

# Cross-cultural Communication of Contemporary Student Youth, Development of Individual Potential

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*Abstract:* - Issues of development in consciousness of contemporary student youths of high cross-cultural communication, development of individual potential occur as chain of objectives which must be solved. Along with global processes, connected with technological new achievements, it should be taken into consideration social cultural references of student life. As key factors of study youth self-identity must be regarded moral requirements, spiritual needs according to social expectations. Student environment is the system of spiritual patterns, classical sample of behavior, and specific interrelation in and out of student group. Students had to adapt, communicate with others by realizing themselves in social and cultural extent. In current occurring changes in society youth is considered as an intellectual and moral power which can make essential changes in system of social life activity. Content and classification of individual potential of student youth is subject of scientific discussions in state, scientific and individual level. It's being under active discussion attempts to form modern vision amongst student youths, to understand contradictions peculiar to student age.

*Key-Words:* - cross-cultural communication, student youth, student subculture, spiritual needs of youths

## 1 Introduction

Student body is specific organized structured way of life which is limited in its space and time. This social group is occupied with high mental work. It has specific conditions of work and way of life. Unlike other groups, this group's leisure time is organized by universities. Along with it student youth characterizes peculiar behavior and psychology based on corporative culture of university. Role and status of modern youth is not valued in society unambiguously. It seems clear that students are identified as prosperity of country.

## 2 Problem Formulation

We decided to emphasize some contradictions to student age.

1. Social psychological contradiction is expressed in contradictions between prosperity of intellectual and physical strength of a student and strict limit of time. Youth doesn't have enough time to realize wishful results, in credit technology education system

2. Contradictions appearing in the process of study between student individuality and level of organization of study activity. Credit technology allows students to choose subjects and teachers individually. They have more opportunities for individual works and training creative spirit. However in some cases education institutions cannot satisfy students' wishes in choice of educational trajectories and competent teaching staff. These and other attendant contradictions can lead to dissatisfaction of students and teachers to the results of education process.

3. Contradictions of information and post-industrial society. In contemporary epoch a student can get enormous quantity of information in diverse directions from different sources. This information enlarges and enriches student's knowledge. However abundance of diverse, unfiltered and controversial information can lead to superficial perception in case of time limit. This kind of knowledge cannot always have good richness of content.

## 3 Problem Solution

Youth problem is one of the significant issues of scientists. Amongst them can be named works of K. Manheim [1], M. Mid [2], L Foyer [3]. Worths considerations scientists with cultural approach S.I Levikov [4] and A.T. Schultz [5]. Contemporary scientists of cultural studies try rethink world of youth in accordance with concrete ideas, objectives and behavior motives of real individualities. Basing on those theoretical approaches we presented own view in evaluation of comprehension of cross-cultural communication of contemporary youths. Unfortunately, spiritual world of student youth is open to pluralistic perception of different educational impacts, speculative comprehensions about must-does and mustn't-does. Unstable and transitional way of life relations, impact of different religious attitudes are part of formation process of youth individuality.

Cult of education and aspiration to knowledge is in the highest level in the hierarchy of evaluations of modern youth. Education is one of the main values in contemporary society. High educated and compatible individual is an etalon of time. From this fact we can see coincidence of youth and state interests. Only educated nation will be able to solve problems of society. This case was conceptually said in act lecture conducted by President of the Republic of Kazakhstan at Kazakh National University of al-Farabi 'Kazakhstan in post-industrial world: intellectual break-through into future': 'paramount objective of contemporary system of education is in preparation of people who have critical thinking and who are capable to orient in informational streams [6]. 'Peculiar priorities in educational system in Kazakhstan are given to projects 'Intellectual schools', 'Balapan', 'Auil Zhastari'. It was realized innovational project 'New International University of N.A. Nazarbayev'. These projects contribute to formation and contemporary model of integration of education, science and manufacture.

Theoretically in real time format a student creates himself through cross-cultural communication relation by showing his best qualities, mastering partner relationships between his generation and older. Student youth must actively master two interrelated processes: process of successful socialization and self-identification in society. In socialization youth learns and masters preceding social experience and plan further creatively reform social reality according to requirement and conditions of new time. Self-identification assumes transformation and development of viability and abilities. Both processes require creativity and activity from

student's side. Society must help to create conditions for youth to believe in his opportunities and potential.

Contemporary student body has different level of income, different types of employment. Therefore they differ from each other by life style cmaterial potential, and spiritual needs. Hence they differ on life style choice, identification of their moral requirements and life mission. Let's try to describe modern student in brief:

1. Young person aged from 17 to 30.
2. Wishes to get worthy, qualified education at Prestige University. He spends a lot of time on self-education. In some cases looped in himself.
3. He has high communication abilities, but psychologically he is alone and estranged from parents.
4. He has high aims and wishes to achieve individual and life growth.
5. Indefiniteness of future with instability of present depresses him.

