








Issues of modern family institution affected by media environment

Casos sobre la institución familiar moderna afectada por el entorno de los medios

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Resumen

El objetivo del trabajo consiste en discutir la crisis de la institución moderna de la familia, la influencia del entorno mediático en la condición social y psicológica de sus usuarios, así como en los valores familiares que se forman en los jóvenes. Al estudiar este problema, el método principal es el análisis de materiales teóricos y prácticos rusos y extranjeros que tratan el tema de las opiniones de los jóvenes que se configuran bajo la influencia del entorno de los medios de comunicación. El análisis permite conocer la incapacidad de los jóvenes para controlar sabiamente los flujos de información entrante y el efecto adverso sobre las orientaciones valorativas y la imagen de familia creada. En el artículo, se presentan los siguientes resultados principales. Se han descubierto las opiniones de los jóvenes sobre la formación de una familia y la identificación de las fuentes de información que les son preferibles. Los jóvenes han sido analizados como objeto de acción del entorno mediático. Los materiales del periódico pueden ser de ayuda para los jóvenes, los especialistas que trabajan con los jóvenes y los padres en el uso consciente de los medios de comunicación. También pueden ser fundamentales en el desarrollo de programas especializados para formar la imagen de los jóvenes de la familia y las orientaciones de valores como libres de la influencia de los medios.

Palabras clave: Jóvenes, familia, entorno de los medios de comunicación, medios de comunicación, competencia informativa.

Abstract

The objective of the paper consists in discussing the crisis of the modern institution of family, influence of the media environment on social and psychological condition of its users, as well as on family values forming in young people. In studying this problem, the leading method is analysis of Russian and foreign theoretical and practical materials dealing with the issue of young people's

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views shaping under the influence of the media environment. The analysis allows finding out inability of the young to wisely check incoming information flows and the adverse effect on value orientations and the image of family created. In the paper, the following principal results are presented. Young people's views on founding a family and identifying information sources which are preferable for them have been found out. The young have been analyzed as the object of action of the media environment. Materials of the paper can be of help for young people, specialists working with the young, and parents in using mass media consciously. They can also be instrumental in developing specialized programs for forming young people's image of family and value orientations as free from the media influence.

Keywords: Young people, family, mass media environment, mass media, information competence.

Introduction

The contemporary world realia are characterized by an intensive process of formation of a new type of society, with its particularity being transformation of information into the principal strategic resource for both human society and the state. For information society, wiping out of distinctive features among the world's countries and adoption of unified cultural norms are common. Information, or post-industrial, society is characterized by the inexhaustible and uncontrolled quantity of information as a product produced by the media environment (Pelevin et al., 2018; Dergacheva et al., 2020). This attribute modifies the process of socialization of the young and changes the idea about traditional institutions and family values (Yessenbekova et al., 2020; Susilo, 2020; Lazzarich and Čančar, 2021).

Family is conventionally considered as a historically established form of people's relationships representing the basis of society; so, nowadays, neither society nor the state can exist without family. For understanding specific features of marriage, family, and relationships associated with them, let the principal theoretical views be analyzed which are established in science on categories "family", "young family", "marriage", and "marriage and family legal relationships". The contemporary Russian young people have found themselves in the situation of a crisis of value-based consciousness which is caused by not merely development of society, but by its transformation, too.

Literature review

The Universal Declaration of Human Rights consolidates formalizes the modern approach to the concept "family" in legislation: it is viewed as the natural and fundamental group unit of human society which has been established in history and which is entitled to support and protection by society and the state. As a social institution, family emerged and took its shape in the pre-historic period. In its evolution, it has undergone a number of transformations due to changes in

conditions of society, development of production, and people's social ideas (Universal Declaration of Human Rights, 1995).

Analyzing the opinions of Russian social scientists on defining family as a social institution, it is the approach suggested by sociologists Antonov and Medkov (1996) that seems wise. It characterizes family as an association based on kin relationships which features and fulfills a significant range of functions. The study of scientific literature shows that the vast majority of specialists (legal experts, psychologists, philosophers, economists, sociologists, et al.) exploring the phenomenon of family share the following opinion: this institution is in a crisis state resulting from global change in the social structure. The said change leads to growth of individualization, isolation of people, and disruption of interpersonal relationships of family members. This idea is developed by Bochkareva (2017) and Bulgakova (2016).

