

# **THE ROLE OF A STATE AND ITS INSTITUTIONS IN THE PROCESS OF POLITICAL SOCIALIZATION OF PERSONALITY IN THE SOCIETIES OF DEMOCRATIC TYPES**

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## **Abstract**

It is investigated that socialization is a necessary condition for the functioning of society. It is learned that political socialization is the most effective factor in maintaining the political system, its strengthening and stabilization. The process of political socialization, political institutions, reproduction and continuity of the most important political values are described. It was found that due to the political socialization man becomes not only the individual but also a citizen of the state. The interrelation of functioning democratic institutions and the transformation of political culture in the state are showed. It is analyzed that the role of political cultural factors in the evolutionary processes of government learn under a form of democratization of society today.

**Key words:** *evolutionary processes, governance, democratization of society, transformation, public relations.*

## **INTRODUCTION**

The issue about the essence of citizenship, the relationship between human and power, as the political system passes its values from generation to generation, were discussed during different periods of development of scientific thought. In today's conditions, when there is an intensive process of politicization of public life, the objective need for a more profound scientific analysis of all politic and governing aspects has considerably increased. The increase of contradictions poses a direct

threat to political stability, institutions of socialization, which traditionally were responsible for the entry of man into society, its education and control over its political behavior.

The concept of political socialization was established as a process of formation of an individual, when the most common, widespread persistent features of the personality, which manifest themselves in socially-organized activities, are regulated by the role structure of society, are formed. Its manifestation was caused by the crisis of traditional institutions of the political system of society, which could no longer ensure the voluntary adoption of new generations of declared democratic values. The speed of change in the way of life, in the social environment that surrounds and forms a person, already complicates the process of political socialization.

Political socialization involves the process of creating such a society, the condition of which lies in the number of parties, groups and organizations that compete with each other and advertise themselves in order to attract individuals to their own side. It was under the influence of the theory of pluralism that the theory of the ideal model of political socialization arose, which resulted in the formation of a person, who entered politics with developed ideas about his participation and taught the orientations that determine his direct political choice. There was a need to introduce new management methods in these conditions, so a reliance on the management of the behavior of the individual in politics was made. Subsequently, practice has shown that political socialization can be used as a reliable instrument of political control, as a method of rooting the ruling values and goals into a person that is imperceptible to a person and does not cause her a sense of protest.

## **1. THE CURRENT STATE AND PROSPECTS OF STATE INFLUENCE ON THE POLITICAL SOCIALIZATION OF A PERSON**

Political socialization plays an important role in teaching people to distinguish between those who have the right to perform the functions of the authorities and to recognize that this right belongs to them. Political socialization embodies a two-way process: on the one hand, it captures the assimilation of certain norms and values that the political system requires; but on the other - demonstrates how the person assimilates traditions and ideas, consolidating them in various forms of political behavior and influence on power.

Political socialization is the formation of a personality, the ability to adapt in society, in processes that occur not only in the political sphere, but in the ability to learn the experience accumulated by older generations; in the ability to find their place in a particular society, as well as the ability to express their own opinion. Preliminary notions about the process of political socialization, when the political goals and values from one generation to another were passed without interference, do not correspond to the modern realities of society. New theoretical models that should explain the process of political socialization at the turning point of human development are in the stage of formation.

Modern society has a high demand for those who meet the necessary standard of education and socialization. It is indisputable that a person who now manages a society must prove his right to do so by going through various tests. In addition, the model of a person who passively subordinates to the authorities does not meet the objective needs of the development of the modern political system. There must be a division of labor between management and subordinates in a society. Political

leadership is possible only under such conditions, and the masses and their interests will be represented by elected political representatives and organizations. In the "subordination" model, a person is understood as a relatively passive control object that does not have an independent value for the functioning of a modern political system. In addition, this representation is based on the experience of management, which refuses to use widely the activity of the individual to maintain the stability of society [Buhme et al. 2011].

Modern management theory inherited models of a personality, adapted them to the new conditions for the functioning of the management system. The idea of the necessity to conquer the personality for the state has not changed, but it is now motivated by the needs of governance. Socialization looks like a process, in which authoritarian political leaders and their followers interact and form a person's positive attitude to power [Alonso et al. 2011]. As a result, a harmonious system should be formed, which on the one hand is supported by feelings of respect for leaders, and on the other - the responsibility of leaders to subordinates. A person was only a phrase of a disguised desire to manipulate not only the masses, but also each individual.

