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**EDUCATION AND UPBRINGING AS THE BASIS OF SOCIETY
IMPROVEMENT**

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Abstract

Thanks to education, the personality of a person can be developed and improved, which, using new knowledge, can entail significant success and results in the profession, in interaction and relations with other people. As a result of educating, a person acquires new intellectual and special knowledge that allows him to solve difficult issues in further professional activities and in life in general. The formation of a worldview is determined by the cognitive component of education. Man acquires knowledge – everyday. They are professional, scientific, etc., knowledge about nature, society, space. The cognitive component of the worldview contributes to the acquisition by a person of sociological, socially political, aesthetic views and ideas. These are the knowledge about society, the orientation of the historical process, the meaning of life, etc. There is no doubt that education and self-education are necessary for a person to more effectively enter and include the younger generation in difficult adult life, social and industrial activities. At the same time, young people choose certain social attitudes, behavior and activity, the formation of their worldviews. Their moral views and ethical standards are being formed. In this regard, we consider it necessary to improve the existing education system of any direction, increase the role of worldview values, increase the importance of future specialists with personal and professional qualities and professional competence in all areas of activity.

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1. Introduction

The national doctrine of education in the Russian Federation until 2025 among the strategic goals of the modern domestic education system is "creating the basis for the sustainable socio-economic and spiritual development of Russia, ensuring the high quality of life of the people and national security".

The realization of the goal is possible, on the basis of the training of highly educated people, which in turn means the correct ratio of education in the process of personality formation.

Vocational education at a university, being a continuous process, allows a person to learn a certain amount of knowledge, skills and skills, which, as a rule, determines his theoretical and practical training for further professional activity. At the same time, thanks to education, the personality of a person is developing and improving, who, owing to new knowledge, can achieve significant success and results in the profession, in interaction and relations with other people. A person acquires new intellectual and professional knowledge that allows him to solve difficult issues in professional activities and in life as a whole.

Education is a process in which a person acquires psychological skills for obtaining and processing new knowledge and forms the capacity for self-development and self-improvement. This allows him to adapt to changing environmental conditions and master innovative technologies. According to Sergeeva (2015), self-development involves constant work on oneself. It affects all spheres of human life: career, love, friendship, hobbies, etc. Without the desire for self-improvement, personal growth, successful professional activity is impossible. In turn, real personal growth is the improvement of a person, the desire for the ideal, the desire to become better, to strengthen self-esteem. In fact, this is a component of success in any case. This is a work that must be done by a person over himself (Sergeeva, 2015).

Education is also a continuous process, but unlike education, it does not have stages or levels. Education is a deliberate influence on the development of a particular person or group of people of any age. Education is closely interrelated and accompanies the human person throughout life.

The formation of standards of morality in a child begins with the first year of his life and is determined by the cultural traditions and moral values of the family. However, further development of morality takes place in the process of education and is largely due to the activities of teachers of an educational institution. There is no doubt that it is this period of life that plays a crucial role in the education and training of the younger generation. At the same time, the profession of a teacher involves the training and education of persons of all ages in all known educational areas.

We believe that the educational process in a higher or any other educational institution is based on the principle of inseparability of education. "Education is inseparable" (Kiselev & Kiseleva, 2014). Good education will become the basis of effective interpersonal interaction and communication, including communication and interaction in a labor team. Personal qualities formed in the process of education are endurance, correctness, self-control, tolerance to others. They will contribute to increasing competence in the chosen field of professional activity (Stoof et al., 2004).

We quite agree with the opinion of Sergeeva (2015), who argues that the mechanism of self-development is the most important one in the professional formation of man. The profession influences

the personality, stimulating its positive characteristics, or, on the contrary, causing one's professional deformation. In any case, professionalization is the determining factor of personal self-development.

The latest technological and information processes in all spheres of human life are currently taking place so rapidly that not always a good basic education can be a guarantee of stability of professional activity and employment. Without constant personal improvement, without updating basic knowledge and skills, tracking changes in regulatory and legislative documents, a specialist will not be able to pass the next production certification.

This undoubtedly increases the role of the teacher as a subject of educational activities. A modern teacher must not only pass a certain amount of knowledge to a student and control its assimilation; he must form his self-education skills. This will provide the young person with the opportunity for self-training and advanced training in the chosen field of activity. All this will significantly increase the level of knowledge, skills of the student, and, ultimately, increase his competitiveness in the labor market.

The crisis in the economy always gives rise to crises in the social sphere. Unfortunately, modern Russian youth have a tendency to decrease the role and importance of universal worldview values. The modern stage of development of Russian society is characterized by multiple socio-economic difficulties. Russian families raising children face problems that they have not previously encountered due to forced self-isolation, a decrease in income, the need to provide children with conditions for distance learning and other financial and organizational problems.

On the other hand, the number of young people with deviant (deviating) behavior increases. According to the Ministry of Internal Affairs of the Russian Federation, the proportion of minors who have committed crimes varies in the structure of crime, depending on the region, from 7.1 to 3.9 %. Every year, the number of cases of addictive behavior among the younger generation increases. Addictive behavior is one type of deviant behavior with the formation of a desire to escape from reality by artificially changing one's mental state by taking certain substances (Abadinsky, 2011). The alarming signals about the increase in crime, drug addiction, prostitution among children and adolescents directly indicate the aspects of the life of young people, for which adults should be responsible.

