

FAMILY VALUES OF YOUTH IN MODERN SOCIO-DEMOGRAPHIC SITUATION IN RUSSIA

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The article deals with value orientations of youth in the sphere of family and relationships, which are influenced by various factors. The most significant factors are the dynamics of values in society, the model of parental family and socio-demographic situation in the country. It is important to study the formation of family values in the minds of young people, as young people's perceptions about marriage and family sum up the past experience and create a prototype of the future family. The style of behavior in a family, sexual behavior, and marital status of youth is not isolated; it largely determines the demographic structure of the whole family, prospects of its development, the nature of the tasks and the problems, which it has to solve. Therefore, a study of trends in the development of marriage and family value orientations of youth, as well as the problems of family socialization relate to multiple areas of sociology: sociology of youth, sociology of family, sociology of culture, sociology of education. They are important to study not only in Russia, but also in world practice.

Keywords: youth; family values; socio-demographic situation; family; marriage; society; transformation of values.

INTRODUCTION

Family values form the inner core of the culture and the spiritual component of the needs and interests of individuals and social communities; they are unique, and they cannot replace any other benefits.

Family values are the beliefs that contribute to creative and constructive activities of the family and its members, not inconsistent with the norms of society, based on love, mutual understanding, cooperation, and kindness. It is the conscious and conscientious performance of marital and parental duty, the responsibility for

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child rearing, home management, communication with society, transfer of positive family experiences and traditions to future generations.

Let us discuss different theories of family values.

Structural and functional theory helps to classify family values based on social functions performed by the family: the reproductive function (the value of children); the socialization functions (the value of participation of both parents and older generations in the upbringing of children); the existential function (the value of intrafamiliar communications, the value of family microclimate, the value of health, well-being, and maintaining the longevity of family members); economic functions (the value of family business and family consumption) (Vinken, 2007).

The conflict theory considers family values as a source of conflict interaction in the family, while conflicts of family values are a natural part of family life. The constructive function of conflicts of family values is that they can become a powerful source of development of the individual and the group. For the person, these consequences can be expressed in achieving peace of mind, tranquility, increasing the meaningfulness of life, appearance of a new consciousness. Thanks to the conflict of values, the new goals, norms, and rules may appear in the family. Constructive family values include: motherhood, paternity, marriage, relationship, love for children, husband or wife, parents; willingness to help; willingness to take responsibility for family members; children education of love for the Motherland, nature; promotion of a sense of responsibility for actions in children, etc. The destructive function of conflicts of family values is that at the level of the individual it can lead to a growing sense of social and psychological discomfort. There is a shift from the motive to the goal: the conflicting parties begin to forget that their goal is to resolve the situation. In the first place comes the desire to hurt the partner, cause harm to him/her, sometimes even at the cost of your own harm. At the level of intrafamiliar functioning, the destructive function of the conflict of family values can be manifested in the violation of the information exchange, the system of interrelations, weakening the unity of the family, reducing its cohesion, inability to withstand difficulties. Non-constructive family values include: selfishness; conscious childlessness (antipathy for children); birth of children in order to receive benefits; violence against children and other family members; adherence to non-traditional forms of marriage and family relations (cohabitation, guest marriage, swinging, etc.); refusal to perform family functions; refusal or deviant forms of children upbringing, etc. (Ule and Kuhar, 2008).

The system approach treats family values as a relationship of three groups of values:

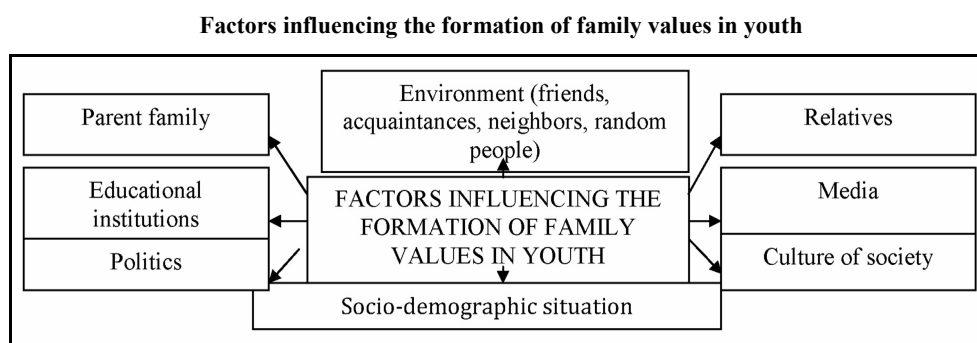
- 1) the values of marriage include: fidelity, equality of spouses, or the dominance of one of them, the value of various sexual roles in the family, the value of interpersonal communication between spouses, the relationship of mutual support and mutual understanding of the spouses;

2) the values of parenthood include a system of interrelated phenomena, such as parental feelings, social roles and relationships, attachment to children, a style of upbringing. A special binding role among other family values is played by children who are the main value of the family;

3) values of kinship embrace: blood relationship (honoring ancestors, pride in belonging to one's family, composing a family tree, spiritual continuity), caring for the health of parents, relatives, sons' debt; family harmony; family customs, traditions, rituals (Simons et al., 2013).

