based on

this understanding; social health characterizes the state of the individual, the group to which social and managerial technologies for the formation of social health are fully applicable (World Health Organization, 2008: 1).

In numerous modern studies, social health of students is considered as an integrative category, reflecting the level of adaptation of a young personality in the social environment, the degree of his social activity and involvement in society, the harmony of relationships with other social groups, behavior regulation (Liga and Tsikalyuk, 2014: 48); as a state of social activity, an active attitude to the world, the ability of young people to establish and maintain social ties and relations in the process of integration into society (Gafiatulina et al., 2017: 47); as a state of a social organism that determines the ability of young people to communicate with society; as a certain level of development, formation and perfection of the forms and methods of interaction of the personality of a young individual with the external environment (adaptation, balance, regulation); a certain level of development, which allows to successfully implement this interaction (Shakbanova et al., 2018: 115).

Within the framework of the socio-centric approach, Kolpina (2017) defines social health as the actualized ability of an individual to reproduce his being through social connections and relationships, to optimize social space in accordance with personal and social imperatives, to set and implement tasks based on the awareness of his social purpose in various social spheres (Kolpina, 2017: 75).

Kurashkina (2011) defines the category of social health of young people as a condition characterized by desire to make the best use of their personal potential, ensuring effective inclusion in social (academic and labor) life. These definitions emphasize the social mechanism of formation of the social health of young people.

Analysis of scientific sociological literature allows us to define the social health of students as such a condition determined by external and internal factors, which is formed in the interactions of the youth community with the social environment and reflects the level of youth activity in the course of these interactions. Social health of students, as emphasized by Shevlyakova (2018: 34), is developing under the influence of the social environment and it reflects social ties as resources.

However, despite the emergence of a considerable amount of works devoted to the problem of understanding the social health of young people and factors of its formation, it should be noted that the theoretical and methodological basis of the social and managerial mechanism and issues relating to the management of the process of shaping the social health of young people has not been worked deep enough in the sociological literature. Due to the fact that there is a shortage of theoretical, methodological and empirical knowledge in the management of the process of shaping the social health of students, we will consider the process of shaping social health in the context of social management, and under social technologies, we will mean the process of purposeful impact on students, as a social object, on the basis of a sociological analysis of the state of social health of the object and methods of influencing it in order to improve the social health of young people.

So, let us focus on issues related to social and managerial technologies for shaping the social health of Russian youth.

### 3. 3 RESEARCH RESULTS AND THEIR DISCUSSION

Therefore, the management of the process of shaping the social health of young people is advisable to consider through social and managerial technologies, since they allow achieving a balance of interests and needs both at the level of objects and at the level of subjects of management.

Socio-managerial technologies allow rationalizing human activity in such a way that it includes those operations and processes that are necessary to achieve the goal (Dmitrieva, 2004: 79). This position is shared by the modern researcher Malyuga (2010:24), stressing that without a process of social management, all activities cannot be productive, “just as social management without appropriate practical activities cannot produce the desired results”.

In connection with the above, we believe that the use of social technologies can have a positive effect on the management of the social health of young people.

Before identifying social technologies for managing the process of shaping the social health of young people, it should be asked: in what way the concept of “social technology” is defined in modern scientific literature.

As a separate direction of the theory of management and social engineering, social technologies began to develop at the beginning of the 20th century, but the category “social technology” itself began to be used in science only in the 1940s of the 20th century. The basis of this category is the term “technology”, but technology is not in the traditional sense associated with techniques, machines and mechanisms, but in a broader, humanitarian sense - affecting the problems of social space. Moreover, the category “social space” is fundamental for technologization, including the social health of young people. Everything that directly ensures the realization of the needs and protection of the social interests of various groups of the population motivates or blocks the disclosure of the essential forces and social health of an individual, a group, and society as a whole can be referred to social space. Accordingly, one of the functions of social space is the social arrangement of various population groups, the satisfaction of their social needs not only in the sphere of production, but also in the associated distribution of material and socio-cultural benefits, a decent lifestyle and the level of social health of young people.

Bulgarian scientist N. Stefanov (1996: 182) defines social technology as an activity, as a result of which the goal is achieved and the object of activity is measured.

Zaitsev (1989: 95) defines social technologies as “a set of knowledge about the ways and means of organizing social processes and the very actions, which allow achieving the goal”.