Modern students are in unambiguous difficult conditions as they have to decide independently values of life:

1. Methods of adaptation to contemporary world: either by getting high qualification, either enrichment by any means.
  2. Elaborate new ideology of contemporary world with its value priorities of pragmatism, rationalism or rely on traditional spiritual moral values and humanistic principle of livability.
  3. To choose traditional settled family values as base for successful existence or boundless freedom of inter personal, sex interrelations.
- Student youth is always under state guardianship. Government realizes his paternal function by showing educational and social care from society. However a student is independent in choice of priorities. He is capable to take participation in social life of state. Today's youth had formed absolutely new cultural type who differs from previous generations. It was formed layer of youth with new orientations, values for achievement of success, and with rational economic behavior. This case was numerous times distinguished in meetings of president of the Republic of Kazakhstan N.A. Nazarbayev with youths: 'Each person must be instilled capability to live, learn, and live together in contemporary world' [6].

Modern student is satisfied with himself only in case of creation activity in his life. Each person must realize all his human and material resources which he developed, formed and invested in himself. Only this case can make feel satisfaction. Therefore conclusion of Gordeeva is significant

which states that concept of satisfaction with life quality is philosophy of responsibility' [7].

Vital quality of a student is in ability of mastering new and innovative and production of this new to society. Innovativeness is typological character of student youth as result of fact of update and succession and specific way of life. Hence it's significant how a society refracts this feature of youth and how this refraction reflects in student youths. In general innovation is required for youth, as youth is always in search of something new, different unspecific for real time. Hence 'now and here, in the context of real historical development it's required to reveal essence, content aspects of youth generation. We have to assist them to expose themselves, to realize creative, professional and innovative components. Modern students are able to initiate. For them it's peculiar to search independently sources of information by introducing their own input in change of environment. Key features of innovative thinking are creation and positivity. However youth can either show themselves in negative aspect. His activity can be destroying. Often in teenager period youth is identified with deviant character. It is very important to use in management of innovative processes of youth generation working and personal approach. Management of social processes must be realized on the basis of creation of conditions for realization of creative potential of student body. Creativity and innovation stimulate formation of new, non-standard ideas. These innovations and ideas must be practically realized. Competitiveness of state in significant level is identified by its ability in comparison to other states on: 1. funding, development, reservation of succession of generations; 2 provision of society with the most educated youth who wish to achieve success in different fields of social activity, who wish to develop their potential abilities; 3 formation of spiritual moral culture of youth. It means that strategy, political, economic management of state must pay great attention to these three factors [8].

Inclusion of youth into innovative activity enables formation of positive personal qualities aiming to achieve success required in contemporary society. In this process vital importance has creation which has constructive content. Young person will feel himself satisfied in case if he feels that he can change the world around him. In this case self esteem is considered as main component of an individual.

Abraham Maslow emphasized vital importance in life activity of people concepts like 'self identity and search of your place in the

universe', 'personal development', 'self actualization', 'and necessity in perfection'. Such concepts mean aspiration to 'highnesses. They make person to aspire to perfection. they describe universal human tendencies. Usually needs and meta needs are internal confirmation, absolute stimuli in terms of which forms self-esteem of an individual. By satisfying these needs and Meta needs human is 'uphumanized'. In fact their satisfaction should be considered as natural human right' [9].

Contemporary age was identified with beginning of informative post-industrial civilization with absolute new system of life meaning evaluations and world outlook purposes. We would like to believe that in future status of a man will not be identified with quantity of gathered material wealth, but with level of culture, education and intellect. In order to realize his social cultural development and to occupy worthy place in society, youth must be more viable.

It must be admitted that in conditions of dynamic changing natural and social cultural environment contemporary student youth of Kazakhstan has very low level of viability. Unfortunately in current times there appears next dilemma. Today it was formed unpredictable situation when change of generations is realized in the most indefinite way where adult and more experienced generation cannot offer anything concrete and younger ones cannot expect something definite.

Viability of past, whole functioning system exhausted its potentials and did not offer anything instead. Exhausting its ineffective resources system of previous values of world outlook either destroying, either cannot function any more. Everything in life has its resources which are later changed in the stream of existence period. Either whole human life has low level viability. However, in the process of life activity gradually it grows and gets its highest point 'acme'. Later viability of human viability lowers to minimum level and man stops being alive and functioning organism. In exhaustion of resource of viability occurs immediately degradation of system and it disappears in its initial quality. More integrated and effectively viability is shown in social sphere. Its formation in student youth is realized by integration into manufacturing, economic, social, political, spiritual moral, cultural and daily life activity of society.

Contemporary student body should be prepared to be steady for impacts of inner and outer destroying factors. It should be created conditions of

'stable development' to all negative and complicated which naturally formed in the process of youth life activity.

