

Socialization of rural youth issues in the development of agricultural industry and society

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Abstract. Socialization of rural youth is a key factor in the development of Agricultural industry and society. In the modern world, where urbanization and technological progress are rapidly changing the shape of lives, it is necessary to pay special attention to the social processes taking place in rural areas. The presented research evaluates the role of youth in the development of rural communities and the relevant analysis allowed us to determine that young people, who are the future of the nation, have a significant in the formation and development of rural communities. With the active use of the Internet and social networks, online platforms have a significant impact on the socialization process. They facilitate overcoming geographical barriers and create conditions for the formation of communities with common interests. Within the analysis stage of the research the authors have identified the positive aspect of using social networks in the socialization of rural youth as broadening their horizons and access to new knowledge. Young people have the opportunity to learn about different development areas, professions or training programs that were previously inaccessible to them. The opportunities for rural youth to share experiences and successes contribute to the self-esteem and encourage their personal growth. The authors, on the other hand, highlight the negative aspects of using social networks in the process of socialization of rural youth: dependence on the virtual world and disconnection from real life; the presence of uncontrolled information or content that can lead to the formation of wrong value orientations of youth. The authors of the study have concluded that it is essential to create conditions for the development of critical thinking among rural youth and suggest ways to solve the problems involved in the socialization of rural youth.

Key words: youth, rural youth, socialization, rural area, society, development, education, skills, infrastructure, social networks.

1 Introduction

The presented article thematically focuses on the issue of socialization of rural youth as a factor of development of society. One of the main challenges in socialization of young people in rural areas – rural youth – is to create conditions for their proper development and self-realization. Most young people in rural areas are limited in their ability to receive quality education and access to information resources. Lack of infrastructure, lack of promising jobs and few cultural and recreational centers limit the choices and prospects of life for this category of the population. Hence the need for active participation of the state and the community in creating conditions for the development of young people in rural areas.

The relevance of studying the problems of socialization rural youth is based on the need to develop effective strategies to improve the quality of life of young people living in rural areas. In recent decades, it has been noticed that young people are increasingly leaving rural areas for cities in search of better

opportunities and quality of life. This causes a decline in rural population, increased social tensions and economic decline.

Socialization of the young people in rural areas has become one of the key factors in the development of society. It enables young people from rural areas to acquire the necessary knowledge and skills to help them successfully integrate into society and realize their potential.

There are however, a number of socio-economic challenges faced by rural youth that have a negative impact on their lives and development. One of the main challenges is inequality in access to opportunities and resources. Rural areas often have no available infrastructure, educational facilities, health care and other social services, causing additional difficulties for young people.

One of the principal factors of inequality is economic development. Agriculture is the main work activity of the population in rural areas, but the process of

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industrialization and urbanization is reducing the number of people employed in this sector. This makes it increasingly difficult for young people to find work and secure their future.

Lack of quality education opportunities is also a major challenge for rural youth. Rural small schools often face limited funding, which affects the quality of education and opportunities for students. Miroslav Cibik and Roberta Stepankova in their scientific paper concerned some urban development factors related to education of youth comment in this regard: "Higher education and continuously increasing job opportunities in the labor market are drawing young people to study at universities" [2, p. 38]. Most young people do not have access to higher education due to the distance of universities and lack of funds to pay tuition fees.

In addition, the uneven development of information and communication technologies in rural areas poses challenges for young people.

2 The main part

A historical overview of the socialization of rural youth allows us to better understand the evolution of the process and identify the main trends. In the past, rural youth were often neglected by the state and society, resulting in their social exclusion and lack of access to both the education and the development.

Over time, however, the realization of the importance of rural youth for the development of the country began to change. The government began to contribute actively to the creation of conditions for the socialization of young people, especially in rural areas.

An influential stage was the establishment of agro-technical schools, where young villagers received special education in agrarian sciences. This allowed them to acquire not only knowledge, but also practical skills that were required for successful work in agriculture.

In addition, special programs for the socialization of rural youth were conducted, which included various educational, cultural and awareness-raising activities. They helped young people to broaden their horizons, develop social skills and strengthen their sense of citizenship.

In recent decades, the socialization of rural youth has been actively supported by the government and public organizations. The development of information technologies has opened new opportunities for distance learning and development, which is especially useful for young villagers.

