

ABSTRACTS

UDC 37.014.5 V.V. Shust

CONCEPTUAL MODEL OF POLITICAL VALUES OF YOUTH

In the article the conceptual model of political values of youth is presented. It focuses on building a consistent system of socio-political values, priorities for the entire Ukrainian society embodied in political ideology, as well as on integrating the civil society in the movement to the future. The relevant concept is concentrated on promoting the emergence young people's humanistic qualities that can not only survive in the «hard» conditions of social environment, but also live and grow spiritually. The proposed model outlines the ways of achieving the goal of the study and includes the target, content, organization and activity, analysis and result components.

The conceptual approaches to the research issues were implemented in the following inter- related areas: building knowledge about the specifics of political struggle; developing motivation of actively participating in political life; transforming knowledge about politics into political values and settings. The methodological basis of the above mentioned developments in the conceptual model is the behavioral and value-oriented approach.

The psycho-pedagogical conditions of formation of political values are:

1. The focus of the content of humanitarian subjects' social and cognitive component on the formation of political values.
2. Creating a personal and meaningful motivation to master the fundamentals of politics, perception of objects, processes and phenomena of interest in social and political life.
3. Orientation of emotional and sensual sphere of personality on the development of political values through the development of activities with political and axiological potential.

The proposed conceptual model helps to change the system of political communication in society.

Key words: political values; conceptual model; political communication.