

«REFLECTION OF PROBLEMS OF SOCIAL COMMUNICATION BETWEEN COLLEAGUES IN THE ASPECT OF THE GENERATIONS THEORY»

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The article deals with the problem of social communication of specialists in a professional team as representatives of different generations. The importance of taking into account the special values in communication between people who form the basis for development and realization of generations is emphasized. According to the theory of Neil Howe and William Strauss four generations are distinguished who are active in professional activity such as the generation of baby boomers (1943–1963), generation X (1963–1983), generation Y (1983–2003), Generation Z (2003–2023). The focus is on events that can be considered as principal for the formation of particular generation's values and the core values of those generations. In the aspect of this theory, the problem of employee interaction in one organization with young professionals representing generation Z and now entering the labor market is being raised. The main features of a young specialist, representative of generation Z, are identified which should be taken into account by employers during their interaction with them. They are selfishness, inability to negotiate, short attention span, infantilism, consumer philosophy, social orientation. The culture of "safety" inherent in young workers of the mentioned generation which means protecting from unpleasant information is emphasized. The consequence of such value orientation is boycotting words or ideas they did not like by recent graduates from higher education institutions. It is concluded that employers need to take into account the peculiarities of the value system of representatives of generation Z and to identify rules that will allow organizing effective social interaction between employees of different generations in teams. The recommendations for the heads of organizations are presented that will help integrate the employees of generation Z into the teams bringing to the young people the basic values of the organization related to effective communication between employees. It is recommended to introduce a taboo on discussing acute social and political topics in the team; to bring to the minds of young professionals the need for self-education to counteract self-centeredness in favor of teamwork.

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