It should be noted, however, that challenges still remain. The lack of accessible education and quality services in the provinces can leave young people without proper support. Therefore, it is important to continue to promote the socialization of rural youth, creating equal opportunities for their development.

A review of the socialization of rural youth shows that the government and society attach increasing importance to this process. The development of infrastructure, education and cultural programs contributes to the successful socialization of young rural

residents and is an important factor in the development of society as a whole. However, it is necessary to continue efforts to improve accessibility of services and create equal opportunities for all young people, regardless of their place of residence.

Socialization of rural youth is one of the key factors in the development of society. Nowadays, with the active use of the Internet and social networks, it is online platforms that have a significant impact on the socialization process.

Social networks provide opportunities for young people from rural areas to socialize, share experiences, get information and make new acquaintances. Such websites and applications help to overcome geographical barriers and create conditions for the emergence of communities with common interests.

One of the positive aspects of using social media in the socialization of rural youth is the broadening of horizons and access to new knowledge. Young people have the opportunity to learn about different areas for development, professions or training programs that were previously inaccessible to them. They can also share their experiences and successes, which contributes to self-esteem and stimulates personal growth.

In addition, social networks allow young people from rural areas to meet like-minded people and create communities where they can discuss important topics, solve problems or merely socialize. This helps to strengthen social ties and develop communication skills.

However, it is necessary to note the negative aspects of using social networks in the process of socialization of rural youth. The impact of online platforms can be twofold. On the one hand, they contribute to the expansion of opportunities for self-development and communication. On the other hand, they can cause dependence on the virtual world and disconnection from real life.

Uncontrolled information or content often becomes available on the Internet, which can influence the formation of wrong value preferences of young people. It is important to develop in rural youth critical thinking and the ability to monitor and analyze the information they receive.

Thus, socialization of rural youth through the use of social networks is an important factor in the development of society. However, it is necessary to take into account both positive and negative aspects of the process. It is important to create conditions for the conscious use of social networks and to develop the skills of critical evaluation of information for young people from rural areas.

Education plays an important role in the process of socialization of rural youth and is one of the main factors in the development of society. Educational institutions in rural areas provide young people not only with knowledge and skills, but also contribute to the development of values, social engagement and sense of patriotism.

The first thing to note in this regard is the accessibility of education for rural youth. In recent years, government programs have been actively engaged in the development of educational infrastructure in rural areas.

The establishment of new schools, colleges and universities makes it possible to reduce the distance to educational institutions and increase the accessibility of quality education for residents of villages and settlements.

Second, the importance of vocational education for rural youth. The development of the agrarian sector of the economy requires specialists of a high level of training. Vocational technical schools and colleges in rural areas offer training in specialties related to agriculture, animal farming and other branches of the agrarian complex. This allows young people to acquire the necessary knowledge and skills for successful career in these fields.

Third, socialization through education helps to develop values and skills of citizenship. Educational programs include the study of basic principles of democracy, human rights, ecological thinking and tolerance. This helps young people realize their role in the development of society and become active citizens who can take responsible decisions.

Modern education promotes the development of leadership qualities for young people. School clubs, student associations and other forms of extracurricular activities create conditions for the development of organizational skills, teamwork and leadership. These skills will be useful for young people in their future, both in professional and social life.

The significance of education in the socialization processes of rural youth is an integral part of the development of society. Providing accessible and quality education enables young people to acquire not only knowledge and skills, but also shapes values, civic engagement and leadership qualities. This sets the foundation for sustainable development of rural areas and the society as a whole.

Socialization of rural youth is an important factor in the development of society, but it faces a number of problems and challenges. Below are the main problems faced by young people from rural areas during socialization.

Firstly, one of the main problems is the lack of access to education and cultural opportunities. Many village schools are underfunded and unable to offer high quality education. This causes barriers to further education and successful employment for young people from rural areas.

Second, the lack of social infrastructure also plays a negative role in the socialization of rural youth. Unlike urban areas, rural areas are often deprived of sports facilities, libraries and other institutions that contribute to the all-round development of the individual. This can result in a sense of isolation and backwardness among young people, making it difficult for them to socialize.

The absence of prospects in the labor market is another problem faced by young people from rural areas. Agricultural sector activities often offer limited opportunities for career advancement and professional development. This can result in an outflow of young people to cities in search of better opportunities, thus negatively affecting the development of rural areas.