In the attitudes and minds of young people, the family values, on the one hand, summarize the social experience of past and present, and on the other hand – create a prototype of the future family, predict the indicators of demographic behavior and development in the future. Family values of young people are forming not spontaneously, but under the influence of many factors (*Figure 1*).

Figure 1



There are several scientific theories about the impact of the social situation on the family values of young people:

1) *the crisis approach*. According to this concept, the formation of family values in young people occurs in the conflict between the individual and social values, with the inevitable impact of the social situation;

2) *the modernization approach* asserts that there is a transformation of the family values of young people within the change from the traditional type of family to the modern one, and as a whole it has a positive orientation. Current trends in the family values of young people respond to the influence of the social situation and should not be interpreted unambiguously as a deviation from the norm. They are rather signs of significant and irreversible evolutionary shifts in the family institution itself;

3) *the concept of dependence*. According to this concept, young people are in a more difficult financial situation; they need state and parental support; they usually do not have housing; and they have increased requests for spiritual development. In the crisis conditions of modern society, young people face many social, political,

economic, and moral changes in the life of society and cannot cope with them alone.

The youth is in the midst of current socio-demographic reality of serving a significant factor in the formation of family value orientations, behaviors and life priorities of the young generation.

The influence of socio-demographic situation on family values of young people manifests firstly in increasing the age of marriage. Data indicate that from 1997 to 2011, the age of marriage increased for men from 24.4 to 27.4 years, and for women from 22.2 to 25.0 (Kurakina, 2015). Secondly, in the increased number of divorces, there is an evidence that 1/3 of all divorces happen in families that exist less than a year, and another 1/3 of divorces – in families with marital experience from one year to five years (Pakhomova, 2010). Thirdly, the social norm “to have no more than two children in the family” becomes widely accepted. The proportion of the population that do not have and do not plan to have children increases (14% in 2004, 18% – 2007, 20% – 2011). In the future, 12–15% of young people under 30 can remain deliberately childless. Fourthly, among young people, there is a setting for late delivery (Kurakina, 2015). Fifthly, the problematic social situation negatively affects the level of mortality among young people. In 2012, external causes of death (alcohol, drugs, accidents) caused 68% of all deaths in Russia among young people of 15–29 years (Scherbakova, 2014).

The department of social work (N. P. Ogarev, Moscow State University (2016)) carried out a sociological study on “The impact of current socio-demographic situation in Russia on the formation of family values of youth”.

The problem of the study was to identify the impact of current socio-demographic situation in Russia on the formation of family values of youth, and the role of social work in this process.

The purpose of the study was to explore the characteristics of the impact of current socio-demographic situation in Russia on the formation of family values of young people, and to highlight the perspectives and recommendations of preparation of youth for marriage and family life in the aspect of social work areas.

The degree of scientific knowledge of the topic and the problems of research. Multidimensional and multidisciplinary nature of the impact of current socio-demographic situation in Russia on the formation of family values of youth, and the role of social work in this process determine the variety of used scientific sources. Thus, the impact of current socio-demographic situation in Russia on the modern youth got its coverage in the writings of M. K. Gorshkov (Gorshkov, 2010), Yu. A. Zubok (Zubok, 2003), M. I. Ivliev (Ivliev, 2010), G. I. Klimantova (Klimantova, 2004), E. V. Kurakina (Kurakina, 2015), E. V. Maslukova (Masliukova, 2016), G. A. Fomchenkova (Fomchenkova, 2014), E. M. Shcherbakova (Scherbakova, 2014), and others.

The formation of family values and orientations of young people occurs in the context of the transformation of the family institution. Therefore, the scope of

sociological literature on the problem of the development of the family institution in modern Russia was an important unit of work, the analysis of which is necessary for this study. The study reveals the depth of contradictions in modern family-marriage sphere of society, manifested both in crisis and in evolutionary trends of development of family values and relations. The following works should be noted: A. I. Antonov (Antonov, 1998), T. M. Afanasyeva (Afanasyeva, 2006), N. F. Divitsyna (Divitsyna, 2006), M. S. Matskovsky (Matskovsky, 1989), L. I. Savinov (Savinov, 2000) and others.

According to some authors, the issues of family manners, sexual behavior, and marital status of youth are not isolated and largely determine the demographic structure of the whole family, prospects of its development, the nature of tasks and problems that it has to solve. We should note the works of the following scholars: E. Giddens (Giddens, 2013), V. T. Lisovsky (Lisovsky, 2000), V. A. Sysenko (Sysenko, 1999) and others. The works of these scientists form the scientific reference for further conceptualization and development of topical problems in the field of sociology of youth.

Socio-demographic situation actualizes the importance of conducting social work with young people, in order to promote constructive family values. The role of social worker in the formation of family values of young people is particularly significant when parents are unable to prepare young people constructively for marriage and family life. Even if the experience of family life of parents and family values are positive for children, the help of social worker may not be superfluous. It will help to complement and reinforce the positive aspects of premarital preparation from the point of view of objective reality and scientific-research positions of such authors as S. I. Grigoriev (Grigoriev, 2014), N. F. Basov (Basov, 2012), E. I. Kholostova (Kholostova, 2013), T. V. Solovyova (Solovyova, 2016) and others.

