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## **SOCIALIZATION OF THE STUDENT'S PERSONALITY IN THE NEW PEDAGOGICAL REALITY**

**Abstract.** This article examines the main factors and the process of socialization of the student personality in a dynamically changing pedagogical environment, including the main aspects of the problems of implementation of socialization, proposed forms and ways of solving this issue.

**Keywords:** *socialization, personality, process, education, student*

At present, a global change is taking place in all spheres of Russian science, including pedagogy. Today pedagogy concretizes its subject, adjusting to modern realities includes the process of socialization. The modern global focus on accelerating the dynamics of socialization processes contributes to the formation of a different type of future-oriented community (M. Mead, I. S. Kohn), a new philosophy of other models of the educational process is emerging.

Since ancient times, all spiritual values are based on the traditions and experience of ancestors, providing the generation of young people with the experience of their elders. In modern realities, in the huge flow of information, the enrichment of the achievements of ancestral experience is slow, this is due to the dynamics of society's development in the field of information, technology and social economy. Today, the center of concentration of cultural potential is modern reality. The solution of any life problem is aimed at the innovative achievement of science, technology, including the opinion of respected contemporaries, rather than the traditions of their peoples. Modern realities of the world are covered by the whirlwind of global information, technical, social, political changes, the range and speed of development of which are not comparable with the historical period of the past time (Nikandrov N. D., 2000)

The information leap in the form of telecommunications, computers and the Internet makes life realities for modern students accessible and permeable. Resources in the form of information, which previously had to be extracted and conquered, have become accessible and understandable even to children without the intervention and mediation of teachers, parents and mentors. It is not for nothing that we have to face various worldly situations at every period of our life journey. Modern youth is faster than adults in mastering technical, economic, political and financial innovations, which in most cases determine life in the country and the world. That is why the practice of interaction with young students requires a different form of education, which will be created in cooperation with adults. Today there are no ready-made solutions

based on the internalized baggage of existing knowledge, skills and abilities. A modern student has to make decisions independently, bear responsibility for them, solve all life situations as creative ones. Readiness for this kind of creativity and responsibility cannot arise independently, they are formed only in the conditions of the process of education and active socialization. Thus, the training of higher education students takes into account their individuality, creativity and ability to orient themselves in the future: the ability to anticipate, fantasize and flexibly move into new actions even in uncertain situations.

In the system of higher education, the educational process prescribes “what a student should be”, he/she is not accepted by the system as he/she is. Instead of nurturing virtues, there is a struggle with personality flaws, aimed at “eradicating” vices. That is why the socialization of the young generation as a subject area of pedagogy today comes to the forefront, because the development of personality occurs throughout the life cycle, and its basis is formed in the period of students (A. G. Asmolov, B. L. Wolfson).

The institute of socialization of student youth today becomes the mass media, they are the most powerful tool for the formation of voluntary-coercive behavior. Modern education is impossible without intentionally nurtured qualities of the subject of socialization, able to resist social manipulation, remaining himself.

Socialization as a mechanism of reproduction of society in the educational process today carries radical changes aimed at a quality-oriented personality (Wagner I. V. Volosovets T. V., 2017). The educational system undoubtedly strives to succeed behind the realities of the ongoing life of the student's personality, who live “here and now”, not the past or the future. To fulfill these conditions, it is necessary to take into account the social life of the personality, the constructed organization of socializing influences to choose their own position (Shemshurin A. A., 2017).

The purpose of education of personality in higher education is directed to bring up the subject of his own life, to recognize the uniqueness of each his social rights and freedom (J. A. Comenius, C. Helvetius, N. G. Chernyshevsky, K. D. Ushinsky,). We must necessarily take into account that education is a part of directed involvement in the life activity of an individual through the process of socialization. Introducing the older and younger generation to socio-cultural values in various situations of education, the spiritual and subject area is enriched, the practical environment for socialization is determined, which is filled with real life content (Serikov V. V., 1999).

Pedagogy, as a science, in its processes of pedagogical process, reveals the structure of socialization, its connection with the holistic mechanism of personal education, ways, methods, organizational forms of students' involvement in social relationships.

Theoretical aspects of socialization problems are formed of several components. First of all, socialization is used to be perceived as a compilation of culture from the generation of generations, as a kind of social mechanism, covered by the impact of the

surrounding world and the organization of upbringing. Secondly, socialization is unity, multiplicity, discordance and autonomy, rather than a rigid system of actions of factors, institutions and bodies of social development. Thirdly, socialization is interpersonal communication, without which it is impossible to form a personality and penetrate its picture of the world. In the fourth case, socialization is the acquisition by the individual of norms, values, attitudes, stereotypes developed by society, as a result of which a system of internal regulation is formed. And, finally, social activity is the creativity of self-realization of personality, transformation of self, activity of personality.

Based on the proposed conclusions, socialization can be presented in the form of a scheme: socialization – education – self-education.

Socialization implies not just the conscious mastery of already prepared models and ways of social life, but the very ways of interaction with the spiritual and material culture of development, adaptation to society, development of one's own social experience, values, and lifestyle.

Upbringing is a system of purposeful, organized pedagogical interrelation of adults and youth between themselves and young people.

Self-education is an independently realized activity of the student, aimed at improving the qualities of personality, which is qualified by the realization of himself as an acting subject of social development.

Information culture, change, speed of its content, as well as ways of communication establish conditions in which the means of education are any facts of the student's personal life, exactly those that generate explicit experiences, but at the same time show the need to express individual competence, experience, social skill. The technology of comprehension of social roles and the elaboration of individual "events of social experiences" enables the individual to experience and perceive the action of the subject of social development (Marcinkovskaya, T. D., 2012).

For the educational process of personality it is necessary to take into account the very procedure and specificity of social education in pedagogical context, using some criteria: the criterion of goal-setting (understanding of the goals of education, expansion of views on the student's life self-determination, self-realization of his/her abilities depending on the needs of society); the criterion of connection of socialization with a specially established pedagogical process; the criterion about the search for new educational content.

Socialization of the student's personality in the educational process of "Surgut State University" takes place through activities that contribute to the development of motivation and adequate self-esteem of the student: intellectual (participation in university, city and district conferences and Olympiads), moral (debates, work of student self-government bodies), gender (organization of a series of meetings for boys and girls "talking about important things"), national (holding events introducing the

traditions of other nationalities), professional (organization of events introducing the traditions of other nationalities). The teacher plays the role of adviser, consultant, who brings innovations in the process of socialization, assists in adaptation, for better formation of personality of each person.

Modern education should involve young people in the real reality from school and help them to fully develop during the student period, many activities that were considered purely adult: consumption of mass-media services, extreme sports, participation in consumer markets, etc. are already part of the socialization layer and give young generations a certain social experience, that is why today there is an acute issue of “quality education” (Arseniev A. C., 2001). Quality education is manifested not only in high education, thinking system, economic, legal, information, business culture, but in how graduates have the experience of life in the education system, how they are socialized. “Education is what remains after everything we have been taught is forgotten”, Albert Einstein correctly noted that it is the socialization of students through the education system, in modern realities, gives the opportunity to show their experience and skills gained during the period of education in practice, making a huge contribution to the development and formation of our state.

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