As noted by Gurko (2006), according to the results of economic studies of family budgets in Russia, it has been found that there is the trend of transferring cash management duties from men to women. One of the principal grounds for emergence of a new family is marriage. Certainly, one should agree with the opinion of Suvorov (2016) about family relationships being quite able to arise out of marriage, too. For example, when a child is born, a set of family duties and rights in relation to the minor is vested in the child's parents, regardless of the fact if the marriage is registered or not.

A number of the EU countries: Belgium, Hungary, Germany, the Netherlands, Norway, Portugal, France, and some other European countries have acknowledged the institution of cohabitation in fact alongside the institution of officially registered marriage (Nosova, 2014). In Russia, it is exclusively the officially registered one that is recognized as of today, although there are efforts to sign into law the institution of cohabitation in fact. Foreign researchers (Ali et al., 2015) point out that behavior disorders are largely explained by family coexistence causes. Many Russian and foreign scientific works (Crosswhite and Kerpelman, 2009; Jin et al., 2016; Nisar et al., 2015; Pardini et al., 2015) deal with family issues as ones of the paramount social institution, the key element of social system.

It is the role of family that is emphasized by current social and psychological studies aimed at finding out causes of behavior deviations. In this case, Pakistani researchers (Ali et al., 2015) have proven the influence of family on the growth of delinquency among minors and demonstrated the dependence of juvenile delinquents' peculiarities on the family influence motivating them to commit crimes. Based on the social information processing model (SIP), significant interlevel family interactions have been found in formation of deviant behavior (Busching et al., 2017; Busching and Krahé, 2015). Also, Pardini, Waller and Hawes (2015) give a review of proofs

associating the family functioning and structural aspects, clashes between parents, and upbringing methods with anti-social behavior developing in young people.

According to scientists Nisar, et al. (2015), the concept of a juvenile delinquent means a child or a young person who is guilty of a crime or anti-social behavior or whose behavior goes beyond parental control and who can stand trial in a juvenile court. With regard to this, activating the system of psychological protection mechanisms and factors of resistance to harmful effects of the media environment (to which so-called generations X, Y, and Z are especially vulnerable) becomes a relevant modern trend (Gilles, 1994). For the current generation, what used to be called “new technologies” or “technologies of the future” by previous generations is the present.

Thus, the conducted review of scientific literature confirms a crisis of the modern family associated with global change in social structure, leading to growth of individualization, isolation of people, and disruption of interpersonal relationships of family members, and generating the issue of deviant behavior in children and the young.

Methodology

The methodological basis of this quantitative research study is made up by the analysis of theoretical and practical material, review of Russian and foreign practical experience, theoretical data analysis and comparison (Antonov and Medkov, 1996; Gurko, 2006; Nosova, 2014). The objective of this paper is to view crisis of the modern institution of family and impact of the media environment on the formation of family values in young people. Principal tasks of the paper are as follows: identifying the role of the media environment in modern life; characterizing young people as the object of action of the media environment; studying the media sources which affect creation of the image of family in young people.

Results

In line with the task of this paper to identify the role of the media environment in modern life, one can state that absolutely all mass media act as tools of shaping the social space. Television was first heard of in 1923. It was then that Jenkins, an American inventor, put into action the world's first transmission of a moving picture (Suvorov, 2016). The next most powerful sources of broadcasting information for the general public are: the Internet, or the Worldwide Web (Rostec official website); radio, which is mainly popular with drivers; and printed media acquiring increasingly more authority in society by covering a larger audience. By obtaining universal recognition and approval, mass media involve people into participating in state-wide processes, thus creating for an individual citizen an illusion of belonging to as much as a country.