In our study, the position of Ivanov (1996: 4), who examines social technologies

through the prism of the innovation system of methods for identifying and using the hidden potentials of the social system, social actors and objects, is of great interest. According to him, “they can also be viewed as a set of operations, procedures for social impact on ways to obtain an optimal social result (strengthening social organization, improving people's living conditions, their social well-being, preventing conflict)” (Ivanov, 1996: 4), consequently, on the way of obtaining optimal social results in the process of shaping the social health of students.

It should be noted that due to the versatility and dynamism of social technologies, their consolidated interpretation has not yet occurred. As a rule, the category of "social technology" or "social and managerial technology" today is commonly considered from the standpoint of the following basic values.

Firstly, from the standpoint of the field of scientific knowledge relating to the consideration of the creation, application, dissemination of relevant methods and procedures of transformative activity. For example, the social sciences (in the framework of the article sociology of health and sociology of young people) are connected with the solution of practical problems caused by the functioning and improvement of social objects, which are understood not only as social groups, individuals, but also as social processes, facts, and phenomena (for example, social health as a fact, a phenomenon of social life).

Secondly, from the standpoint of the procedural approach, i.e. social technology is considered as a process of purposeful influence on a social object (in our case, youth), which is carried out on the basis of a sociological analysis of the state of this object, the conditions of its vital activity and ways of transformation in the required direction.

Thirdly, from the position of the activity approach, i.e. social technology is considered as a practical activity of various social groups (realization of their social energy, knowledge, abilities, social capital, involvement of human (youth), material, informational and other resources with the aim of achieving a certain result) carried out through various forms of social activity.

Fourthly, from the standpoint of the scientific semantic approach, i.e. comprehension of social technology and technological principles for the implementation of social changes, “the identification of patterns, the development of methods and mechanisms for achieving goals determined by actual social problems and aimed at their solution” (Masserov, 2012: 88).

Through social technology, according to the point of view of Shchemeleva (2016), practical activity in a certain way is organized and streamlined, and a set of successive techniques and procedures aimed at “changing the state of a social object and achieving a certain result. Exactly this is the specificity of the technology: it algorithms activity, and, accordingly, can be used to solve similar social problems” (Schemeleva, 2016: 88).

As a phenomenon of social practice, social and managerial technology is a complex of techniques and measures ensuring the formation of social health of young people and raising



their level, achieving favorable living conditions for young people, their organization, and effective social interaction.

Like any social system, social and managerial technology of shaping the social health of young people, being a combination of certain methods, ways, techniques, and influences, has its own structure consisting of the following elements: goal definition, decision choice, organization of social action, analysis of results.

Along with this, the structure of social and managerial technology in the social space of young people`s health is also characterized by the presence of:

- a specified algorithm - a system of sequential actions in the process of solving a problem, achieving a specific result (in particular, increasing the level of social health, reducing its riskiness) (Gafiatulina et al., 2018: 34);

- standard of activity - prescribed procedures, actions implemented based on the achieved experience and requiring a high performance culture;

- sequence of operations;

- the content and logic of solving a specific task in the field of shaping the social health of Russian youth - the presence of a scientifically grounded social project, sustainable structural components (Vereshchagina et al., 2015: 227).

Social technology for managing the process of formation of social health of young people in general should include the following components:

- the allocation of the object of social health (in our case, such an object is the Russian youth);

- determination of the subject of management of the process of formation of social health of young people;

- detection of the nature and characteristics of the process of formation of the social health of young people;

- goal setting, i.e. targeting the process (the formulation of the main goal, the solution of which is aimed at one or another control technology);

- creation of a complex of determining conditions and resources necessary for the effective flow of the social and managerial process of shaping the social health of young people;

- the formation of the action algorithm: the development and application of the necessary methods, operations, techniques that contribute to the effective course of the formation of the social health of young people;

- ensuring the sustainability of the process of formation of social health of young people, and the development of a mechanism of self-regulation of the course of this social process.

Based on the factor model of the process of shaping the social health of students (Mc Dowell and Newell, 1997: 90), directional impact on this process is possible through four

channels:

1) The impact on external factors of the process of shaping the social health of young people, i.e. on the determinants causing and determining this process (improvement of the work of social institutions that model the social health of young people; the formation of social value orientations, moral principles and norms; the formation and implementation of state youth policy; formation of the regulatory framework of this process, etc.)(Gordeeva , 2014: 159).