It should be noted that there is a disagreement among scholars concerning the place of family values in the value system of youth. A number of studies on youth and its priorities demonstrate a sufficiently high value of family in the value system of young Russians. However, some specialists are very candid in their negative assessments of the values of the youth in the field of marriage and family, noting the destruction of family values in modern Russia, as well as believing that in today's Russia, a considerable part of young people have formed a distorted view of family as a way to meet sexual needs. The researchers also talk about the paradoxes in the value consciousness of the Russian youth as the high value of family in the youth environment combines with the admissibility of prostitution, approval of physical intimacy for a fee, arranged marriages, etc.

Family values of youth in modern socio-demographic situation in Russia are considered during the analysis of the works of T. A. Gurko (Gurko, 2015), I. F. Dementieva (Dementieva, 2012), V. I. Zhukov (Zhukov, 2014), D. V. Zernov

(Zernov, 2015), Kuzina and Vinokurova (Kuzina and Vinokurova, 2016), and others.

Currently, the attention of scientists is attracted to the problematic issues of premarital preparation and questions of teaching young people constructive family values. However, this direction is still poorly developed; it needs improvement and more serious attitude of the state structures. Prospects and recommendations for the preparation of young people for marriage and family life in the aspect of social work areas under conditions of modern socio-demographic situation in Russia are considered in the analysis of works of E. I. Zritneva (Zritneva, 2005), I. V. Dubrovina (Dubrovina, 2015), N. G. Lagoyda (Lagoyda, 2013), S. V. Kovalev (Kovalev, 1991), A. S. Makarenko (Makarenko, 1988), D. N. Isaev (Isaev, 1988), and others.

In this work, the authors used the results of empirical sociological research for secondary analysis devoted to problems of family values formation of youth in modern socio-demographic situation in Russia. These problems were analyzed and described by A. Kryukova (Kryukova et al., 2014), S. P. Ivanenkov (Ivanenkov, 2012), L. Popova (Popova, 2014), E. I. Zritneva (Zritneva, 2005). In general, Russian scientists, regardless of the study area and the chosen methodology, note the inconsistency and ambiguity of the process of value dynamics in the youth environment, which is characterized by both positive and negative traits. According to S. P. Ivanenkov, “in a situation of instability, the previously stable regulatory space is eroded; it loses its borders, shapes, and, consequently, the identification processes become complicated in the youth environment; new forms of age solidarities appear (stylistic, symbolic, and virtual), and the youth have their own idea about future” (Ivanenkov, 2012).

Thus, on the one hand, the research topic is highlighted deeply enough in scientific literature (this refers to the problem of youth and its values, to the problem of the demographic crisis in Russia and the factors of this phenomenon). On the other hand, the issues of family values and orientation of the youth, its demographic behavioral strategies, conditions and factors of their formation and implementation have not received conceptual studies on the sociological level. In addition, the problem of family values and orientations in the context of demographic development of Russian society has not received the conceptual study in a comprehensive way. However, the accumulated potential in the sociology and demography of the family, sociology of youth, and sociology of spiritual life is very wide and it is impossible to reach the level of solving the research problem without extensive analysis. The conducted analysis of the degree of scientific elaboration of the research problem allows making a conclusion about the multiplicity of the raised issue; its high degree of inconsistency and ambiguity from the position of both the presented research directions and perspectives of value of youth development, and the functioning of the family institution, a transformation of which generates different variants of implementation of family strategies and styles. Basically, we need a deep sociological conceptualization and applied development of formation

and development problems of family values and orientations of Russian youth, that are considered in this study as a key indicator of population dynamics and demographic prospects.

We should note the significance of the research problem not only for Russia, but also for world practice. Economic and social changes radically affect young people, their values and attitudes, and transform their experience not only in Russia but also in many parts of the world. Foreign scientists noted that modern youth faces a wider range of uncertainty and problems than in any previous era (Jeffrey and McDowell, 2004). In foreign literature, the problem of social uncertainty and confusion of youth is associated: with the desire and ability of young people to build a new model of life path focused primarily on career (Vinken, 2007); with the need to become financially independent, and then realize their aspirations related to family life (Ule and Kuhar, 2008). There is a perception that young people seek for life in modern cities – large settlements, administrative by developed, industrial and cultural centers providing a great opportunity of premarital search for young people. However, urban life is often related to the difficulties of adapting to not quite favorable socio-economic conditions. Many young people today express their values and preferences that are attached to the urban environment, which indicates the existence of an urban ethos of youth, including a certain life style, culture, and hierarchy of values (Baeck, 2004).

The needs in conducting social work with young people are also covered in the foreign scientific works (McCullagh, 2002; Stoesz, 2002).

In addition, the scientific literature allocates global trends of family that directly affect family values of young people, for example:

- modern social environment (family, peers, and neighborhood) often becomes the cause for risky sexual behavior among young people;
- the growing popularity of the extrafamilial way of life, values of freedom from family obligations, and self-realization in professional activities that is supported by the whole economic system, preferring the worker that is not burdened with family and children (Chen et al., 1997);
- the norms of having few children rather than many children become more common in families. The number of children in a family is reduced up to their complete absence;
- the level of nuptiality is declining; a number of people choosing alternative (illegitimate) forms of family relations is increasing; there becomes more divorced and single-parent families, higher number of single mothers;
- there is a transition of a number of family functions to other social institutions, which results in many family bonds losing their previous value;
- there is an “erosion” process of behavioral norms system in the field of marriage and family, and “erosion” of views on the content of family roles in young families.

