COMMUNICATION PRACTICIANS OF YOUTH PARLIAMENT AS ELEMENT OF THE CONTINUOUS EDUCATIONAL TRAJECTORY OF NEW OSCILLATIONS

Nadezhda Skripnikova¹, Elena Selivanova²

¹Doctor of Philology Sciences, Professor, Head of Public Relations Department, Voronezh State Technical University, Voronezh, Russia, E-mail: nnsinn@mail.ru

²Candidate of Political Sciences, Associate Professor, Voronezh State Technical University, Voronezh, Russia, E-mail: oktivlena@yandex.ru

Abstract

For successful careers and professional self-realization, modern young people need to have fundamental knowledge and practical skills in professional scientific fields (hard skills), as well as developed communicative skills, high emotional intelligence and readiness to work effectively in conditions of uncertainty and constantly changing environment (soft skills). The higher school, although providing a wide range of opportunities for soft skills development, is focused primarily on the development of hard skills. That is why it is so important for young people to be in the discourse of implementing the real socio-economic practices of the development of the Territory. This opportunity is provided to them by the discursive platform of the Youth Parliament. This article provides an analysis of the educational potential of the youth parliament of the Voronezh region, as well as a systematization of communication practices of the platform aimed at the development of soft skills of young people of the region.

Keywords: parliamentarians, youth parliament, public administration, social media, sociological studies.

I. INTRODUCTION

Now there is more and more demanded use of the modern communication technologies as instruments of formation of effective public dialogue; there is a request for creation and development of communication formats, serving the interests both the certain person, and society in general. Creation of effective communications among young people, formation of effective interaction between youth and the power is especially demanded. Now the purpose of youth policy is a creation of conditions for successful socialization and self-realization of youth, development of potential of youth and its use for the benefit of innovative development of the country. Attracting youth in political life, the state creates the strong support and the base for the future.

One of mechanisms of increase in civil culture of young people, instruments of inclusion of youth in work of civil society is the youth parliamentary. The youth parliamentary movement is the activity directed to formation and development of public advisory and consultative structures of youth at various levels of public administration. Now modern scientific judgment and systematization of the modern methods of advance of activity of youth public associations, search optimum communicative the practical of realization of youth

initiatives, in terms of interaction of the youth organizations as with the government administrative institutions, and municipal authority. The theory of a question and practice of creation of effective communications among young people, formation of effective interaction between youth and the power are reflected in relevant scientific publications.

In the city district Voronezh the Youth parliament exists at the Voronezh region дума since 2006. Its activity is regulated, according to the Law of the Voronezh region of April 7, 2006 No. 31-OZ "About Youth parliament of the Voronezh region". This body was created for studying of problems of youth in the Voronezh region, timely informing representatives of the government on them, assistance in activity of the Voronezh region дума in the field of legislative regulation of the rights and legitimate interests of youth, preparation of recommendations about the solution of problems of youth in the Voronezh region and also education of new parliamentarians. The youth parliament is urged to teach the young parliamentarian to be the competent political manager.

In the Russian expert and scientific discourse activity of Youth parliament as the institutionalized dialogue platform for young oscillations, is estimated differently. A number of researchers assigns to the designated institution extensive obligations nearly of all state youth policy, demanding from it the guaranteed social elevator for young people, and at its absence characterizing Youth parliament precisely by an imitating design of civil society and public policy. However, more than the position of the researchers connecting functions, purpose and activity of Youth parliament with opportunities of working of communication, analytical and representative skills is fair. From this point of view Youth parliament – the convenient platform for creation of a system of tutoring of young terms of parliament giving them an opportunity more efficiently to analyze, predict and develop methodology of the solution of problems in the course of lawmaking.

II. METHODOLOGY

The methodological principles of article are based on cross-disciplinary approach with a support on set of general scientific methods of knowledge and special methods of the analysis of information. For collecting and the analysis of empirical dates authors of article resorted to monitoring of mass media and social networks, carrying out and the analysis of these expert and mass polls, a method of the observation including included and also to use of the case study method in the analysis communication the practical of Youth parliament.

III. DISCUSSION

In the modern conditions become the main paradigm of education of youth: "the doctrine – how to study", "self-development" and "training through all life". Today development of a new educational trajectory is the cornerstone the modern technologies of tutoring: interactive Internet technologies, the computer training services, a case-study, training programs and other forms of education which promotes not only deepening of preparation of young shots, but also expansion of the sphere of their professional activity taking into account regional specifics. Therefore, in the region the trajectory of "professionalizing" of tutoring – driving from schematic theoretical designs (models) to their practical application actively is implemented. As the platform for working off of practical skills of young parliamentarians serve the projects organized by the Voronezh region дума, – debatable meetings in a format of "a round table" within which young parliamentarians, students, teachers of the higher school, leading experts in area of communications discuss hot topics of parliamentary. Such practical platforms are the effective instrument of expansion of communication space and exercise of constructive dialogue with the public and the modern platform for implementation of youth projects. It is apparent that the selected educational trajectory quite answers the modern trends of development of parliamentary and allows coordinating communications among young people. Nevertheless, for high-quality activity of youth parliament it is necessary to work the concept based on efficient communicative practicing that has to display current state of youth parliamentary in the Voronezh region. Both operating deputies and representatives of executive bodies have to share in creation of such concept.

