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## **RELEVANCE AND PROSPECTS OF YOUTH SOCIAL INITIATIVES IN THE REPUBLIC OF BELARUS<sup>1</sup>**

*The article reveals the relevance of educational potential and the prospects for the development of social initiatives of young people, which is associated with the creativity of the younger generation and socialization. The network content of the information society, initiating the creative potential of the individual, imposes new requirements on the subjects of educational relations in the search for new approaches and prospects for the implementation of social initiatives of young people in the modern Republic of Belarus.*

**Keywords:** social initiative, leader, team of authors, quality of national education.

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## **АКТУАЛЬНОСТЬ И ПЕРСПЕКТИВЫ СОЦИАЛЬНЫХ ИНИЦИАТИВ МОЛОДЕЖИ В РЕСПУБЛИКЕ БЕЛАРУСЬ**

*В статье раскрывается актуальность воспитательного потенциала и перспективы развития социальных инициатив молодежи, что связано с креативностью молодого поколения и социализацией. Сетевой контент информационного общества, иницируя творческий потенциал личности, предъявляет новые требования к субъектам образовательных отношений в поиске новых подходов и перспектив реализации социальных инициатив молодежи в современной Республике Беларусь.*

**Ключевые слова:** социальная инициатива, воспитание, лидер, авторский коллектив, качество национального образования.

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<sup>1</sup> Статья публикуется в авторской редакции.

**Introduction.** Digital technologies are dynamically developing in the information society, economic, socio-political changes are taking place that affect the quality of education and are related to the socialization of young people [1, p. 475]. The transition to digital reality is primarily associated with dramatic changes in data processing technologies, comprehensive communication, and free human access to information that objectively affect young people. Of course, digitalization affects a society in which quality education is an integral part of the process of forming a human resource (capital), therefore, in society, special attention is paid to the education and training of the younger generation as an unconditional social value [2, p. 26].

The information society, as everyone knows, is developing in the context of technological innovation, social change: from the knowledge economy to the impact of information technology on the younger generation and national education. Information today is becoming a resource that largely determines the economic, political, social, spiritual development of society, determining the personal self-development and self-learning of young people. The information society is a qualitatively updated stage in the development of human civilization (creation, distribution, use, information management), which is characterized by the integration of information and communication technologies, the transition to a knowledge-based economy in the context of modern challenges [3, p. 156], making new requirements for the subjects of educational relations, stimulating teachers in the search for new approaches to the education of young people, initiating an independent search and analysis of information.

It is no coincidence that today teachers focus on the formation of socio-civil, moral functional literacy of students, focusing on the fundamental competencies of the upbringing and training of the younger generation, including communication, critical thinking, the ability to dialogue, leadership, and the ability to discuss reasoned, to defend their point of view as correctly as possible [4, p. 28]. The upbringing and training of the younger generation, which is called the «interface generation», is provided in the institution of general secondary education with a system of measures of an ideological, legal, political, informational, cultural and organizational nature, which actualizes the implementation of social

initiatives of young people forming a citizen, patriot, responsible worker and exemplary family man.

In modern realities, the importance of social initiatives of young people in the Republic of Belarus is gradually increasing, which testifies to the creativity, initiative, development of creative abilities and leadership qualities of students that contribute to the adaptation of the younger generation in a changing social reality. The information society, influencing the modern person, imposes new requirements for communication and critical understanding of information, responsible participation of students in social life, which actualizes youth initiatives, considering the individuality and sociality of the developing personality as a whole. The relevance of issues related to social initiatives of young people in the Republic of Belarus is due to the fact that the younger generation becomes one of the main objects of influence, since it is the initiatives of students that represent an innovative type of activity to introduce social projects aimed at implementing socially significant, promising ideas for society (form, time, place, resources).

In the modern Republic of Belarus, young people can and should express their opinions, propose and implement interesting ideas through the presentation of their social initiatives. Everyone knows that in the institution of general secondary education, the method of projects is gaining particular popularity, which involves the active involvement of students in the implementation of social initiatives that allow project participants to accumulate practical leadership experience, initiate a sense of responsibility for the present and future of their country.