Similar processes could influence the premarital behavior of today's youth, as the experience of family life of parents is a determining factor in the formation of marriage and family attitudes of children. In the process of transition to adult life, an example of family relationships is of special importance to an individual (Myklebust and Solvang, 2005). Thus, young people from wealthy families that are continuously married are more committed to family values and less likely to engage in a risky sexual behavior (Simons et al., 2013).

Aims of the study:

1. To characterize the problems of youth in modern socio-demographic situation in Russia;
2. To justify the formation of family values of youth in modern socio-demographic situation in Russia, in the light of social work approach;
3. To analyze the impact of current socio-demographic situation in Russia on the formation of family values of youth, and the role of social work in this process (by the example of Saransk city);
4. To examine the family values of the youth in the conditions of modern socio-demographic situation in Russia, according to the results of a sociological survey (by the example of Saransk city);
5. To highlight the perspectives and recommendations of preparation of youth to marriage and family life, in the aspect of social work areas in the context of modern socio-demographic situation in Russia.

Basic research tools – questionnaire of the sociological survey developed in accordance with the problem, purpose and aims of the study.

The survey questionnaire included 27 questions including ones about the reproductive attitudes of young people, the estimated age of marriage, the motivation for future marriage, and family relations. A separate block consisted of questions revealing constructive and non-constructive family value orientations of young people, young people's attitudes about the form of marriage and family relations, family characteristics, attitude towards divorce. Important questions were those helping to clarify the topics of pre-marital training of young people, including roles of the family, the state, and qualified specialists; and the degree of young people readiness for fulfilling a number of family roles and functions.

The chronological scope of the research – January–March 2016

The territorial scope of the study – Saransk city.

The empirical base of the study consists of statistical data published on the official website of Russian Federal State Statistics Service, the legal sources and materials of the Russian sociological studies published in monographic and periodical literature; information on the issue published in the scientific periodical literature, Internet sources; results of the authors' own research.

When conducting this research, the authors applied three groups of research methods as methodological framework: 1) general scientific methods: analysis, synthesis, comparison, generalization, interpretation, systematic method, secondary analysis of empirical data of sociological studies; 2) specific scientific methods – a questionnaire survey of young people in the city of Saransk; 3) methods of

results' processing – mathematical methods, classifications, typologies, groupings, information summarizing and interpreting.

The general totality of coverage included the total number of Saransk youth – 115,615 thousand people (*Table no. 1*).

Table no. 1

Statistics on the distribution of young people aged 14–30 years of age by type of settlement in the Republic of Mordovia in 2015 (“The state Committee of the Republic of Mordovia for youth,” n.d.).

Type of settlement	The number of young people (thousand people)	The proportion of young people relative to the total number of youths (%)
Cities and urban settlements	115,615	66.2
Rural settlements	58,962	33.8

The totality of coverage amounted to 0.1% of the general coverage – 144 people. According to gender, the respondents were distributed as follows, 85 girls and 59 boys. The sample was random. The respondents were students of secondary schools of the Saransk city.

Criteria for the respondents selection for a sociological survey:

- 1) Lack of experience in registered and unregistered marriage;
- 2) Permanent residence in Saransk city (presence of residence permit);
- 3) Presence of the status of a senior student of the secondary general school;
- 4) Desire to participate in a sociological survey.

The sample is of a stratified type with steps organization according to the territorial principle. At the last stage of selection, a quota sample was used. As quota attributes, we used such categories as gender, age, and territory of residence.

RESULTS

As a result of questionnaire survey of youth, we have made the following conclusions.

Firstly, parent family, social values and socio-demographic situation in the country are the dominant factors affecting the formation of family values of young people. The experience of family life of parents is the main source of opinions of the young people about the functions, role and purpose of the family (86,6% respondents) (*Figure 2*). For 52.6% of the respondents, the family life of the parents is indicative of a positive example (*Figure 3*).

However, the media and the Internet (66,4%) (*Figure 2*), the socio-economic situation in the country (76,6% of girls, 67.8% of boys), socio-demographic policy of the state (95.5% of girls, 85,9% of boys), the norms and values of society (76.7% of girls, 75.4% of boys) affect the attitudes of young people regarding

family behavior, conjugal duties, the estimated number of children in the family, and age at marriage.

