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## **YOUTH AS AN ELEMENT OF HUMAN CAPITAL AND A STRATEGIC RESOURCE OF THE NEW KAZAKHSTAN**

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In modern society, the problem of self-determination and self-affirmation of the personality of a young person is a super-relevant and priority task of the state. The youth of Kazakhstan must be helped to clearly define the space for the application of their intellectual and innovative potential. Currently, there is an expansion of investment in one's own human capital, capital investment in the person himself. Human capital is defined as an educational, social human resource, its cultural potential. In a rapidly changing world, the strategic advantages will be in those societies that can effectively accumulate and productively use human capital, as well as the innovative potential of development, the main carrier of which is youth. Youth acts as a set of valuable resources embodied in it - knowledge, abilities, motivations, skills for perception and production of information obtained in the process of education, self-education, and practical activities [1].

In the last decades of the development of theoretical knowledge, an independent science emerged - juvenology. It considers youth from the point of view of preserving and developing human potential, because the future of society and its present depend on how young people use their youth. Due to the change in the age criterion for young people, namely the increase to 35 years, in Kazakhstan, by the end of 2022, the number of young citizens amounted to 6 million [2].

Youth is a socio-demographic group of people under the age of 35, characterized by the following characteristics:

- is at the stage of formation of social and psycho-physiological maturity, adaptation to the fulfillment of social roles of adult generations;
- has a great potential for social self-realization, self-organization, and social activity;
- the majority of this category is characterized by social dependence and insufficient economic independence;
- this category is characterized by high mobility of changes in social status;
- most of the young people need organized forms of socialization.

Young people are most susceptible to various shaping and teaching influences. However, at this age there already exists a basis for the manifestation of conscious individual activity.

The foundation of the world order of modern existence in the globalizing world is a humanistically oriented culture. In modern conditions, the youth of Kazakhstan is more mobile and selective in their attitude to the world of values, the search for themselves, their individuality. The modern scale of values is complicated by the abundance of choice; situational and long-term ideas of young people are manifested in the system of value orientations. The youth perceived the values of the market, putting the popularity of life strategies of social success in the first place: among the goal-setting values of young people, education dominates, which is at the very top of the hierarchy, as well as the principle of individual planning of one's own life by the person himself, personal initiative, value freedom of the individual, its sovereignty, free competition, pluralism, the importance of influential friends and acquaintances, the help of "necessary" people, hedonistic values, pragmatism. The economic, spiritual crisis has created a situation of deep worldview disorientation among young people, and one should not think that the situation will resolve itself, in these realities it is necessary to involve the youth of Kazakhstan in the public life of society, society needs vitality, fresh ideas. In the face of today's youth in Kazakhstani society, a completely new cultural type has formed, significantly different from previous generations: a layer of young people has formed with new guidelines, value orientations for achieving success, rational economic behavior.

Head of State Kassym-Jomart Tokayev named three important priorities for the youth of New Kazakhstan: the pursuit of knowledge, hard work and patriotism. Speaking about the pursuit of knowledge, the President said that the future belongs to digital technologies and innovations. He stressed that young Kazakhstanis today are fluent in several languages and have mastered the most advanced professions. They set big and ambitious plans for themselves.

With the participation of young people, the country must become competitive, ensuring an increase in the welfare and quality of life of citizens. The desire to be necessary and useful for their homeland should be the goal of every young person. Only educated and qualified young people will be able to achieve the goals set [3].

The specificity of young people as a special social group in modern society lies in the fact that all its members in their lives are in the process of forming their social personality, revealing and realizing their social potential. The majority of young people, primarily students, do not have their own social status, and their place in the status structure of society is determined by the social status of their parents or their future status associated with obtaining a profession. Youth problems cannot be considered in isolation from social and global world processes, since young people are not a self-developing system and are included in all the diversity of structures and relations of society, being an integral part of it. In modern conditions of modernization of Kazakhstani society, the formation of

sovereignty, a special responsibility lies with the younger generation, as the bearer of new social values.