Now such segment of the Internet as social media violently develops and involves broad masses of users of network, intensive use of a resource of communities including in the modern social and political technologies is a consequence of what. Information space of the Internet represents the brand new communication environment with the specific features; opportunities which are given and daily show Internet platforms, allow to say with the complete confidence that fruitful dialogue both the regional power, and public institutes with target audiences isn't represented systemic without use of technologies of Internet space any more. [3] Official pages of Youth parliament of the Voronezh region exist on several popular social networks (vk.com, facebook.com, twitter.com); accounts of Youth parliament in social networks contain unique content, with

assignment to publications of thematic hashtags. Such opportunity allows remaining in global searching in social network, increasing the user coverage. Creation of the page on different social networks including answers this task, also presence at different social networks segments youth audience.

Authors of article carried out the analysis of a system of communications in activity of Youth parliament of the Voronezh region which included: a deep interview with representatives of the press services city and regional offices of Youth Parliament (the choice of respondents was caused by the fact that the experts holding these positions will be able to give professional answers to the questions concerning communicative the practicing in activity of Youth parliament. The conducted interviews showed that in spite of the fact that not all respondents had profile education in the sphere of public relations, their competence doesn't raise doubts); the content analysis of publications on official pages of Youth parliament of the Voronezh region on social network VKontakte (the basis of subscription audience was made by young parliamentarians of regional youth chambers). It is found out that the content plan of community contains in VKontakte announcements of actions, articles of young parliamentarians, reposts from Internet media about activity of Youth parliament, etc.

In work of Youth parliament of the Voronezh region, such instrument of communication as SMM on social network VKontakte is used. By means of the content analysis 100 publications were studied, each of which was distributed between the following categories: announcement of an action; the report about held the event/report on activity in general; congratulation on a holiday; poll of participants feed-back group/establishment; partner repost. Results of the analysis following: the publications devoted to announcement of actions in which the Youth parliament of the Voronezh region shares – 41%. The youth parliament of the Voronezh region builds a feedback with the subscribers. It is reflected in small polls (1 publication – one question with possible answers). Questions concern different subjects: who is going to visit the announced action as residents of the area fall into to the made decisions in the sphere of municipal management, etc. Other way of creation of real-life communication in community are publications of archival photos of the area. Such photos attract of subscribers interest and desire to comment on them that initiates communication between other participants of group and administrators. The share of publications of this kind made 12%.

Activists of Youth parliament of the Voronezh region at the same time are representatives and other public or other organizations. They have an opportunity to use official pages of Youth parliament of the Voronezh region on social networks as the information platform for the projects: it can be sports section, section of mountain and pedestrian tourism, etc. The share of such publications made 12%.

For studying of the attitude of youth towards youth parliamentary the sociological research in which 100 people shared was conducted: from among students of higher educational institutions (40 people), specialized secondary educational institutions (40 people) and professional schools (20 people). The questionnaire to which respondents had to respond consisted of 10 questions reflecting the youth relation to policy and participation in youth parliamentary movement. The analysis of answers showed low interest of student's youth political affairs. Only every fifth of respondents is interested in policy issues; every third respondent specified by policy high employment (study, work, family) as the reasons of low interest, and every fifth – doesn't see in it sense. Respondents show low awareness on the purposes, tasks and the principles of youth parliamentary movement. The share of those who possess minimum information on youth parliamentary makes only 12%.

IV. RESULTS

Having carried out the analysis communication the practicing in activity of Youth parliament of the Voronezh region, we will note that, despite a wide range of the provided information services by Youth parliament, their demand among youth of the Voronezh region remains low. The problem revealed during the conducted researches became the basis for development of the concept of promoting of the regional portal of Youth parliament of the Voronezh region. Within the concept actions with necessary resources for carrying out each of them were planned, the budget is calculated, parameters for assessment of effectiveness of the project are determined.

Development of PR-strategy of promotion of the portal of Youth parliament of the Voronezh region directed to promoting of its information resources among youth of the Voronezh region became the purpose of the "Formation of a Wide Informational and Communication Context of Activity of Youth Parliament of the Voronezh Region" project. As the main target audience of the project young people aged from 18 up to 35 years were chosen, the fissile Internet users and social networks leading active lifestyle and it is information competent.