Zaitsev and Komlev (2020) connects the fact of the appearance of addictive behavior with the insufficiently formed worldview of modern youth, the difficulty or impossibility of their self-realization and self-actualization in the conditions of existing economic conditions of life. This fact also makes it necessary for teachers of educational institutions at all levels to pay increased attention to educational work among student youth.

The problem of the formation among children, adolescents, student youth of the most important moral qualities: patriotism, conscience, duty, a sense of responsibility, mercy, readiness to overcome life trials, service to people and the Fatherland (Kurchina et al., 2016), also becomes relevant.

In addition, in the current context of the development of vocational education, the training of competent professionals of high competitiveness in the labour market is of great importance; a focus is on a healthy lifestyle and a set of personal qualities, without which further professional activity is simply impossible.

2. Problem Statement

Education represents the purposeful creation of an external environment conducive to the assimilation by the younger generation of the knowledge and experience of mankind. As a result, the individual forms moral guidelines for analysing and evaluating a social or other phenomenon. Successful socialization of a young person is impossible, on the one hand, without his acquisition of knowledge, skills, as well as without the formation of certain professional competencies, and, on the other hand, without the upbringing of humanistic moral values. Thus, the education of young people is closely interrelated and forms the basis for self-realization of the individual.

In the modern period, the state is building a new policy of studying at universities (Dzhavadova, 2019; Kudinov, 2016), which requires theoretical understanding. Representatives of various pedagogical schools and psychological areas studied the problem. However, there is still no single concept of the relationship between education and upbringing. A problem is the lack of certainty of the concepts in question.

3. Research Questions

The subject of the study is the processes of education, education and learning, as interconnected, organized and targeted processes that allow you to form a person and contribute to one's successful socialization. Education is explored in the context of the socio-economic and spiritual development of the Russian society.

4. Purpose of the Study

The purpose is the study of aspects of education of young people in terms of the formation of social maturity and worldview positions. This is done by the example of acquiring the necessary knowledge as a result of studying the general humanitarian disciplines "Sociology", "Psychology", "Professional ethics and etiquette", "Psychology of business interaction" by students of the Institute of Economics and Service of the USPTU majoring in "Tourism." The effective study of these disciplines by students, in our opinion, should lead to the optimization of the process of formation of social maturity and worthy worldview in young people, strengthening the role of the cognitive component of education and, thus, the possibility of improving society.

5. Research Methods

Studying the opinions and views of students of the Institute of Economy and USPTU service, majoring in "Tourism" concerns the role of education, morals and morality in development of human society applying poll and questioning. The anonymous questionnaire contained 20 questions related to the characterization of the existing processes of education and upbringing, the formation of social position and value-moral views of students. They involved the assessment of the level and content of their beliefs regarding social and personal factors that are important for the effectiveness of their future professional activities and the improvement of society as a whole.

6. Findings

The opinions and views of 112 students (68 girls and 44 boys) of 1 and 2 year of study at the Institute of Economics and Service of the UGNTU majoring in “Tourism” were analysed by their attitude to universal standards of ethics and morality, respect for human rights, performance of professional duty, responsible attitude to interpersonal relations, etc.

The analysis of the answers characterizing their knowledge of the necessary personal qualities for the chosen profession was carried out after training in the disciplines "Sociology", "Psychology", "Professional ethics and etiquette", "Psychology of business interaction".

The following answers seem more revealing to us:

- To the question "What is the main value orientation in life?" 60 girls and 41 young men answered: "to be a worthy person" is "to achieve material well-being".
- In solving the company's questions, preference should be given to interpersonal relations (46 girls and 26 boys); "Preference should be given to profit" (22 girls and 18 young men).
- Most, 52 girls and 29 young men answered that "Career growth is a means of self-respect and self-realization", when asked “What is career growth for you?”. Other 16 girls and 15 young men chose the answer: "Career growth is a means to become a rich person"
- When resolving controversial issues in business interactions – "the mandatory application of morals and morals" – all 68 girls and 44 boys chose, the answer was excluded – "rights on the side of a more significant partner."
- The main preferred personal qualities in business – honesty and justice – were noted by 60 girls and 38 boys; the remaining 8 girls and 6 boys preferred the answer – entrepreneurship and the ability to take risks.
- 56 girls and 35 boys supported the statement “preference in resolving company issues is given to supporting interpersonal relations”. 12 girls and 9 boys chose the statement "preference in resolving company issues is given to receive economic benefit".

Thus, most students who have studied disciplines that provide knowledge of morality choose answers that indicate their mature social position.

7. Conclusion

Having studied the theoretical and practical aspects of education as the basis for improving modern Russian society, we came to the following conclusions.

1. Educational activities should become important areas of activity of the modern educational organization. The study of the disciplines "Sociology", "Psychology", "Professional ethics and etiquette", "Psychology of business interaction" contributes to the formation of a worldview among young people and their mature social position. Unfortunately, these disciplines are excluded from the curricula of students in technical areas of study.

2. Through these activities, the educational organization creates conditions for the effective socialization of the individual, and, therefore, for the improvement of Russian society.

3. The process of improving the moral sphere and the social position of students will be more effective in strengthening the positive attitude of students to educational and cognitive activities, the conscious acceptance by students of the importance of attitude to education at a university, the need for continuous education, including strengthening the role of retraining in the profession and additional education.

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