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## THE INFLUENCE OF POLITICAL CULTURE ON THE REGULATION OF BEHAVIOR AMONG YOUNG PEOPLE

Kseniya Zanina<sup>1\*</sup>, Alexander Kamenets<sup>1</sup>

<sup>1\*</sup>Russian State Social University, Russia

\*Corresponding Author Kseniya Zanina, email: [zaninakd@rgsu.net](mailto:zaninakd@rgsu.net);

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### ABSTRACT

The study focuses on the problem of the formation of the cultural image of youth in the space of fashion. The most prominent trends in the development of youth fashion in this regard and the problems rising under the influence of mass culture are analyzed. The provided problematization of the study of youth cultural image by means of fashion examples allows examining the very phenomenon of fashion in a broader socio-cultural context associated not limited to appearance. The manifestations of youth fashion significant for the cultural image of a modern young person are examined according to the most critical components: language and behavioral activity, forms of self-presentation, and value and worldview attitudes. Special significance is attributed to the influence of the modern information environment on the formation of the cultural image of youth and the negative consequences of the influence of fashion on the cultural and moral identity of Russian youth.

**Keywords:** computerization, cultural image, fashion, socialization, subculture, virtuality, youth.