On the one hand, for society, existence of developed mass media is the major guarantee of stability. On the other hand, MM are becoming an institution of socialization, which used to be the conventional role of family and education system. In Russia, the most propaganda-laden views are broadcast by television. Not many news channels to choose from, slanted opinions, and too similar programs aired throughout the entire Russian TV market brainwash the society and focus the attention of the wide audience on the “correct” aspects. The same cannot be said about the Internet, however: interspersed with the diversity of sources, it enables its consumers to pick from this range something that strikes a chord with them. Yet, this source of information has its own disadvantages, too. The results of characterizing young people as an object of action of the media environment can be summed up in the following statements.

The young generation is the most active part of society which is essentially most sensitive to influence due to its susceptibility. For the young generation, it is characteristic to build up life strategies relying on the freedom of choice without referring to the experience amassed by older generations. Upbringing plays an immense part in shaping children's ability to stand up against mass media opinions (Imzh, 2018). The modern times are termed post-industrial or information society. In conditions of life within such a society, young people are recognized as the most adapted to it population stratum, and, meanwhile, not everything can be resisted by them so far (Bueva, 2015).

Although the young are held out as the main potential in times of post-industrial society, they lack information competence. Surveys conducted among Russian young people reveal that their level of competence in the information environment is far from perfect. Young people have shown the inability to work with bulky, plausible, and controversial information, and the lack of critical evaluation of information quite frequently, which is very important for resistance in cases of propaganda or brainwashing. Young people who do not select their content but prefer taking up their time with useless watching the entire range of programs offered by the television give a cause for especial concern. Such audience does not care in any way about the content of programs – they use them just as a means of spending time without educational actions.

For the other hand, the worldwide web poses a great hazard. The Internet is one of mass information media. Alongside this, it has become the most universal information search tool. Using it, one can find the answer to any question which could be of interest for one, touching on whatsoever sphere of life activity, quickly and without further inputs, including material or time ones. It is quite frequently the case that the Internet serves as an assistant in studying, daily life, work, or merely plays the part of an entertainment platform. Clearly, it is the Internet that occupies the leading place among various sources of information. The global network has long ago outnumbered broadcasting media, radio and television in particular, in “customers”, and it is

increasingly expanding its coverage every day. It is certainly young people who make up the bulk of the audience frequently visiting the Internet.

There are several reasons why the young generation draws on the Internet more frequently than anyone else. Learning something new is inherent in young people and exciting for them. Innovation development platforms, news websites of the modern format, social networks and the like – this is what kindles young people's interest and motivates them to learn. It is owing to the opportunity of uninterrupted communication that the Internet has the greatest significance in young people's view: communicating not only with each other but with the outer world, too. These communication options are available round-the-clock in any spot of the world.

It should be noted that the trend of analyzing screen time is rapidly developing. Most smartphones generate end-of-week reports for each user. In Russia, the greater part of social network users is made up by ones aged 30 – this is the always-online group. For them, it is far not as the platform for looking up information that the Internet is used – to a larger extent, this is the communication platform. It is social networks that are the principal communication channel for these users. Curiously enough, users aged 18 to 24 spend more time in social networks than teenagers do, but the latter feel the urge of immediately responding to new messages and notifications.

Discussion

It was not so long ago that the Internet was recognized as a mass information medium, as it got ahead of mass media giants – television and the press – for all the indicators (DEIMS image culture center, 2020). The advantages of the Internet as compared to other MM are obvious. Via the global network, one cannot merely consume news under another angle; the Internet, unlike other sources of information, has no censorship. This enables all the interested ones to have their say regardless of their adherence to any views. It should be pointed out that such a kind of communication can also be used for brainwashing people and propagandizing certain opinions among them. Bryant and Thompson (2004), American researchers of mass communication and media culture, noted that social networks were the principal platforms for the young generation to spend their time at. It is Instagram that is Russia's most popular social medium owing to the development of content visualization (Ali et al., 2015).

Social networks, Instagram in particular, produce a tremendous impact on the users' minds. It is not the real life but the ideal one that is broadcast by this social medium. Meanwhile, the very Instagram users say they do not benefit from the platform. Our idea is also supported by Ordonez Pineda and Calva Jimenez (2021) who point that the Internet and social media can pose a number of risks to privacy, integrity, image rights and personal development, especially in young people.