**Main part.** The intensive development of information technologies has positive aspects, but there are certain risks, therefore, teachers need to pay special attention to youth initiatives that are implemented in the context of the spread of fake news, disinformation, defamation, manipulation of public opinion, which can mislead a person, a social group, forming a distorted idea of the existing social reality [7, p. 73].

A social initiative is a consciously implemented set of actions to nominate, approve, disseminate and implement a socially significant idea. This is a special type of activity independently and voluntarily carried out by the subject (s), which is a marker that characterizes a

certain form of social activity of the individual. Social initiatives are gaining particular popularity in the Republic of Belarus today, since the implementation of a promising youth project is an important event to introduce interesting ideas of the author (team of authors, public association). The idea of youth initiatives arose at the All-Belarusian People's Assembly, after which the Ministry of Education of the Republic of Belarus began work on consolidating this direction in regulations and the first step was to amend the law «On the Basics of State Youth Policy». Further, at the end of 2022, the direction «state support for youth initiatives» appeared, the direction was fixed, and the decree of the Council of Ministers no 87 «On approval of the Regulation on the procedure for the formation, financing and implementation of youth initiatives» appeared in the law, it was clearly regulated how public associations and leaders representing them will be able to receive financial support for the implementation of their initiatives. Today, undoubtedly, the importance of social initiatives of young people is growing, especially in the context of preserving historical memory, the continuity of family traditions, and the presentation of the values of the Belarusian people as a basis for designing educational work in institutions of general secondary education [5, p. 58].

Social initiatives of young people in the Republic of Belarus allow the author of the article to focus on the relevance, prospects and educational potential of students' innovative activities, focusing on general secondary education, since it is at school that leadership qualities are realized and the creative potential of the younger generation is fully revealed. The novelty of the author's interpretation of the presented problem is revealed in the fact that a large number of students are not required in the institution of general secondary education for the implementation of social initiatives of young people, since now the quality of innovative projects in the process of implementation of which is highlighted by the leadership qualities of the participants and the effectiveness of work in small groups (groups).

Updating social initiatives of young people involves: 1) selection of experimental sites (institution of general secondary education); 2) development of questionnaires for students and teachers; 3) creating and operational study design (flowchart) that will allow the author of the

article to research youth initiatives by focusing on conditions affecting leaders' creativity.

At the same time, it is important to reveal the innovative and qualitative potential of leaders, with a special emphasis on the totality of selective research and the logical justification of the content of initiatives on the websites of institutions of general secondary education (questionnaire for students and teachers). In addition, it is necessary to logically substantiate the choice of experimental sites, to carry out a content analysis of social youth initiatives, which will allow the author of the article with the help of scientific tools to determine the range of creative potential of student youth presented on various websites of general secondary education institutions in the modern Republic of Belarus.

Today, the ways of production, processing and dissemination of information are dynamically changing in society, which are transforming economic and social structures, defining new challenges and opportunities for Belarusian youth. The intensive development of communications has significantly changed the nature and content of the life of young people as the most mobile and active part of Belarusian society. In institutions of general secondary education, information technologies have a significant impact on the younger generation, transforming traditional approaches to the implementation of various forms of social interaction of subjects of educational relations. The dynamic development of information technologies has led to the emergence of new channels of communication, platforms for expressing opinions, discussing social problems, organizing civic actions, in some way determining the strategic guidelines for the upbringing and education of the younger generation [6, p. 11]. Information technologies undoubtedly provide students with wide access to information, which improves the awareness of young people about political, economic, social processes, both in their country and abroad. Digital media, social networks have a significant impact on the formation of civic positions of the younger generation, changing the ways of obtaining information, the format of communication.