To determine the life plans and professional strategies of young people, a sociological survey was conducted among young people aged 18-25 years. The survey took 777 respondents. The question was: “What do you think hinders the implementation of the life plans of Kazakhstani youth?”

According to Table 1 below, the respondents' opinions were divided.

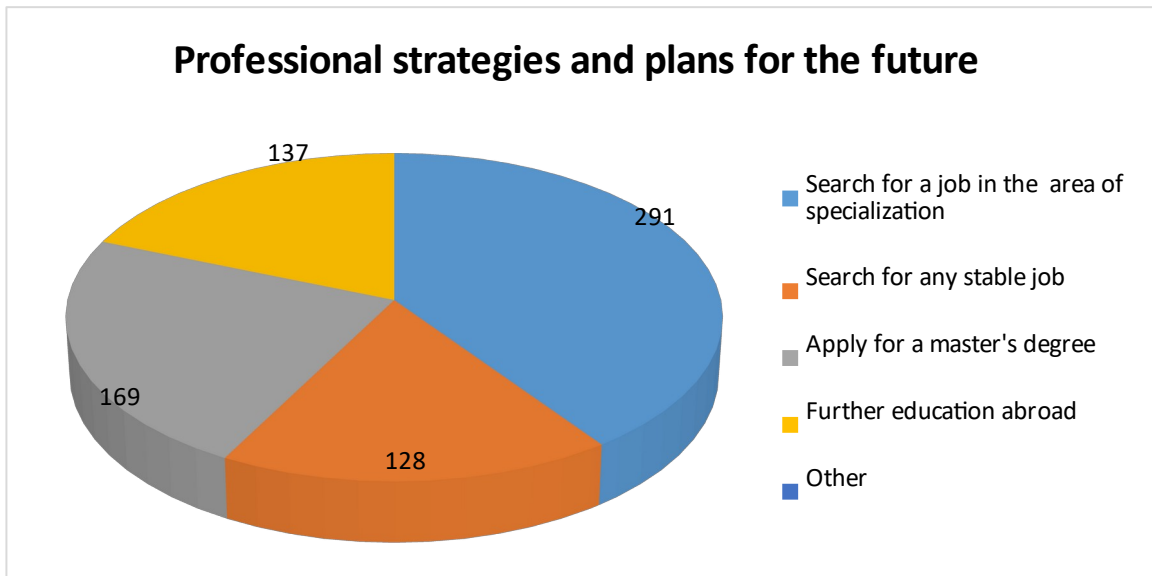
- 19.43% believe that young people are discriminated against by the older generations in society.
- 15.32% corruption hinders the implementation of life plans.
- 14.41% noted that the mentality and low activity prevent the implementation of life plans.
- 12.74% found it difficult to answer.
- 10.30% saw the problem of lack of demand for young people in the labor market.
- 7.98% he absence of an effective state policy to support youth.
- 6.18% inaccessibility of quality education.

*Table 1. The results of the survey (What do you think hinders the implementation of the life plans of Kazakhstani youth?).*

1. Discrimination against young people by the older generations;	151	19,43%
2. Lack of demand for youth in the labor market;	80	10,30%
3. The mentality of modern youth, low activity;	112	14,41%
4. General social and economic situation in the country;	81	10,42%
5. Inaccessibility of quality education;	48	6,18%
6. The absence of an effective state policy to support youth;	62	7,98%
7. Corruption;	119	15,32%
8. I find it difficult to answer;	99	12,74%
9. Other	25	3,22%

Examining professional strategies and plans for the future (Diagram 1), the main goal of the respondent is to find a job in the specialty -37.45%.

The formation and development of professional orientations and professional strategies of young people is greatly influenced by the university environment, the process of education and training, within which students acquire not only professional knowledge, but also the first experience of professional and practical activities, so 21.75% plan to enter the master's program.