Figure 2

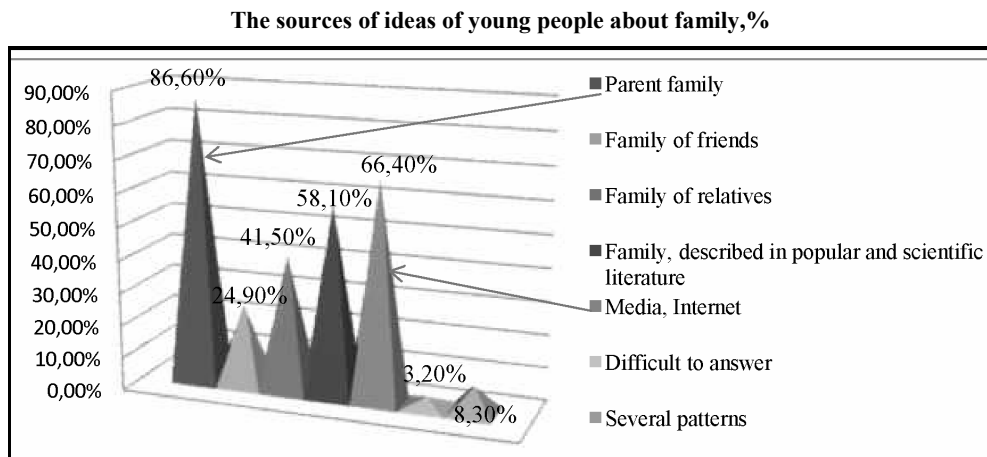
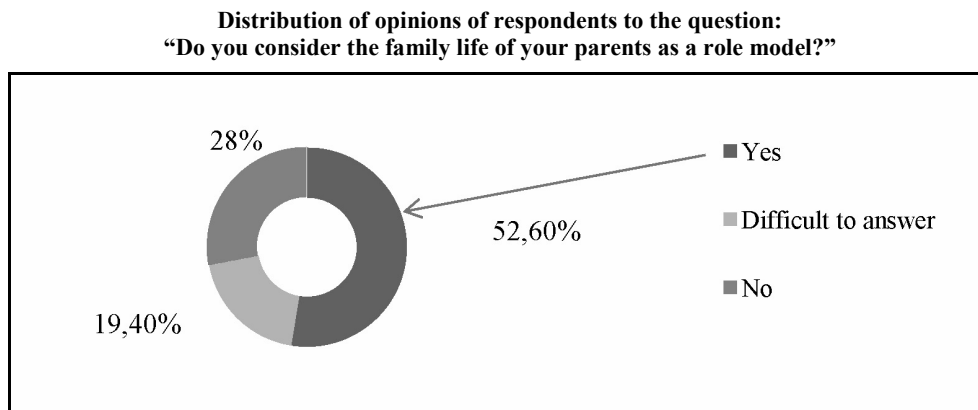


Figure 3



Secondly, the priorities and attitudes of young people are associated with the model of a modern egalitarian family based on:

- fair and proportional division of household duties between family members (87.1 percent);
- interchangeability of spouses in the solution of domestic problems, upbringing of children (76,6%);
- discussion of key issues and joint making of important family decisions (87,6%);
- equal contribution to the replenishment of the family budget (56,9%) and its spending (63,3%). Let us refer to *Table no. 2*.

Table no. 2

**Distribution of respondents' answers to the question
"Who in the family should perform certain roles and responsibilities, family functions?"; %**

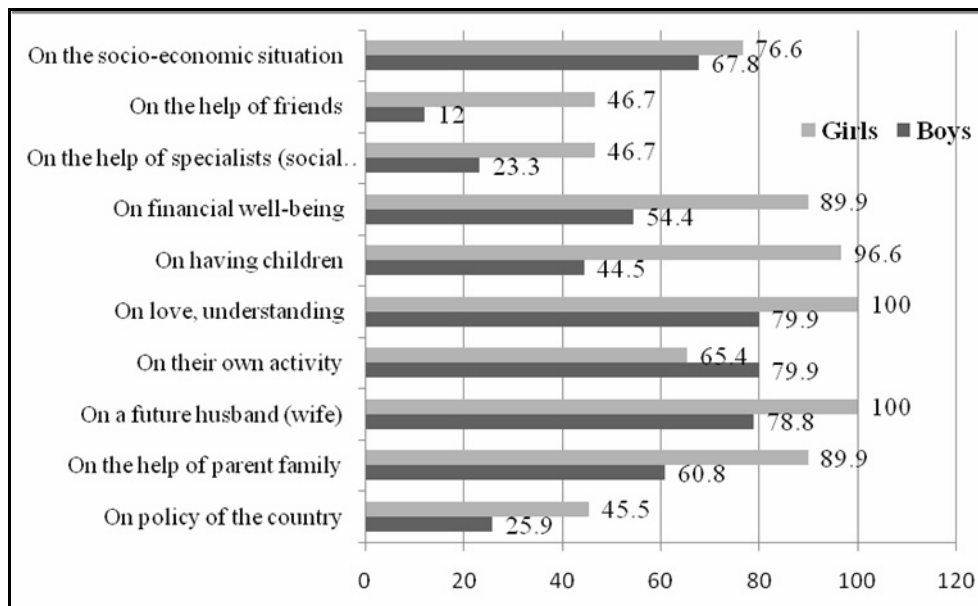
№	Family roles, responsibilities, functions	Husband,%	Wife,%	Both,%
1	Upbringing of children	–	23.4	76.6
2	Minor repairs in the house	88.9	–	11.1
3	Replenishment of the family budget	41.6	1.5	56.9
4	Disposal of the family budget	17.8	18.9	63.3
5	The preservation of the health	5.6	87.7	6.7
6	Health care of family members	–	–	100
7	The organization of family rest	10.7	1.7	87.6
8	Household duties	1.3	11.7	87.1

The results of the survey illustrated in *Table no. 2* show that the modern youth is oriented not towards the traditional approach in the household duties distribution (the husband is the head of the family), but towards the equal rights of the spouses.