Events of the project were held with assistance of the Government of the Voronezh region in partnership with PJSC Rostelecom. It: the training master classes in use of the portal of Youth parliament of the Voronezh region in higher educational institutions of Voronezh and the Voronezh region; promotion of the portal of Youth parliament of the Voronezh region through profiles of media persons of the Voronezh region in Instagram; publications in regional media of articles about ample opportunities of use of the portal of Youth parliament of the Voronezh region; placement of advertising billboards on streets of Voronezh and the large administrative centers of the Voronezh region; use of targeted advertising on social network VKontakte; placement of native advertising on popular video hosting; choice of stakeholders. Thus, the concept of the PR-project was based on holding target actions, the fissile interaction with regional media, platforms of social networks and means of social information advertising. All held events were directed to increase in level of knowledge of youth of the Voronezh region of the portal of Youth parliament of the Voronezh region and demand of a resource.

Along with increase in knowledge of young people of activity of Youth parliament of the Voronezh region the powerful contribution to achievement of a strategic objective of the organization was made. As a result of realization of a series of PR-actions the educational capacity of the youth dialogue platform was significantly strengthened.

V. CONCLUSION

The effectiveness of the "Formation of a Wide Informational and Communication Context of Activity of Youth Parliament of the Voronezh Region" project was estimated on the following indexes: quantity of mentions of actions of the project in media, the third-party websites and groups on social networks; the number of the new registered users of the portal (statistical data); the number of earlier registered users who began to use again a resource (statistical data). Implementation of the project of promotion of the regional portal directed to increase in level of informing residents of the Voronezh region on a resource and promoting of the portal of Youth parliament of the Voronezh region in the region allowed to increase the number of users of the portal of Youth parliament of the Voronezh region by 12-15%.

The youth parliament of the Voronezh region is a launch pad for training of youth for full participation in political processes. Systematization of innovative communication technologies, the analysis of practice of their application during implementation of the "Formation of a Wide Informational and Communication Context of Activity of Youth Parliament of the Voronezh Region" project and perfecting of internal and external communications of Youth parliament of the Voronezh region showed social and economic effectiveness of use of innovations in information activities of Youth parliament of the Voronezh region for creation and advance of an effective context of its activity.

It should be noted that as internal participation of young people in activity of Youth parliament, and the correspondence acquaintance to its detail by means of the portal and new media contributes to the development of communication, analytical and representative skills. The fissile networking, acquaintance and interaction with reference faces, public and political activists, representatives of authorities, expert and media community of the territory allows young people to form the non-material capital in the form of contacts and embedding in the social and political agenda of the region and country.

REFERENCE LIST

- The bases of the state youth policy in the Russian Federation till 2025 approved by the resolution of the Government of the Russian Federation of November 29, 2014 No. 2403-r. [The electronic resource] is the access Mode: <http://government.ru/media/files/ceFXleNUqOU.pdf> (Date of the address: 05.02.2020)
- (2016). Power and society: new communicative trends//Russian piarologiya: trends and drivers: In the collection of scientific works/ in honor of Professor A.D. Krivonosov. SPb. Pp. 10 – 15. (In Russian).
- Ilyinsky I. M., Onions, V. A. (2008). The state youth policy in Russia: philosophy of continuity and alternation of generations. – Knowledge. Comprehension. Ability / New generations. M., No. 4. P. 5-14. [The electronic resource] is the Mode of access <https://cyberleninka.ru/article/n/gosudarstvennaya-molodezhnaya-politika-v-rossii-filosofiya-preemstvennosti-i-smeny-pokoleniy/viewer> (Date of the

address: 15.03.2020)

- Onions, VA. (2013). State youth policy: the Russian and world practice of realization in the society of the innovative potential of new generations. M. 718 pages (in Russian).
- Selivanova E.S. (2018). The institutional nature of digitalization of the Russian communication space in the system of social and political and corporate interaction//Scientific sheets of the Belgorod state university. History. Political science. Volume 45, No. 1, P. 190-197. (In Russian).
- Skripnikova N.N. (2014). Features of promotion of socially significant projects / Budnikov A.A.//Current problems of science. The collection of materials / the All-Russian conference (with the international participation) on December 5, 2014, Neftekamsk. – Volume 1. The section "All-humanities" / under a general edition of A.I. Vostretsov. *Neftekamsk*:. P. 28-29. (In Russian).
- Skripnikova N.N. (2014). Issues of development of informational and communicative activity of authorities on the example of the Voronezh region / N.N. Skripnikova, L.V. Kononenko//Professional competences of public servants: formation and development: // Student reports. Scientific and practical conference RANEPa. – Voronezh. Pp. 211-216. (In Russian).
- Shishkina M.A. (2018). Public relations in the system of social management SZRTs Rusich Pallada media. – SPb. 215 p. (in Russian).
- Law of the Voronezh region of April 7, (2006) № 31-OZ "About Youth parliament of the Voronezh region" Results of the author's research conducted in September 2019 – March 2020. (in Russian).