

Қазақстан Республикасы Тәуелсіздігінің 30 жылдығына арналған «Сейфуллин оқулары – 17: «Қазіргі аграрлық ғылым: цифрлық трансформация» атты халықаралық ғылыми – тәжірибелік конференцияға материалдар = Материалы международной научно – теоретической конференции «Сейфуллинские чтения – 17: «Современная аграрная наука: цифровая трансформация», посвященной 30 – летию Независимости Республики Казахстан.- 2021.- Т.1, Ч.2 - P185-186.

## **DIGITAL COMMUNICATIONS AS A SUBSTITUTE FOR THE EDUCATOR FOR MODERN YOUTH**

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In the 21st century, it is difficult to overestimate the role and impact of digital communications on modern society. Speaking of digital communications, it is a powerful and most effective tool for interacting with consumers. And today, the main consumer of both the product and the content is the child, it is for him that the current market is set up. The creators of a media product from childhood begin to shape their client, educating him the way they need. In the global flow of information and a rapidly changing world, modern parents are fighting for their tolerable existence, giving their children to the Internet.

The American Academy of Pediatrics conducted a study in 2016, the conclusion of which was statistics, based on it, we have the following figures in the United States, most children use smartphones daily from the age of two, and in Kazakhstan, at least one in ten children under three years old has a mobile phone. Further, to confirm the truth of our thesis, we should turn to the time that children spend in the digital space. In 2015, Jane Wakefield, a technology correspondent, published an article on the BBC NEWS resource, in which she refers to data from the market research company Childwise, which indicates that children aged 5 to 16 years spend an average of six and a half hours a day in front of the screen, compared to about three hours recorded in 1995. Also in this study, it is indicated that children in these six and a half hours use several devices, so they consume more content, but its quality leaves much to be desired, since children do not delve into its essence and fullness, remembering only a small fraction [1].

The traditional system of education and training is not an "entertainment center" for the child, unlike online resources, where everything is bright and loud, which of course attracts the child and keeps his attention. The old generations were brought up not only by playing with children, but also by having strict norms that a child at a particular age must comprehend. I am almost sure that by the age of 3, many of us already had a full-fledged speech, while 60% of children at 6-7 years of age have no speech formed. It was to such conclusions in 2016 that Mariana Bezrukikh, director of the Institute of Age Physiology, came. The academician came to such conclusions after a study that covered 60 thousand first-graders from different regions. Problems with speech were expressed in a poor vocabulary, inability to conduct a dialogue and make simple stories. Most likely, the parents

did not deal with the child at a younger age, or they missed something. The inability of the child to read, but to find the content he needs, allows the voice assistant, which not only easily gives the child what he wants, but also helps to supplement the phrase that the baby could not correctly formulate due to poor speech development [2].

In 2018, "TheGuardian" together with British scientists described an interesting case, a child going to the first grade did not even have the basics of fine motor skills, a boy of six could not, and most importantly did not know how to hold a simple pencil due to the underdevelopment of the thin muscles of the fingers. All the toys of the young hero of the article were replaced by the notorious iPad. Returning to the severity of the modern world with its sharp teeth, where parents are trying to survive, and young professionals do not want to train as teachers, because the profession has lost its status and authority. Sally Payne, Chief Paediatrician at the Heart of England Trust, said: "It is easier to give a child a gadget than to engage them in physical activity. For example, by collecting a constructor, creating an application, and other types of educational activities. "Andrey Podolsky, head of the Department of Psychology at the Lomonosov Moscow State University, says" - Unfortunately, parents often solve the problem simply-to select a gadget. But the problem is not in it, but in the fact that parents do not know how or do not want to communicate normally with children [3]».

But in addition to the poor development of both physical and mental, modern children lose their moral orientation. Not so long ago, there were people called "opinion leaders", who are the weather vane of modern information trends and judgments. The term Opinion Leader was coined in the book Personal Influence (1955) by Paul Lazarsfeld and Elihu Katz. They then replace real educators, with "friends" in the digital space, they say what is good, what is bad; what is fashionable, and what is not even worthy of attention. Often these "leaders" themselves are still children, and without any special moral values, the only thing that is valuable for them is money. To blame them for this is stupid, most of them did not even finish school, this modern society has made them so. The consumer society, we live in it and it dictates its own rules, and the rules are very simple, the strongest and the smartest survive, only no one tells children about this, neither parents, nor even the digital space for which the ultimate goal is to capture the audience. And it is very easy to check the attitude of children to their "friends", it is enough to take the phone from the child, i.e. to block his access to digital communications, the reaction will be as if Vesuvius is erupting, but if you say that today no one goes to school, be sure now you are the hero of the day [4].

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Digital communications and modern technologies are a consequence, the main problem always lies in the causes, people like to confuse and solve something that does not require a solution at all. Of course, the life situation does not always depend on us, but it is we who decide what to do in this situation. There is a choice, often it lies on the surface and to become a master who shod a flea, or to be a person who looks after this process, we choose ourselves.

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