CULTURAL INFLUENCE OF GLOBALIZATION AND INTERNET ON CONTEMPORARY ADOLESCENTS

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The article substantiates that globalization and Internet penetration that are taking place globally have specific cultural influences on modern adolescents. An empirical study with 340 adolescents from Bulgaria was carried out, which aimed to analyse cultural influences of globalization and the Internet on adolescents in the direction of: the attitude of adolescents towards the processes of globalization; the main concepts of adolescents for success in modern society and ways to achieve that success; Expression on the Internet and most commonly used Internet services; the role of school and the Internet as factors for building self-esteem during adolescence. The adolescents surveyed are aged between 13 and 17 and are trained in general education and vocational schools. Empirical data obtained has shown that adolescents associate the achievement of a success in modern society, both with the accumulation of professional competences and good general culture, as well as with the development of personal qualities such as perseverance, hard work, intelligence and ambition. According to the findings, the Internet and school environments are important factors in building self-esteem in adolescence. Adolescents use the Internet primarily as a means of communicating and as a source of entertainment. The obtained empirical data reveal that globalization and the Internet are perceived by adolescents mostly as positive phenomena in modern society. The data is informative with regards to the fact that in adolescence a positive attitude towards one's own personality is built through performance in both real and virtual environment.

Keywords: Globalization, internet, adolescents.

Today's society sees a trend of a massive deployment of globalization processes, accompanied by extreme popularization of information technologies, and in particular the Internet. Internet technology itself is an emblematic feature of globalization and a vehicle of its main meaning. Globalization as a process of merging commodity and service markets dates back to the 1980s. The first conceptions of globalization that were shaped in this period focus mainly on the economic and political side of the process as the most visible and most dynamic

changes are there. At the end of the second decade of the 21st century, we can convincingly argue that the social and cultural dimensions of globalization and internet penetration globally are equally important. They are mainly found in the tendency to create a new, global type of culture that eclectically links traditional cultural values with new cultural symbols created and disseminated through the Internet.

A number of researchers, such as M. Albrow (2001), D. Shultina (2010), B. Rangelov (2012), N. Car (2012), I. Dichev (2012), N. Bratanov (2014), O. Spasov (2015), O. Fiblinova (2016), P. Kasatkin (2017), convincingly prove that globalization and Internet penetration have powerful cultural influences on humanity. We can say that these cultural influences stand out especially bright in the lifestyle of modern adolescents. This is due to the fact that adolescents are socialized under the influence of globalization processes and are part of the most active users of Internet services.

Researcher R. Robertson (2004) shares that global culture has its preconditions in the inclination of human communities to expand their communicative interactions by forming large-scale social and cultural formations, overcoming spatial barriers, and expanding areas of human activity.

We will point out that a distinction should be made between culture and cultural environment. Culture is a complete system that is available to a major organic human community. Cultural environment is that part of culture that is present in the conditions of life of a particular social subject, a particular category of people, a human community or an individual. Thus, in a given cultural environment, one or other separate elements of the given culture, such as the Internet, may dominate. P. Pavlov (2010) points out that "Internet culture is based on the simultaneous operation of an unlimited number of computers and individual minds, which being connected in a common network, are capable of giving a new function to the ordinary existence of many individuals" (p. 10). According to M. Popova (2012), in addition to its technological and communication nature, the Internet is an environment for presentation, enrichment and creation of cultures and cultural products.

Our own research, conducted over the last decade (Slavcheva-Andonova, 2019), prove that the Internet is becoming a product of globalization, which has specific cultural influences on modern adolescents. These cultural influences can be found in the way adolescents perceive and analyse the processes of globalization and the presence of the Internet in their lives.

Empirical study:

The empirical study aims to analyse the following cultural influences of globalization and the Internet on modern adolescents:

‒   Adolescents' attitude to the processes of globalization that take place in the modern world;

‒   Main concepts of adolescents about success in the modern society and ways to achieve this success;

‒   Expression on the Internet and most frequently used Internet services;

‒   The role of school and the Internet as factors for building self-esteem during adolescence.

The study includes 340 adolescents from Republic of Bulgaria who are aged between 13 and 17 and are trained in general education and vocational schools in the country. The information is obtained through open answers to the following questions:

1. "According to you, what is the nature of the phenomenon of globalization?"

2. "What are your main concepts about success in the modern society and what are the ways to achieve this success?"