*Figure 1. Professional strategies and plans for the future*

16.47% of respondents show a decrease in the desire to find a job in their specialty already during their student days and do not link their career with the training received at the university. Respondents consider the possibility of adjusting their plans, re-electing their professional path. It is obvious that those areas of labor that are considered unpromising, unprofitable in terms of wages and careers are the first to suffer. It turns out that the government finances education in these areas, but does not receive personnel.

Choosing vocational education, future profession and specialty, young people took the first step on the path of their professionalization. During their studies at the university, they learned their profession in the entire set of social ties, understood the content, mastered the specifics of their future professional activities in order to further develop and improve their level of professionalism. The study shows that 17.63% of respondents plan to receive further education abroad.

The uncertainty of students' value ideas about the profession itself shifts the guidelines for choosing the preferred, desired lifestyle through the profession, and 6.69% of the respondents go their way to a further professional plan.

A person can have both an active civic position and its complete absence. This property distinguishes a real citizen. He really worries about his country and its future. Active participation in ongoing events shows the indifference of a person in this matter. He really loves the country in which he lives, does not forget the history of his ancestors, does not turn a blind eye to the ongoing injustice and is always ready to help his fellow citizens. Such a person every day to improve the society around him and is always ready to defend the rights. He lives without violating the law and written rules, because he understands that permissiveness leads to a violation of the established order.

When studying the patriotic feelings of the respondents, we asked the question: "What does it mean for you to be a citizen of your country?"

Table 2 shows that 43.11% understand this issue as loving, respecting and being proud of the country, and according to Table 10, respondents present an understanding of what it means to be a citizen of their country.

*Table 2. The results of the survey (“What does it mean to you to be a citizen of your country?”).*

1. Know and comply with the laws of the country (be law-abiding);	13 2	16,99%
2. To love, respect and be proud of the country;	33 5	43,11%
3. Have the citizenship of the country;	52	6,69%
4. Enjoy the constitutional rights of the country (be under the protection of the laws of the country);	42	5,41%
5. Respect traditions of the Kazakh people;	45	5,79%
6. To be responsible and useful to the state;	93	11,97%
7. To feel involved in the life of the state;	29	3,73%
8. Take an active part in the country's life.	49	6,31%

The image of culture and thinking of modern Kazakh youth will become typical for our socio-cultural reality in a few years. By their nature, young people are significant for society, this is the human capital, an innovative, strategic resource of society. Youth is currently perceived as a subject of history in which society reproduces itself at each next stage of its own development, it is not given a secondary role, on the contrary, its status position has increased. Assigning a positive role to it, linking progressive changes with it, one cannot ignore the fact that it is the bearer of social instability, its potential can have a different orientation: from positive and creative, constructive to extremist and revolutionary. In this vein, it is necessary to help the younger generation to assimilate worldview ideas about what is useful to master, what is important to develop, what is allowed to be carried out in practical activities, to show the negative aspects of life, what is harmful to health, life in general, and what is forbidden to be implemented in personal actions. Высокий динамизм общества, большой поток информации, сложные отношения между людьми требуют постановки вопроса о компетенции в образовательном процессе, которой должна овладеть современная молодежь.

The modern youth of Kazakhstan is the subject of history, the Kazakh society has discovered it for itself as a social value of a special kind. The youth of today is an exceptional and important factor of change, a bearer of new ideas. In this regard, a modern state youth policy that meets the needs of the 21st century is necessary.

The new philosophy of formation of the youth state policy of Kazakhstan comes from modern realities. The priorities for the youth state policy of

Kazakhstan should be: disclosure of the individual abilities of young people to fulfill socially significant social roles; developing a positive attitude of young people towards marriage, preparing young people for family life, motherhood; the development of new leisure practices that affect the intellectual, moral well-being of today's youth [4].

### Reference

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