Social networks are distinguished not only by the negative influence on the young generation, but they have room for the positive one as well. Many young people, especially in their adolescence, note they have received emotional support in the social space when they had difficult times. For some young users, their accounts were a platform for positive self-expression. The young are also active in getting acquainted and communicating via the Internet. Similar results were obtained by foreign researchers Rodríguez-Illera, Rubio-Hurtado and Galván-Fernández (2021) who studied the practice of publishing messages on social networks of young people using the example of the analysis of posts by 835 young people between 12 and 22 years old from Ibero-American countries (Spain, Chile and Colombia)

So, the Internet has become a phenomenon itself. Alongside the opportunity of drawing information from it, it grants the one of communicating globally. Most importantly, communication of the external world with young people must go along the dialog lines. Using the Internet as a means for communicating with the young, many social institutions can not only assist the young generation in solving various issues, but they can also learn various opinions of young people on the troubled points emerging in social sphere life, thus also contributing to settling the concerns, too.

On balance, a lot of new opportunities have been granted to people by the Internet. For example, this is the chance of drawing on not only Russian-language information sources, but also on foreign ones, studying the question of interest not only through printed works but also using video and audio materials, learning foreign languages and any other scientific domains online. However, not everything is as brilliant as it looks: the worldwide web has its downside as well.

With the Internet being an all-encompassing network, it seems to be impossible to control the flow of information uploaded into. Due to the lack of control, adverse consequences may arise. Various unofficial Internet-based mass media can merely misinform the population. As a rule, misinformation provokes clashes and causes mayhem, which can lead to dire consequences. Meanwhile, this is only a small part of the negative that can be brought by the Internet into people's life. For example, one of communication forms can be malign influence on and profiteering in young people's consciousness. Among causes of extremist activities, it is the infecting immature minds of the young generation and manipulating them that are frequently the case.

It is highly important to set up communication with young people because this age category of the population is the future of Russia. If the country gets a clear-cut understanding of what exactly its young people are not comfortable with today, it will not be difficult to take action for eliminating the causes of disgruntlement. The most effective way of establishing contact is to communicate over the Internet. However, specific features of the global network have to be taken into account, and all possible consequences of such communication have to be estimated when

getting the dialog going. Despite extensive pressure exerted by mass media on the young, the new generation has built up “immunity” against MM and has learned evaluating them for the content of information supplied. It follows from this fact that young people still can be controlled via MM, but if one wants to win game-changing influence on the young generation's mind, one will have to put in much more effort than they allocate nowadays.

Conclusion

Drawing on mass media is one of the external factors which are fundamental to mindset formation in the young generation. Currently, information is an accessible, unfailing, and uncontrolled resource, with mass media being the distributor thereof. It is the young generation who is the most frequent visitor of the media environment. However, their inability to check the received information flows wisely can affect formation of the young people's value orientations in a negative way and can result in deviant constituents building up.

In today's realia, mass media have become reputed opinion vehicles and powerful regulators in terms of shaping the common value system and image of family. Television, the press, the Internet interpret established ideas about family each in its own way, and they broadcast the image of family in either positive or negative light. In the information sources that are top popular with the young, the negative family image prevails; gradually, it gets to be perceived as an acceptable and normal behavior style, as an actual model for relationships between family members. Disagreeing with true national traditions dramatically, the image of family imposed by mass media can have a negative impact on one's wish to found one's own family or on family life progress.

The images of family propagated by media sources should be considered as a tool for planting certain value orientations, and subsequently, imposing behavioral models and stereotypes. Young people have to form new life attitudes while not completely refusing the values cultivated by many an older generation. Given their unsettled understanding of life and lack of due experience for building their own system of values wisely, the young generation is easy to control. For a long time already, mass media have gone beyond their information spreading function only. Quite frequently, they are broadcasters of behavioral models, values, and ideals. So, mass media have turned into one of the factors of mindset formation.

The issue discussed in this paper – that of the state the modern institution of family is in due to the media environment impact – has become more relevant and urgent than ever before. Its resolution demands serious interdisciplinary approach.

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