3. "Do your achievements and performance at school help you feel a person worthy of respect?"

4. "What do you use the Internet most often for?"

5. "Do your expression and activities on the Internet help you feel a person worthy of respect?"

The questions were presented to the respondents in a written questionnaire, filled in anonymously.

Analysis of the results obtained.

Analysis of the data from Question 1: "According to you, what is the nature of the phenomenon of globalization?"

The summarized data show that to a large extent adolescents define globalization as a trend of uniting the world in different areas. This unification is expressed in the gradual deletion of state borders, the possibility of free and quick transfer of information, capital and goods, opportunities for travels, work and learning around the world, and the same conditions for career, real-time information on events from all around the world, technical progress globally, especially for countries that are not on the technical level of others. Adolescents point to the following positive effects of globalization: development of communication and opportunities for social integration; environmental protection; ending military conflicts around the world; uniting efforts to find AIDS treatment; afforestation of the planet; facilitating life due to the removal of a number of conditions concerning border crossing; currency exchange, and the ability to be understood on every point on the planet. The respondents associate globalization with the following negative consequences: deletion of national

borders; the spread of crime, terrorism and corruption; unification of nations, and loss of national identity.

We can conclude that adolescents understand and perceive globalization as a source of both positive and negative influences. The data reveal that adolescents in general education and vocational schools in Bulgaria show a public commitment and ability to observe and analyse current trends in the development of our society.

Analysis of the data on Question 2: "What are your main concepts about success in the modern society and what are the ways to achieve this success?"

Adolescents' opinions are expressed by the following positions: to be successful means to feel useful with the activities you do; have good education and work that you want and that gives you pleasure; to be able to find your place in today's dynamic and changing time; to have your individual skills adequately assessed. The surveyed adolescents point out that the path to success is related to the possession of certain personal qualities. The most commonly mentioned qualities are: persistence (referred to as a necessary quality by 80% of the persons surveyed); hard work; intelligence; good general culture; great ambition, and struggle. Adolescents also point out that success depends on good educational attainment in school, and on the support of parents and friends.

We can summarize that adolescents relate success in modern society primarily to educational and career achievements. To experience joy from the performed job is also perceived by adolescents as an important feature of success.

Analysis of the data on Question 3: "Do your achievements and performance at school help you feel a person worthy of respect?"

The majority of adolescents surveyed consider that school achievement is an important factor for success in the future. Summarized opinions of adolescents showed that the information they receive at school is up-to-date and meets the contemporary requirements for good future career. About two-thirds of adolescents say they feel good at school because their classmates like them and communicate with them with pleasure. High school achievement and the build-up of competencies to ensure future successful professional career are analysed by adolescents as important sources of self-esteem. There are also data from respondents who say they do not feel sufficiently satisfied with their school performance and achievements, and they admit the need for more efforts in order to succeed. Adolescents who express this position account for about 20% of all surveyed individuals.

We can summarize that school achievements and performance are perceived by adolescents as one of the key factors for success in today's society.

Analysis of the data on Question 4: "What do you use the Internet most often for?"

The majority of adolescents surveyed indicate that they use the Internet primarily for recreation. As entertainment activities on the Internet the respondents mentioned possibilities to play computer games, to communicate with friends, to watch movies and to listen to music, to create new contacts. Approximately 40% of adolescents point out that they enjoy the Internet whenever they have this opportunity. About a tenth of the adolescents say they cannot imagine their life without entertainment and communication opportunities offered by the Internet. A relatively small proportion of adolescents (8%) indicate that they use the Internet primarily as a source of specialized scientific information.

The data prove that the surveyed individuals perceive the opportunities for entertainment and communication as emblematic features of the Internet technology.

Analysis of the data on Question 5: "Do your expression and activities on the Internet help you feel a person worthy of respect"

The majority of adolescents point out that the Internet provides them with the opportunity to present themselves and communicate with people from all parts of the planet. This helps them to perceive themselves as citizens of the global community. More than half of the adolescents (55%) state that when they are on the Internet they feel confident in their own competence and attracted by the opportunity to present things they are able do in front of their friends. About a third of the adolescents say they are happy to make friends on the Internet. The opinions of all the individuals surveyed share the view that their expression and activities on the Internet help them feel as people worthy of respect.