We should note the factors that influence the future of the family fortune, in the opinion of the youth (*Figure 4*).

Figure 4

The factors that influence the future of the family fortune, in the opinion of the youth,%



In the comparative analysis of the data obtained in our study and the study described by D. V. Zernovoy, we can highlight the factors that affect the future

family happiness of the young people in different historical periods of the Russian society transformation (*Table no. 3*).

Table no. 3

**Sources of fear of youth reflecting social position according to sociological research,%
(Zernovoy, 2015)**

Sources of fear of youth reflecting their social position	1991	2013
A threat to the health and life of relatives	69	81
An opportunity not to realize their abilities, talents	27	42
The threat of mass epidemics (AIDS, etc.)	41	38
The opportunity to be at the bottom of life, to be poor, restless	41	37
The danger of losing freedom	41	37
Loneliness	35	31
The threat of ecological disaster	48	30
Rampant crime	35	27
The threat of nuclear war	33	25
The possibility of civil war	32	25
The arbitrariness of the state entities	24	24
The threat to the values of culture and civilization	25	16

The results from the *Table no. 2*, *Table no. 3* and in *Figure 4* allow us to make an assumption about the interdependence between the orientation of modern youth to the egalitarian family and the concern about future family happiness in conditions of society transformation. According to youth attitudes, the variety of social threats in the modern family could be mastered only by communicating and equally sharing the responsibilities between the spouses with respect to both the family budget replenishment and the children upbringing.

Thirdly, the installation of creative, constructive family values dominates among young people, contributing to the achievement of universal values and those family values, which are considered to be common in this culture: love between spouses (78.3%); love towards children (99,4%); understanding (100%); fidelity (78.3%); liability (64,5%); good and kind relations between relatives (34,7%); family coziness (89.5%). Let us refer to the *Table no. 4* reflecting the priority of family values of young people.

Fourthly, the lack of knowledge of young people about family culture gives rise to conflict in family orientations, reflecting the contradictions between knowledge and behaviors. Thus, young people's knowledge in matters of premarital preparation are tenuous or absent. Therefore, there is a demand for attention of specialists to the problem. According to the study results, the problematic issues, on which young people have absent or superficial knowledge are as follows: contraceptive awareness; family roles and responsibilities in the family; questions of constructive conflict resolution in family and other (*Table no. 5*).

Table no. 4

Distribution of answers of respondents on family values, %

№	Answers	The degree of importance	%
1	Childbirth	1	13.5%
2	The value of health and healthy lifestyle of family	2	13.1%
3	Raising children in a loving atmosphere	3	12.2%
4	Love and understanding between spouses	4	11.9%
5	The value of family communications	5	11.6%
6	Maintaining the life of family members	6	10.8%
7	The value of having relatives (brothers. sisters)	7	10.7%
8	Possession of many children	8	9.5%
9	The value of the equality of the spouses	9	6.7%
10	The family based on legal marriage	10	3.4%

Table no. 5

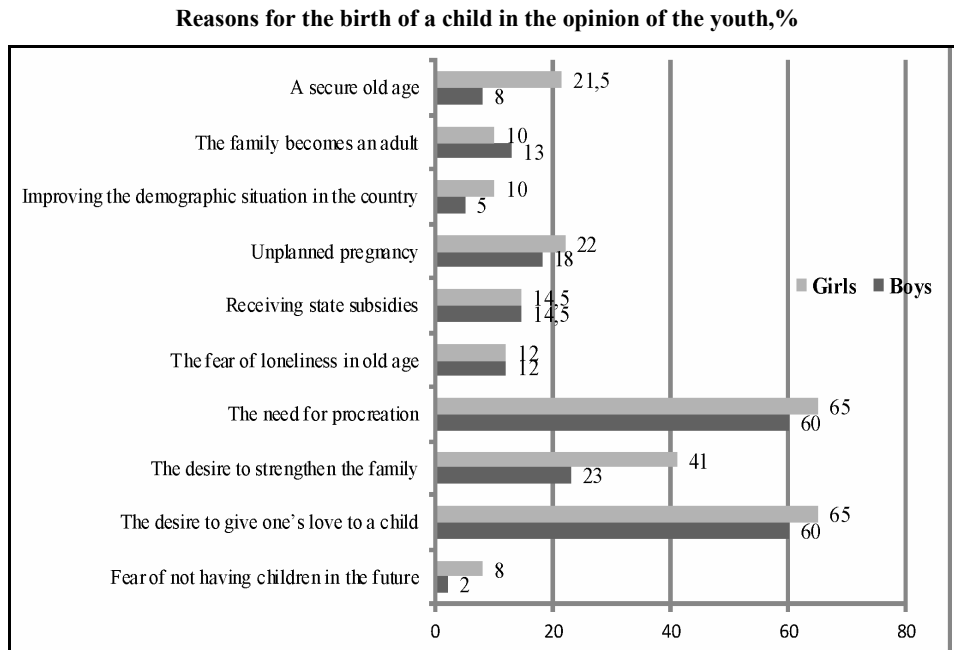
Distribution of opinions of respondents on how informed they consider themselves in issues regarding premarital preparation, marriage and family, %

