

Section 5. Sociology

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SOCIAL CONDITIONS FOR THE IMPLEMENTATION OF REGIONAL DEMOGRAPHIC POLICY

Abstract. The article describes the nature of the influence of social factors on the process of implementing regional demographic policy. Quite often, social policy programs in the regions are aimed at optimizing economic conditions, while social conditions are ignored. The purpose of the article is to study the socio-cultural conditions for the effective implementation of demographic policy in the regions. As a result of the research, the hypothesis of no less, and possibly greater, influence of socio-cultural factors on demographic indicators and the demographic situation has been confirmed.

Keywords: demographic policy, demographics, institutional approach, family practices, work migration, socio-cultural factors.

Reproduction of the population, size, composition are mandatory issues of the demographic policy of the state, on the one hand, it is necessary to take into account the political, cultural, legal, cultural characteristics of the region and the natural conditions of the territory on the other. In the most general sense, regional demographic policy is the purposeful formation of the desired type of population reproduction in the region or the consolidation of the already achieved result. As a rule, demographic policy includes measures to stimulate marriage, strengthen the institution of the family, since it is the institution of the family that is the object of demographic policy.

Today, the measures of regional demographic policy in Russia are designed for specific groups and segments of the population, and mainly include programs of economic support for individual fam-

ily members. In the regions of Russia, there are a lot of different family support programs. For example, in the Republic of Bashkortostan, the established Ministry of Family, Labor and Social Protection of the Population has been functioning since 2018. In the republic, the expenses within the framework of the regional demographic policy include the following: various types of maternal benefits, payments and compensations; support for large families; social support for orphans; social support for various categories of families – the poor, student families and families of graduate students, families of military personnel; – housing programs for families (“Provision of housing for young families” of the Federal target program “Housing” for 2015–2020, subprogram “Sustainable development of rural areas of the Republic of Bashkortostan until 2020”); –

activities for the organization of leisure, recreation, health improvement and employment of children, adolescents and students of the Republic of Bashkortostan; – measures to ensure the availability of diagnostic measures, the provision of medical care to pregnant women, mothers and children.

But despite the fact that spending on demographic policy is growing, the demographic situation in Russia cannot be called favorable: the birth rate is falling, the death rate is increasing, the number of marriages is decreasing, the number of divorces is growing. Perhaps the emphasis on economic conditions does not lead to the strengthening of family and marriage practices, because the family is a social institution that is only indirectly connected with economic institutions. Without denying the importance of economic conditions, answers to questions on fertility, marital behavior, reproductive attitudes, and lifestyle should be sought in the ongoing social practices of the family. Researchers note the following negative trends in the institution of the family in Russian society: a multiple increase in the number of divorces (compared to 2014); the emergence of a large number of families with one child, the inability of the family to perform its functions (reproductive, educational, leisure), weakening or loss of family ties, as well as large-scale manifestations of various deviant forms of behavior of family members [8]. As for the social practices of family and marriage relations, there is a tendency to blur the system of behavioral norms in the sphere of family and marriage relations and individuals' ideas about the content of family roles [6]. In other sources, the crisis of the family in Russian society is presented as part of a general global transformation of the family institution, which is characterized by a decrease in the birth rate, an increase in the age at first marriage, an increase in the share of unofficial marriages and the emergence of other forms of marriage, for example, guest marriages, etc., an increase in the number of celibate people, an increase in the proportion of child-free families, an increase

in divorces, a change in society's attitude towards the problem of illegitimate births (this is exactly the picture that is observed in Russian society) [3].

The status of an unmarried man or woman becomes more attractive, in many ways accepted and not condemned. For many young people, this is a conscious choice – a global trend of “solo” as a way of life. When entering into a marriage, the possibility of its dissolution is already assumed. This causes the approval and popularity of civil marriage, which is characterized by the absence of mutual obligations. Young people are looking for less responsible forms of living together, when a partner can leave at any time and break off relations without any explanation. Children who grow up with such an organization of relations adopt a similar form of behavior and in the future can also resort to a similar pattern [1]. Most of today's youth understand family well-being as having few or childless children, pushing back the time of the birth of a child. It is these marital practices and patterns of family behavior that lead to a decrease in the birth rate.