The summarized data shows that the largest group of surveyed people are those using the Internet primarily for entertainment. The active desire of adolescents to be informed about the novelties of modern culture, including in the area of entertainment and recreation, naturally makes the Internet the most accessible source of this type of information. The data of the survey show that the use of Internet for specialized scientific information is still not popular enough among adolescents.

Conclusions:

– The obtained empirical data reveal that globalization and the Internet are perceived by adolescents mostly as positive phenomena in modern society.

– Developing professional skills in the selected field, combined with personal qualities such as perseverance, hard work, intelligence and ambition,

are, according to adolescents, a key prerequisite for achieving a successful future career.

– Internet performance and school achievement are important factors that establish a sense of self-esteem during adolescence.

– Adolescents use the Internet primarily as a means of communicating and as a source of entertainment.

The data are informative with regards to the fact that in adolescence positive attitude towards one's own personality is built through performance in both real and virtual environment.

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КУЛЬТУРНИЙ ВПЛИВ ГЛОБАЛІЗАЦІЇ ТА ІНТЕРНЕТУ НА СУЧАСНИХ ПІДЛІТКІВ

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У статті обґрунтовується теза про те, що глобалізація та інтернетизація, які масштабно протікають у світі, чинять специфічний культурний вплив на сучасну молодь. Було проведено емпіричне дослідження за участю 340 молодих людей в Болгарії, що мало за мету проаналізувати культурний вплив на них глобалізації та Інтернету у напрямку: ставлення молоді до процесів глобалізації; її основні уявлення про успішність у сучасному суспільстві та шляхи досягнення такої успішності; прояви в Інтернеті та найбільш використовувані послуги в Інтернеті; роль школи та Інтернету як факторів формування самоповаги в підлітковий період. Молоді люди, що брали участь в дослідження, були у віці від 13 до 17 років і вчилися у загальноосвітніх та професійних навчальних закладах. Отримані емпіричні данні свідчать про те, що вони пов'язують успішну реалізацію у сучасному суспільстві як з накопиченням професійної компетенції і належної загальної культури, так і з розвитком певних рис особистості, зокрема, йдеться про наполегливість, працелюбство, інтелігентність та амбітність. За отриманими даними, прояви в Інтернеті та шкільному середовищі є важливими чинниками формування самоповаги у підлітковий період. Підлітки використовують Інтернет переважно як засіб спілкування і як джерело розваг. Отримані емпіричні дані показують, що глобалізація та Інтернет сприймаються ними, насамперед, як позитивне явище у сучасному суспільстві. Ці дані є інформативними у світлі того, що в юнацький період позитивне ставлення до своєї особистості формується через прояви як у реальному, так і у віртуальному середовищі.

Ключові слова: *глобалізація, Інтернет, молоді люди.*

КУЛЬТУРНОЕ ВЛИЯНИЕ ГЛОБАЛИЗАЦИИ И ИНТЕРНЕТА НА СОВРЕМЕННЫХ ПОДРОСТКОВ

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В статье утверждается, что глобализация и «интернетизация», которые происходят во всем мире, оказывают специфическое культурное влияние на современных подростков. Было проведено эмпирическое исследование с участием 340 подростков из Болгарии, целью которого было проанализировать культурное влияние глобализации и интернета на подростков в направлении отношения подростков к процессам глобализации; основные идеи подростков относительно достижения успеха в современном обществе и пути достижения этого успеха;

Интернет-проявления и наиболее часто используемые интернет-сервисы; роль школы и интернета как фактора формирования самооценки в подростковом возрасте. Подростки, которые были объектом исследования, в возрасте от 13 до 17 лет и обучаются в общеобразовательных и профессиональных школах. Эмпирические данные показали, что подростки связывают достижение успешной реализации в современном обществе как с накоплением профессиональных компетенций и общей культуры, так и с развитием личностных качеств, таких как упорство, трудолюбие, интеллект и целеустремленность. Согласно полученным данным, проявления в интернете и в школьной среде являются важными факторами в формировании чувства собственного достоинства в подростковом возрасте. Подростки используют Интернет, прежде всего как средство общения и как источник развлечения. Эмпирические данные показали, что глобализация и Интернет воспринимаются подростками в основном как позитивные явления в современном обществе. Полученные данные информативны в свете того, что в подростковом возрасте позитивное отношение к собственной личности строится через проявления как в реальной, так и в виртуальной среде.

Ключевые слова: глобализация, интернет, подростки.

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