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Psychological particularities of the youth perception of labor migrants' image translated by Mass Media

This article underlines the particular role of the mass media as the important compound of the civil society in the conditions of the modern information society. The mass media play a crucial role in building subjective picture of the surrounding world of the young generation, particularly, social reality in its different aspects; it means they influence the whole world outlook. Frequently, the world outlook is greatly transformed and distorted under Mass media impact, it leads to the transformation within value and context spheres of different social groups and, especially, of the young people.

Key words: *information society, value and context sphere of the personality, mental image of the world, intergroup perception, social stereotype, and social distance.*

In the contemporary informational society Mass Media play a particular role as an important component forming the civil society.

The phenomenon of Mass Media is the object of the close attention of Russian as well as foreign psychologists, sociologists, politologists, and linguists since 50-s of the XIXth century, it was thoroughly examined in the frame of the theory of social child-training practice (A. Bandura, G. Rotter, U. Michel), the theory of growing (G. Guerbner), the theory of the socialization (I. Meirovits, N. Postman, M. Rosenberg), the theory of the use and satisfaction (H. Blumer, E. Kats, F. Palmgreen, K. Rosengren), the theory of imposing the current discourse (D. Show, M. McKoms), cognitive theory of Mass Media.

In spite of the existence of the different approaches towards Mass Media, all the researchers agree in the fact that: Mass Media have a very big impact upon the audience in its real activity and in the value and context sphere of the personality, changing their motives, needs, attitudes, value orientations and creating stereotypes. This process is the most efficient towards the youth as the group which is exposed to any influence due the absence of the mechanisms of the counteraction to the information impact of the Mass Media turns to be the strongest and, so, the Mass Media are practically imposing the world image to the young generation.

Speaking about the influence of the Mass Media upon the value-context sphere of the personality, it is necessary to examine the notion of the «mental image». It is traditionally understood as the subjective world picture or its pieces, including subject, other people, space environment and temporary consequence of the events. «The mental world image» is studied in the works of A.A. Gosteva, B.M. Petoukhova, S.D. Smirnova, E.U. Artemieva, D.A. Leontieva. Transformations of the mental world image, as D.A. Leontiev points out, can be brought up by the stable features of personality structuring of the world picture as well as the momentary



impact of the immediate motives. E.U. Artemiev believes, that a lot of things also depend on the perceived objects and phenomena. The person has a priori the definite attitude towards most of them, it is the trace left from the interaction experience with these objects and phenomena, reflected in his life context and fixed in his personality in the form of the disposition structures and structures of the subjective semantics. At the same time new objects and phenomena from the very beginning evoke the biased attitude, they are assessed in perspective of their personal sense [4].

One of the most important aspects of the social reality, represented in the man's world image is the intergroup interaction of the representatives of the big social groups. The particularity of this interaction is that it can happen without natural communication between the representatives of these groups. That's why the considerable influence upon the social stereotypes in the process of the intergroup perception has the information translated by Mass Media. It creates the «second reality» in the man's world and it is immediately the way to express and the source to form the stereotype images of the representatives of the big social groups.

The social stereotype is defined as the simplified, schematic image of the social object (for instance, the image of the social group), widely spread in a particular big social group, which is characterized by a high degree of the individual representations about the group and the emotional complexion. The most examined forms of the social stereotypes are the ethnic stereotypes, which were studied by A.G. Asmolov, V.F. Petrenko, G.U. Soldatova, E.I. Shliaguina, T. Adorno, T. Pettigru, I.S. Kon, B.A. Doushkov, V.P. Levkovitch, N.G. Pankova.

Under the conditions of the contemporary informational society the process of the mutual perception of the big social groups goes out to a new level, because one of the main mediators in the contacts between groups are now the Mass Media. The Mass Media play the important role in building the subjective world picture for the young people, especially of the social reality in its different aspects, they take part in creating world outlook in whole. The studies of the image in the different social groups of the young people and the degree of the influence of Mass Media upon this image seem interesting, and this theme is not sufficiently examined. Every year the increasing number of the labour migrants as the social group evokes the ambivalent attitude of the local population, it leads to the escalation of the social tension and ethnic conflicts. The people who do not have the direct contact with migrants, often have the negative attitude towards them, probably it is created by Mass Media. In this connection, we decided to make a survey of the image of labour migrants among students as the active consumers of Mass Media. According to the objective reasons the students didn't face the problem of the labor immigration and do not have the experience of the direct contact with the migrants, that gives us the right to argue that the image of the labour migrant was formed indirectly and mostly under the influence of the in-group opinion Mass Media.