The problem of unemployment in rural areas is caused by underdeveloped labor market, low wages, low standard of living and the need to maintain inefficient workers in order to avoid losses for business - all these factors do not allow to attract qualified labor force to agricultural production and, consequently, to increase its efficiency. Selezneva M.K. highlights in this regard: «Low efficiency of agrarian production does not allow increasing the wages of agricultural employees, which could induce demand for services and thus, form additional jobs in rural areas» [6, p. 8].

Villagers are in more constrained material circumstances, more often use irregular earnings, provide services to their fellow villagers, sell their own products, and engage in private subsidiary farming. In modern environment, incentives to increase labor productivity have weakened, which has caused a decrease in production efficiency and losses of agricultural enterprises.

As a result, nowadays there are fewer highly qualified specialists in rural areas. The formation of the labor market in rural areas is taking place in less favorable conditions than in urban areas. The reason for this is, firstly, insufficiently effective state policy in relation to agriculture. Secondly, rural areas are home to many people with little or no education, as well as a large proportion of pensioners. Lack of professional training and low qualifications make the population uncompetitive. Thirdly, the current socio-demographic structure of the population lacks a network of necessary information about vacancies. Thus, rural residents are less dynamic and adaptable to new living conditions, and this factor also distinguishes them from the people living in cities.

The problem of unemployment in rural areas should be solved by stabilizing the employment sphere. It is necessary to create conditions for the development not only of big cities, but also of rural areas. The government should create programs to improve life in rural areas. The proposed programs (the authors of the paper proposals) are:

- the governmental support towards the development of farming by providing incentives. This will benefit both the state's economy and provide jobs for the employable population;

- to develop engineering and social infrastructure, which will help to provide villagers with everything they need. The formation of social infrastructure should be carried out not only at the expense of public funds, but also at the expense of all entities and individuals of the territorial community;

- to reform the foundations of rural education. Until now, in many villages, education remains only secondary and specialized secondary education. It is aimed at training agricultural workers. Rural areas need specialists in other professions - in tourism and service, consumer services, managers of cooperatives.

All these above suggested measures can contribute to the improvement of economic indicators, social and living conditions, demographic situation in rural areas, as well as to the reduction of unemployment in villages.

The migration of rural youth affects negatively the development of rural economy. The departure of young people represents a loss of resources for the development of the agricultural sector, as they are often specialists in farming, animal farming or other sectors related to the agro-industrial complex.

Migration can also result in the loss of traditions and cultural heritage. Rural youth leaving their home villages lose contact with their traditional culture and way of life. This can lead to the gradual forgetting and disappearance of many national customs, rituals and linguistic features.

Initially, the outflow of young people from rural areas can be seen as a natural process of social development. Yet, it should be taken into account that the loss of traditions and cultural heritage can result in the loss of identity of rural youth. This can cause a sense of irrelevance, a negative impact on self-determination and personality formation.

Sociologists propose several approaches to solve the above-mentioned problem [4; 5]. An important step is to preserve and promote traditions among rural youth. To this effect, various events, festivals or competitions can be organized, where young people will have an opportunity to get acquainted with their culture and heritage.

Furthermore, it is important to create conditions for the development of alternative sources of employment in rural areas. The authors of the paper propose in this regard: 1) the development of eco-tourist routes; 2) the organization of farms; 3) organic production. Such initiatives can contribute to activities aimed at attracting young people back to rural areas and provide them with opportunities for self-realization. Karas, J., Skypalova, R., Tomsik, P. within their research on aspects of human capital in agriculture note in the regard to the fact that new professions are demanded in this sector: "Advances in technologies have always raised concerns that they will redraft the map of the required professions" [3, p. 298].

Farms form an attractive landscape to live in: they are small colorful and contoured fields, small beautiful herds, gardens. The more farms there are, the greater the choice of quality products. A pattern emerges here: the better local people eat, the better the surrounding landscape, the higher the quality of life in general. And vice versa. In this way the preconditions for ruralization are created.

One of the important indicators of the Ministry of Agriculture of the Russian Federation program is to direct the flow of reverse urban migration and to trigger the processes of ruralization (as opposed to urbanization). Urban youth move to develop local authentic projects, and succeed better than local youth. It is necessary to expand the range of quality of life indicators, including turning culture, ecology and animal husbandry into new drivers of rural development.