Problematic issues	Quite aware, %	Tenuous knowledge, %	No knowledge, %
Contraceptive awareness	38.99	34.18	26.83
Features of male/female sexuality	27.98	16.74	55.28
Family roles and responsibilities in the family	46.1	26.83	27.07
Questions of constructive conflict resolution in family	7.11	27.06	65.83
The issues of material security of the family	65.82	27.07	7.11
Features of the physiology of the pregnant woman	10.33	16.74	72.93
The care of a newborn baby	7.11	37.61	55.28
Questions on caring for a newborn baby	21.8	54.35	23.85
Questions relating to venereal diseases and other sexually transmitted infections	45.65	38.54	15.81

Fifthly, the demographic behavior of young people focused on having a small family, with the legal registration of marriage not being a meaningful value. The social survey showed that the procreation of children is included in primary value of youth. However, the bulk of respondents focused on one child (43.35%), and 41,20% would like to have two children. It should be noted that procreation is not geared to young people with large families. Raising children in an atmosphere of love is not the root cause of creating a family based on legal marriage. Thus, according to the social survey, only 30,28% of respondents are set up for a family based only on the legal form of marriage organization.

The distribution of opinions of respondents to the question concerning the motive for childbirth is of particular interest (Figure 5).

Figure 5



Sixthly, the desire to build a career, to gain financial independence and autonomy, and insecurity affect the age at marriage and birth of children. Therefore, 56% of young people said that the best age for marriage was from 23 to 27 years; and 23.7% believe that the best age for marriage is 28–32 years. Desired age of first birth ranges from 23 to 27 years (64%).

The allocated value orientations of youth in the sphere of family and family relations in the course of the sociological questionnaire are very similar to the values of young people highlighted by several authors in the post-Soviet period (Table no. 6).

Table no. 6

The ratio of Soviet and post-Soviet values of young people (Fomchenkova, 2014)

Soviet values (from the point of view of the last Soviet generation)	Post-Soviet values (from the point of view of post-Soviet youth)
Collective above individual	Individuality above collectivity
Public above private	Personal above public
A rich man is wary, suspicious	A rich man is respected
It is reprehensible to earn a lot	It is worthy, prestigious to earn a lot
Entrepreneurship is a vice	Entrepreneurship is a positive thing
Sales of goods and services is a speculation	Sales of goods and services is a business
It is problematic, sometimes dangerous to be smart and talented	It is revenue to be smart and talented

DISCUSSION

Thus, the theoretical and practical significance of the research is determined by the development of the author's sociological concept of family values and orientations of the Russian youth as an indicator of the demographic future of the society and its refraction through applied research. In its course, the methodological research matrix of family values and orientations of the Russian youth was tested in the conditions of demographic crisis and the prospects for exit.

Scientific novelty of research consists in that:

- the conceptual analysis of the formation of family values of young people is conducted in terms of socio-demographic situation in Russia, which shows the various dispositions regarding assessment of the social and moral character of young people and their basic human values in the scientific literature;
- the author's interpretation of the concept of "family values" is presented;
- value orientations of youth are identified in the sphere of family and family relations in the context of current socio-demographic situation in Russia; it is proved that the priorities of young people are associated with the model of a modern egalitarian family;
- it was proven that the lack of premarital training of young people gives rise to the paradoxes in family orientations of young Russians, reflecting the contradictions between values and behavioral orientations of youth in the family sphere. This fact was the rationale for the conclusion about the necessity of family culture formation among the Russian youth through premarital training of young people in social work.

It is proved that the demographic crisis (as a term commonly used in the modern world in relation to the Russian reality) has very clear parameters reflected in the key demographic trends related to the process of depopulation. Despite the fact that the pace of fertility decline has halted in recent years, it gave reason for optimism regarding the demographic reality among politicians and public figures. At the same time, scientists critically evaluate the demographic situation of the Russian society and emphasize the moral component of the demographic crisis, although this view is not the only one.

Among the main sources of demographic crisis, in addition to spiritual ill-being of Russian society, scientists name: high mortality rates in the country; the ill-conceived immigration policy of attracting migrants to Russia; the crisis of the family and the transition to the model of having a small family in Russian society; a complex of reasons – lower birth rates, increased mortality, and a decrease in migration flow. Accordingly, depending on the choice of the demographic crisis source, researchers proposed measures to address demographic challenges: raising the living standard of the population, optimization of the state migration policy, improvement of the family policy of the state in order to increase fertility rate,

spiritual healing of Russian society. However, Russia could not solve this problem without comprehensive measures to exit the demographic crisis.