The modern information society is characterized by a huge amount of data, among which it is not always easy to single out reliable and significant information. And it is not a secret for anyone today that often young people are faced online with that news, opinions that do not coin-

cide with their own views, which can lead to the polarization of society. The danger for the younger generation is that social media can foster online radicalization by providing platforms to spread extremist ideology, passive, deviant personality behavior. The collection and analysis of data on social media users can be used to influence the civic positions of young people through targeted advertising, panoramic information campaigns. Digital media, networks influence the social landscape, updating the social initiatives of young people, which initiate the peaceful, creative potential of incoming information from various sources, which is also associated with the quality of information, privacy and social cohesion. Consequently, social networks for the «interface generation» are currently the most convenient tools for creative activities and the implementation of social initiatives, since Internet platforms, as practice shows, provide a universal channel of communication between young people and state authorities, the introduction of program documents into the practical activities of teachers [1, p. 621].

Critical thinking and participation of young people in the life of their country, responsible use of digital media are currently key factors in the implementation of youth initiatives. The use of Internet resources, multimedia learning tools, electronic libraries, online training courses, interactive methods, multimedia learning materials, virtual laboratories, museums, distance learning platforms, which are often used to organize the educational process, affect the education and training system of the younger generation [8, p. 475]. In modern conditions, the media pedagogical approach is most in demand, which focuses on the formation of the traditional values of the Belarusian people, especially in conditions when young people receive most of the information from the Internet. Accessibility, mobility, continuity of education, speed, personalization of training made it possible to more effectively adapt education to the individual needs of the individual, the interests of the «interface generation», as well as with the help of the most modern means of communication initiated professional interaction and pedagogical communication with young people in an updated format (social networks, forums, chats, learning management systems) [9, p. 416]. It is this approach that is aimed at developing the media literacy of the younger generation, the critical perception of media content by the person, as

well as the use of media as a tool for the implementation of social initiatives of young people. Consequently, the information society provides new opportunities, tools for the introduction, dissemination of constructive ideas among the younger generation and the implementation of social initiatives of young people in the Republic of Belarus.

**Conclusion.** In conditions when the formation of the fifth and sixth technological structures of the economy of human civilization is inextricably linked with the Internet, digitalization (both economics and society) and youth initiatives play an important role in optimizing multifactorial and multidimensional social processes. The network, digital media, is now becoming the most effective tool for organizing social events, rallies, charitable, volunteer events, allowing you to quickly raise funds, disseminate information, and mobilize young people.

Social networks allow each student to express his opinion, share his views with a wide audience, which means they make it possible for the younger generation to actively participate in social life, contributing to the formation of a more informed, balanced civic position, stimulating critical thinking and developing the leadership qualities of a modern personality. The ability to critically analyze information, distinguish reliable data from fakes, and understand the mechanisms of the media sphere is becoming a key factor in unlocking the educational potential of social initiatives that are necessary for the implementation of a more effective strategy for educating Belarusian youth, adapted to the challenges of the information era [10, p. 88]. The use of information channels, innovative educational technologies makes it possible to fully convey to a wide audience the social initiatives of young people and present them in the most attractive format for the «interface generation». Information technologies (Internet resources, educational content, communication tools, social networks, crowd funding platforms, volunteer projects) open up new horizons for the younger generation, allowing them to implement their social initiatives. In the context of the information society, it should always be borne in mind that the implementation of the author's model for the development of social initiatives of young people through information communication presupposes the actualization of implicit learning theories in order to provide information

in combination with practice and solve thought problems, as well as the development of students' creative abilities by creating an intellectual microclimate, a favorable educational environment that allows you to replicate samples of creative behavior.

In connection with this formulation of the problem, the author of the article additionally conducts an empirical study, which records the influence of interpersonal interaction and the subject-information aspect that affect the development of intelligence and creativity of students in the process of creating the most favorable educational environment. The social initiatives of young people are also characterized by the fact that there is an objective need to prepare students for an active life position and to educate a patriot, a hardworking person capable of civic responsibility. Most likely, it is necessary to continue to develop social initiatives of young people, at the same time developing the creative orientation of students, revealing the intellectual and creative potential of a modern personality. Social initiatives of young people are of particular importance today, contributing to sustainable socio-economic development and improving the quality of education in the modern Republic of Belarus.

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