2) Impact on internal factors, i.e. on the determinants that cause and define the process of shaping the social health of Russian youth from the inside (shaping interests, abilities and the need-motivational sphere of young people, determining the motives of their behavior; shaping attitudes towards a healthy lifestyle).

3) Impact on the conditions of the process of shaping the social health of young people (socio-economic and political environment, material and technical base, the state of financing of this process, "increasing the efficiency of market institutions, overcoming the raw material dependence of the Russian economy, etc.) (Litvinova et al., 2018: 53).

4) The impact on the subjects of managing the process of the formation of the social health of young people, the development of their social activity (Gafiatulina, 2015: 114).

The main objectives of the managerial impact on the process of shaping the social health of young people can be formulated as follows:

- development of administrative and educational clusters aimed at ensuring an effective process of forming and maintaining the social health of Russian youth;

- creation of a complex of economic, social, political, cultural, psychological, regulatory, informational and other conditions for the formation and maintenance of the social health of Russian youth in the interests of the individual and society;

- development and implementation of innovative social technologies that contribute to ensuring the process of formation and maintenance of the social health of Russian youth.

At the same time, when developing technologies for managing the process of shaping the social health of young people, it should be taken into account that the implemented managerial influences will be effective only if they take into account the social mechanism of shaping the social health of young people.

The general technologies of managing the process of forming the social health of students, taking into account the social mechanism of its formation are:

1) Information social technologies include methods, techniques, activities aimed at optimizing the information process itself (collecting, disseminating information, participating in information exchange, eliminating the lack of information on the social health of young people, and establishing reliable information on carrying out activities aimed at saving social health of youth).

2) Regional social technologies are studying the patterns of territorial social and educational life activities of young people in a particular regional educational institution and the development of systematic measures to improve this activity. Among the most important technologies for managing the activation of the social potential of young people in the region, should be considered the technology for developing regional programs for implementing youth policy.

3) Organizational social technologies are a complex of methods and techniques aimed at attracting organizational and technical resources, solving organizational issues related to assessing the level of social health of young people and the practice of its formation.

4) Socio-psychological technologies as methods of influencing social-psychological processes, phenomena, interpersonal relations in the youth environment, as methods of influencing the attitudes, reactions, character of the personality of a young person. This includes working with micro groups of youth, aimed at defining group identity, strengthening the socio-psychological climate in an educational institution and study group, initiating social activity and actualizing youth subjectivity, which in general will help increase the viability of the youth community as a social organism.

5) Communicative social technologies aimed at organizing communication between the subjects and the object of managing the process of shaping the social health of young people; ensuring effective communication; interaction with youth and social movements.

Applying social technologies in the management of the formation of the social health of young people, it is necessary to adhere to the following principles:

- universality, suggesting the possibility of applying social and managerial technologies on various groups of Russian youth to solve particular homogeneous problems in shaping health in general;

- constructiveness, i.e. focus on solving specific problems in the field of social health of young people in reasonable ways;

- performance - focus on the final, verifiable result, which allows determining the level of formation of the social health of young people;

- efficiency, i.e. opportunities to implement social and managerial technology in shaping social health in the optimum time;

- relative simplicity, i.e. the technology for managing the social health of young people should contain intermediate stages, operations and be accessible to a specialist of a certain qualification;

- flexibility of social and managerial technology to form the social health of young people, i.e. ability to adapt in changing conditions;

- efficiency (economic expediency), as the technology can be effective, but not economical.

It should be noted that to some extent, these characteristics might be criteria for the



effectiveness of the developed social and management technology for the formation of the social health of Russian youth.

#### 4. CONCLUSION

So, to the general social and management technologies of the formation of the social health of youth, we include: informational, regional, organizational, socio-psychological, and communicative.

Applying social and managerial technologies for the formation of the social health of Russian youth, it is necessary to adhere to the following principles: universality, constructiveness, performance, economic expediency, relative simplicity, and efficiency flexibility of social and managerial technology to form the social health of youth.

In conclusion, we note that the presented social and managerial technologies for the formation of the social health of young people cannot be considered completely exhaustive. Actions of practical managerial orientation can be aimed both at solving the problem of forming and strengthening social health and positive social well-being of young people, as well as at forming a system of value orientations and other socio-cultural and moral attitudes among young people.

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