In order to create the normal socio-psychological climate in the society, it is necessary to build and reinforce the tolerant relations between different social groups, it will prevent the development of such social phenomena as the extremism, terrorism, xenophobia, war conflicts at the racial and religious ground. The students, on one hand, is a social group, whose value and context orientations are enough flexible and subjected to different kinds of the transformations, but, on the other hand, this is the generation will be the foundation of the future society of RF. One of the ways of the influence upon value and context sphere is, of course, Mass Media.

The contradiction which arises between the necessity to study the value and context transformations of the young people and insufficient degree of studying these images, which Mass Media create for different social groups, and their impact upon the social and psychological situation in the society determined the problem of our research, the results of which are given in this article in brief.

The object of our research is the students of the high schools of Rostov-on-Don as the consumers of Mass Media. All the respondents were the people of the same generation (from 18 to 25 years old) and formed four groups. The groups were differentiated according to their future professions: psychologists, physicists, lawyers and economists. The experimental basis of the research выступали государственные ВУЗы г. Ростова-на-Дону: FSEI of HPE «South Federal University» and SEI HPE «Rostov State Transport University». 200 people took part in our research, among them 47 women and 53 men. All the respondents were asked to fill the forms of the tests and questionnaires. The procedure of the study was carried out by the method of the horizontal shear and it included group and individual work.

In the process of our research we used several group methods: theoretical analysis of psychological researches about the problem of our research; diagnostic empirical research using personal test methods, assessment scales (tests «Life purpose orientations» by D.A. Leontiev and «Value orientations» M. Rokich, express- questionnaire «Tolerance index» by G.U. Soldatova, «Scale of the social distance of Bagardous» in modification of A.V. Grishina, I.V. Abakoumova, 2 inventory-questionnaires by A.V. Grishina, I.V. Abakoumova); analysis, concentration; statistic data processing (Spearman's rho, Kruskal-Wallis one-way analysis of variance).

For the computer processing of the empirically received data we used the standard statistic methods and programs like «Microsoft Excel 7.0» and «STATISTIKA Stat Soft 6.1».

The survey has been conducted during 2 years and consisted of 4 stages: scientific and theoretical, organizational, psychodiagnostic and fixing ones.

At the first stage (2008–2009) – scientific and theoretical – we studied particularities of the value and context sphere in the contemporary informational society, а также проведен анализ basic theories of mass communication.

The second stage (2008–2009) – organisational – at this stage we created a plan of our scientific empirical research, we formulated the goal, hypotheses and tasks,



chose the sample, elaborated the methods in order to collect the empirical material, we elaborated and approved the questionnaires.

The third stage (2009–2010) – psycho-diagnostic – suggested the psychological examination of the four groups of the students, divided according to their professional orientation, using the selected methods.

The fourth stage (2010) – fixing stage – assumed the generalization of the received data, revelation of the value and context spheres of the students with different professional orientation and comparison of the image of the labor migrant, translated by Mass Media, with the image existing among the students. At this stage of our research we have made some conclusions, formulated the principles, advanced for the defence, and have written the recommendations for Mass Media.

In the consequence of our study we formulated the following conclusions.

1. Under the stereotypes influence, translated by Mass Media, the permanent images appear in the youth environment, which transform the attitudes into the negative expectations towards the different social groups. The images created for the migrants, underline their incompetence, ignorance, the absence of the education and absolute disintegration into this society. Besides the negatively colored information about the migrants is more often connected by Mass Media to the certain ethnic groups, in consequence of which the auditorium has some ethnic stereotypes and prejudice.
2. The value orientations of the contemporary youth are most of all formed by Mass Media, which cause the transformations in the people's perception of one or another ethnic and confessional belonging, for instance labour migrants. One of the leading values of the student youth is professional self-realization and public recognition. Mainly in connection with this, the labour migrants are perceived as the competitor at the labour market, and, of course, leads to the non-acceptance of this social group in whole.
3. The image of the labor migrant in the perception of the students is greatly transformed. Outside of the professional orientation of the respondents from all the groups we have found the stable non-acceptance of the labour migrants of the particular category (workers), and, on the other hand, the unconditioned acceptance of the other categories of the migrants, which before the beginning of the study weren't related to the category of the «labour migrants», though they are really labour migrants (qualified specialists in different spheres).
4. It is necessary to apply a particular approach for the selection and translation of the ethnically colored information in Mass Media with the aim to develop tolerance and to prevent such negative social phenomena as phobia of the migrants and xenophobia. In this purpose we have created psychologically valid recommendations for the journalists and specialists working with the migrants in the state structures and public organizations in order to prevent negative attitude towards labour migrants.



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