Each person in society organizes his life activity, regulates its course, chooses, expands, and improves selected direction. By overcoming all life obstacles, collisions, struggling and winning them, he realizes his life meaning purposes [10].

Demonstration of high viability is his ability to self identification, domination above existing reality essence aspects. Today's content of concept of viability' strikes with its boldness and flight of fancy. It includes:

- 1 ideals of meaning of life;
- 2 exact identification of priorities;
- 3 position of meaning of life;
- 4 exact aims and identification of his destination;
- 5 scale of value orientations which each of them are related with index of level of viability of a person.

Deep philosophical world outlook, reference points of meaning of life, personal and whole generational values have significant role in provision of stable viability and confrontation of negative phenomena of life. As more intelligent aims, the more effective are life objectives. They make life of an individual more sensible and expedient.

For student individuality it is important to elaborate self consciousness which will be basis for world outlook reference points. Self consciousness is stable system of concepts of an individual about himself which is identified by his life experience. Do doubt that this model must be realizable depending on personal potential and human resources. From right or wrong solution of objectives of self identification and self realization of an individual depends level of his realization in real life.

Result of self identification of an individual is his self realization, achievement of definite results related with meaning of life. In general concept 'meaning of life' has important role for identification of viability of person. This is the highest integrative aim of man on which depend daily life, professional and private life, value oriented basis of way of life. As criteria of viability of a man and his development level is identified by lack of essence of his meaning of life. Thus meaning of life reflects life aim, life concept of a man.

Man who determined in free choice of life way is responsible for his life, for result of his choice. Concept responsibility is philosophical

cultural definition and reflects definite character of interrelation between individual, collective, and society.

Significance of responsibility grows with comprehension that any kind of deed is on responsibility of a man. It is important that a man takes responsibility in cases of free choice and takes responsibility for its result, for missed opportunities which are conditioned directly with this choice. Hence responsibility is main factor of a man controlling, modifying his actions sometimes to radical change of put objectives if it can be harmful for society.

Man has to be responsible for his actions and abilities to correct mistakes. Then he becomes viable and copes with all life obstacles. Lacking vitality individual tries to put responsibility for his deeds on other people or outer circumstances.

Furthermore, such people are afraid of accepting responsibility, demonstrates high anxiety about responsibility. Either viability of youth is identified with responsibility sense for future society, with his accordance with society requirements of exact historical stage of development. This case defines viability and historical perspectives of development of that man as a subject of civilization.

In structure of viability of an individual, whole society is included category 'timeliness'. This is an individual quality characterization. It determines moment of the highest conformity logic with events, revelation of abilities of a man, his inner abilities to follow out all his initiations. This ability defines moment of identification sober evaluation of his 'chance', opportunities, readiness to begin this or that action in the meaning of capability and taking into account all possible difficulties and essence of required conditions for their overcoming [10, p. 23].

One more significant feature of viability of modern student is social psychological resistance of a man. This is base for definite level of self-organization of an individual. Resistance of person formed in reformative actions of man, especially in inner character, in reservation and realization in different situations his positions concerned with meaning of life.

In order to be viable, a young man, in the process of self-realization must either rely on success and support of society and either form himself readiness to difficulties and readiness to their overcoming. This kind of requirement is revealed in choice of profession; as most young men choose risky professions, Difficulty and complexity of profession attract them.

Realization of your aims and requirements in social significant actions, to become an individual, either survive, either improve physically and spiritually. About self-realization as essence of feature of an individual Benedict Espinosa described as 'reason of you'. It demonstrated in social significant actions and acts as natural result of inner expedient activeness of a subject. High level of viability defines ability of self-realization. On modern student are put great hope. It is important for each of them to become an individual, demonstrate and realize his potential advances, to find his place in society. From formation of current student generation will depend our future.

#### 4 Conclusion

Student of 21<sup>st</sup> century absolutely differs from students of previous century. They are offered absolute different education strategy and values which have to lead to success and prosperity. In student years occurs active period of development of spirituality and morality of student. During this time youth obtains particular status role in society. Moment of active transformation is peculiar to learning youth as they are more mobile and educated. Taking place transformation to true spiritual moral prosperity in the term of which is based life world outlook of a student. It is being formed critical thinking, young people learn to understand his natural egoistic affections, longs to give personal evaluation to different phenomena of life. He is in search of argumentation, creativity and original solutions. Today's students are resource of professional elite of Kazakhstan. Core for moral imperative of student is spiritual, educational and cultural capital. Life strategy of contemporary student is reflected through aspiration to have successful career, to be successful and competitive person.

Viability demands social activeness and creativity directed toward change of social cultural environment in its constructive, creative and positive aspects. For each young man it is important to find and develop his advances, to form his life meaning aims, to find his place in life, to realize creative and constructive potential.

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