The development of farm production based on local cultivated varieties and breeds, breeding of animals specific to the development of the identity of the area create the basis for attracting tourist flow - domestic and international. This is the added value, the preservation of

unique crafts, and the opportunity to work in nature with optimal urbanization.

Nowadays, the humane treatment of animals is of great public interest all over the world. The animal husbandry sector of agriculture, as the most extensive system utilizing animals for human needs, cannot be left out of these discussions.

Poor communications infrastructure and access to information technology also limits social opportunities for rural youth. Most rural areas do not have broadband internet or access to information, making it difficult to acquire new knowledge and communicate with others.

An innovative approach to entrepreneurship among rural youth is an important component of effective government policy. Many young people from rural areas face limited opportunities for employment and self-realization. The development of entrepreneurial potential will help create new jobs, contribute to the economic development of the area and improve living standards.

The government is supposed to provide financial support and favorable loans for young entrepreneurs from rural areas. Special entrepreneurship support centers should also be established where young people can receive advice on starting and developing their businesses. It is also important to organize trainings and seminars where young people can acquire the necessary skills and knowledge for successful entrepreneurship.

Experts note that the most popular instrument in this area is the preferential rural mortgage, which provided unique financial conditions for the purchase or construction of housing [1; 6]. However, preferential rural mortgage was used in most cases not by those who planned to develop agriculture, but by those who wanted to invest profitably in real estate. As a result, the preferential mortgage provoked inadequate and rapid growth of property prices in both the primary and secondary sectors.

The program of the preferential rural mortgage is supposed to help retain young specialists from various sectors of the economy in rural areas and attract new highly qualified specialists from cities. Unfortunately, despite the fact that the current rules of rural mortgages stipulate the necessity of residence registration in the purchased housing, there are often acts of fraud committed by citizens. [7,8].

Yet all the problems of the sociology of rural youth cannot be solved by state policy alone. Public participation in solving these problems plays an important role. It is necessary to actively involve public organizations, non-governmental organizations and communities in the effort to improve the living conditions and development prospects of rural youth.

Creating partnerships between the government and community organizations will help bring together the efforts of all concerned parties to achieve common goals. Community organizations can monitor and evaluate policies, conduct research and analyze the problems of rural youth, and propose solutions.

The active involvement of young people themselves in problem-solving is also important. Young people should be able to voice their opinions, propose their ideas and participate in decisions that affect them. For

this purpose, it is necessary to create platforms for dialogue and exchange of experience between the government, the public organizations and rural youth.

3 Conclusion

In summary, the socialization of rural youth faces a number of problems and challenges that complicate the full development and integration of young people from rural areas into society. To address these problems, it is necessary to pay special attention to the development of education, social infrastructure and access to information technologies. Only in this way, in our opinion, can favorable conditions for the socialization of rural youth be created and the level of development of the whole society be improved.

The socialization of rural youth is of great importance for the development of society as a whole. The interaction of youth with regional and national institutions allows not only the formation of an active civil community, but also contributes to the strengthening of the economic and social potential of rural areas.

The prospects for the development of rural youth socialization primarily focus on creating conditions for their proper life and self-realization. Developing infrastructure in rural areas, providing access to education, health care and cultural events - all this contributes to the formation of active citizens ready to take part in the development of their local area.

Youth organizations and associations are of particular importance. The creation of clubs, associations or other forms of organizations allows young people to share experiences, find support and influence the processes around them. Such structures not only contribute to the socialization of young people, but can also become the basis for rural development projects.

The government support is an important factor in the development of socialization of rural youth. The development and implementation of programs and projects aimed at supporting young people from rural areas, creating conditions for education and employment are all necessary for young people to be able to realize their full potential.

Equally important is the active participation of young people themselves in socialization processes. Aware participation in public life, participation in volunteer activities, and work on self-development - all this helps to form leadership qualities and contributes to successful adaptation to changing conditions.

The socialization of rural youth as a factor in the development of society involves the creation of favorable conditions for their development and self-realization. The interaction of young people with civil society institutions, support from the government and the active participation of young people in socialization processes are the main directions for the development of this process. Only through unifying efforts can we achieve positive results and create favorable conditions for the development of rural areas and society as a whole.

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