Some works criticize modern family policy, which, in the opinion of researchers, is aimed not at strengthening marriage as a social practice of the family and childbearing as a reproductive function, but at certain economic social groups (the poor, single parents, etc.). For example, social support measures for a family ignore the completeness of its composition, which does not encourage citizens to have “complete families” [7]. At the moment, Russian legislation supports one parent and, from the point of view of the social institution of the family, an incomplete family – unfortunately this does not have a positive effect on marital behavior. In some sense, it may even be beneficial to have the status of a “single” parent. Also, predominantly economic measures with the support of parenthood lead to the formation of economic motivation for the birth of a child, when parents seek to acquire some material benefits, increase or maintain economic status through the birth of children. The economic theory of the functioning of basic social institutions explains the actions of so-

cial actors by economic benefits. And from this point of view, marriage should be a beneficial or rational action. People get married when they hope to get more joy from marriage than from living alone and looking for a more ideal companion [2]. And in many ways, the small number of children and the reproductive attitudes of the family are explained by economic disadvantage. The presence of children exacerbates the economic situation of the family. 3.7% of families with 3 or more children “do not have enough money even for food”; 27.3% of such families cannot buy clothes and pay for housing and communal services [9]. But these “merely” economic indicators do not reflect the whole system of reproductive attitudes and prejudices that are formed as a result and are expressed in holistic systems of social actions when the family takes on new forms, for example, “civil marriage” or marriage without children.

At the same time, economic motives are not indicated as the main ones for creating a family. The main conscious motives for marriage are called love, common interests and harmonious sexual relations [4]. For example, a study of the opinions of modern students showed a tendency to romanticize relationships, the search for commonality with a partner, which acts as a determinant of entering into a marriage relationship. In marital relations, it is important for young people to match their views and interests [9, 79]. However, it is economic motives that serve as the basis for divorce. Let us note that a rather insignificant part of young people who create a family indicate economic motives for marriage. The freedom to dissolve a marriage, which is practically unlimited, also today does not contribute to the stability of the social institution of marriage; moreover, the simplicity of divorce is in absolute contradiction with the task of strengthening the institution of family and marriage in modern Russian society [5].

The definition of family and marriage as “a source of development and realization of the personality”

can be considered a phenomenon of the society of the XXI century. Studies show that children do not act as an inherent value for the family, but may be the result of a new small social group created. For students, the most valuable things in the family are trust, care, loyalty, joint contribution to the relationship of both partners and love. Further, with a small margin, sexual harmony and joint pastime follow. It is interesting to note that in the last place in terms of importance for creating a family were children. Thus, we can conclude that parenthood is not a priority in the marriage and family attitudes of young people [9, 79]. Emotional well-being is the main value of a modern family, which ensures the satisfaction of needs: in friendship and trust; emotional intimacy; be significant; approval and recognition; assistance, support and cooperation; intimate sexual need. It turns out that the reproductive function of the family in modern society is becoming less important.

It is possible to summarize the characteristics of modern family-marriage social practices.

1. Cohabitation (civil marriage) as a stage in the development of marital relations (“two-stage marriage”).

2. Children are not a prerequisite for a full-fledged family; the birth and upbringing of a child is less and less associated with the family.

3. A full-fledged family is still a value, however, the creation of such a family is possible only for accomplished people in terms of material, financial, career and personal development.

4. The variety of forms of family life and the acceptability of various forms of family.

5. Socio-psychological compatibility as the main factor of family life satisfaction.

And the conclusion is that with the natural transformation of the family institution, the “traditional” family does not receive support as a social group, either individual family members or economically determined selected social groups receive support.

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