It is proved that family values and orientations of young people are formed quite chaotically in terms of destruction of the socialization system and lack of social control. However, understanding of the demographic prospects of Russia depends on how science is armed with knowledge about the peculiarities of family values formation in youth. This forms the scientific relevance of this study, which will present an attempt to solve the problem of contradictions on sociological level in the subject area, in the framework of adequate family-demographic sector of society. Currently, the main task of the family values formation of youth in modern socio-demographic situation in Russia in the aspect of social work is to identify the areas of informational, educational and social outreach to strengthen family values. This allows us to come to a deeper understanding of demographic processes, the possibilities of their adjustments through the improvement of measures and technologies of demographic policy in the framework of the existing concept. Presented and analyzed results of the research give the opportunity to formulate key messages: first, a complete family is a big family with three or more children; second, the presence of children increases the social status; third, socio-psychological benefits of parenthood are obvious. Formation of family values among young people is a process, which aims to nurture positive attitudes to family and marriage, preparing young people for marriage and solving problems of a young family. It is important to realize that preparing young people for family life is as important as the preparation for professional activity, preparation for social activities, and adaptation to life in society.

Based on the obtained results, we can say that the training level of today's youth to marriage and family relations is inadequate, not focused, based on social teachings, and reflecting mostly wishes than the realities of marriage and family relations. The main sources of knowledge and actors engaged in premarital training today are print publications, movies and TV shows (mostly of entertainment nature, not educational), conversations with parents and friends. Accordingly, there is nothing like a special, systematic training of youth for marriage and family life today. Unfortunately, in the modern family there is a weakening of the socio-psychological effect of commonality, which accelerates the break in continuity between generations. In these circumstances, the youth acquires values mostly independently. In the past, the culture determined the choice of marriage partner through the mechanism of social reproduction by the interests of family and class; and the individual was subordinated to the norms accepted in society. Today's youth are largely free in their behavior. The field of communication of urban youth is becoming more differentiated and selective. In our opinion, this is a common consequence of transformation and reduction of the regulatory capacity of social norms against premarital behavior of youth in the social environment. The obtained

data showed that courtship, sexuality, and value orientations of modern youth are separated from matrimonial intentions and have independent value. Today's young people engage in sexual relations and cohabit not always with the intention to marry. The study identified the strengthening of personal freedom and individuality in the choice of marriage partner, the strengthening of the openness of premarital sexual sphere, increase in tolerance to premarital sexual relations and unregistered marriages-cohabitations. However, the plans of youth in the future are quite positive. Two main models of marriage and family relations were clearly outlined: one is legally registered marriage, and the other is a marriage illuminated by the church and subsequently legally registered. This suggests that young people link their life strategy with legally registered marriage and family life despite the tolerant attitude towards cohabitation. In the past, the culture determined the choice of marriage partner through the mechanism of social reproduction by the interests of family and class; and the individual was subordinated to the norms accepted in society. Today's youth are largely free in their behavior. The communication sphere of today's young people is becoming more differentiated and selective. However, it is encouraging that most young people have positive reproductive installation, and assume to marry and create a family in the future. Probably, the millennial experience of family traditions is still quite strong in the society despite the formation of new views on family and pre-marital behavior. Young people who was not married who did not create a family, and did not give birth to children, become peripheral individuals. They are not evaluated according to the criteria of "good" or "bad". The rating takes place in terms of conformity to certain social norms and stereotypes, which read as follows: "A person is obligated to have children, family, marriage, and must be legally registered".

CONCLUSIONS

It is argued that among the complex socio-educational tasks that should be solved by the whole society, the formation of positive attitudes of today's youth to marriage and family, and commitment to family life are the most important ones. It is necessary to raise the prestige of the family lifestyle, to show its value and even convenience for every person, to educate a person capable of creating a harmonious family environment. In the process of the research, we came to the conclusion that a comprehensive education of family man is under the influence of various natural socio-pedagogical and psychological factors at the present time.

Many researchers who highlight the multifactorial nature of the process, allocate the family, school, society, peers, literature, media, the public, the church, social services, clinics, marriage family counseling, etc. among the important factors. The process of education of family man is a set of educational interactions like any other similar process.

However, these interactions can be focused (teacher – student; a social worker – client; doctor – teen, etc.) or natural (teenager – peers; teenager – “street”, etc.). Currently, with the persisting crisis processes in our society, we need to improve and develop the purposeful aspects of premarital preparation aimed at creating a constructive family values expressed in the improvement of this area in social work.

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Articolul are ca subiect orientarea valorică a tinerilor în sfera familiei și a relațiilor, influențată de diferiți factori. Cei mai semnificativi sunt dinamica valorilor în societate, modelul familiei parentale și situația socio-demografică a țării. Este importantă studierea formării valorilor familiale ale tinerilor, deoarece percepțiile lor despre căsătorie și familie însumează experiențele trecute și crează un prototip al

familiei viitoare. Stilul comportamentului într-o familie, comportamentul sexual și statusul marital al tânărului, nu sunt izolate; determină în mare măsură structura demografică a întregii familii, perspectivele sale de dezvoltare, natura sarcinilor și problemele care sunt de rezolvat. De aceea, un studiu al tendințelor în dezvoltarea orientărilor valorice ale tinerilor în domeniul familiei și căsătoriei alături de problemele socializării în familie sunt legate de multiple zone ale sociologiei, sociologia tinerilor, a familiei, a culturii, a educației. Este important ca acestea să fie studiate nu numai în Rusia, dar și în practica mondială.

Cuvinte-cheie: tineret; valori familiale; situație socio-demografică; familie; căsătorie; societate; transformare a valorilor.

Primit: 07.11.2017

Acceptat: 09.01.2018