It should be noted that another humanistic line in the development of political processes begins to emerge, which puts forward the ideals of broad participation, involving ordinary citizens in politics. There has been an interest in the human factor, an understanding that people now turn to the political level not remotely and more or less spontaneous result of people's lives and activities, as well as their intentions in modern theory of management and practice in recent years. A vital need is to create a social infrastructure for the political socialization of the individual, the formation of a civic consciousness and a democratic political culture.

It should be noted that a country cannot exist without ideology and ideological institutions, the purpose of which is to recreate a particular ideology in mass and individual consciousness. Stereotypes of mass political consciousness are a natural product of political socialization as a process of incorporating a person into the political sphere of society.

Political socialization is inseparable from general socialization. They determine each other, although the boundaries of their internal stages may not coincide and there may be contradictions between them, especially in cases where the new political regime tries to establish its power on the basis of the old culture or vice versa. In order to make gloomy forecasts not a long-term prospect of society, it is necessary to create a system of democratic political education of the population with the involvement of the most competent and democratically oriented part of the scientific, pedagogical and managerial intelligentsia; a system that already exists in all democratically developed countries. It is impossible to provide a normal process of political socialization and the formation of public consciousness without this. Passive citizenship, which is typical today for the bulk of the population, is another factor that preserves and protects, the political system, the distribution of power in society and the ways of legitimizing samples and methods of governance.

Under the influence of important discussions of various schools, the directions of science, the attitude towards a man as an element of the political system gradually began to change. Political socialization begins to be considered as a two-way process, when, on the one hand, the socio-political environment affects the individual, and on the other - it forms such a political individuality, which has free choice and responsibility for the decisions made. Political socialization should act as a necessary and important component of any statehood. It must ensure the functioning of the

political system in the process of changing generations in politics and promote the formation of a citizen who is able to make decisions on many important issues. It is impossible to imagine the normal functioning of the political system, power structures because this is a mutually reciprocal process between a person and a society that provides legitimacy and justification of the existing political system and power in the country.

## **2. FEATURES OF SOCIALIZATION FUNCTION IN THE POLITICAL SYSTEM OF THE STATE**

The function of political socialization and the involvement of people in the political life of society is inherent in all modern political systems and it contributes to the widespread participation of citizens in each country's policy. In democratic countries, the function of political socialization and the involvement of people in political life is realized not only by government, but also by non-state structures. In the current situation, one should take into account the experience of developed-country democracies that have undergone the transformation period in which Ukraine is today and the specifics of the socio-political life in the country. The greater the degree of political socialization of society is, the higher its culture is, as people with a high level of political socialization take an active part in the political life of society, thus ensuring the development of social relations.

Political socialization helps to maintain and legitimize the political system and the government that governs. It supports the government by forcing and educating its citizens to conform to its rules and to carry out its functions in this system [Probiigolova 2006]. The system operates and successfully manages in such a way that the majority of the population obeys the laws and performs corresponding roles that interact with the purpose of maintaining the functioning of the system. The main task of political socialization consists in the formation of an established political outlook, an independent and responsible political entity on the basis of the free choice of political guidelines for them; political awareness, the essence of which lies in the knowledge, as well as the ability to select qualitatively and analyze the information received by the personality. In the process of political socialization, the formation of consciousness and human behavior is influenced by a large number of both objective and subjective factors.

The process of political socialization determines the factors of different social levels. At the macro-social level, socio-economic relations prevailing in society, the specificity of ethno-national and religious-confessional communication, and the nature of political power have a significant influence on the formation of stereotypes of political consciousness and behavior of citizens [Parubchak 2014]. Recently, in connection with the development of the tendencies of internationalization and globalization of socio-economic, political and cultural relations, the phenomena occurring at the mega-social level are increasingly influencing the process of political socialization: the development of economic cooperation, political integration, regional and global conflicts and crises [Gorzela 2013].

It should be noted that the factors of different social levels do not have the same effect on specific individuals and different social groups. Each of the factors affects a person through the prism of his individual peculiarities - the specifics of the worldview, the level of intelligence, the moral foundations. Recognizing its reflection in the individual consciousness, the factors of social being become of some significance and act as

signals that motivate a person to a certain mode of action in the realm of politics [Russkin 2008].

Among a large number of subjects of political socialization a special role belongs to social institutions that have a purposeful influence on the formation of political consciousness and behavior of citizens, such institutions are defined as institutions of political socialization. The harmonious type of political socialization reflects the psychologically-normal interaction between man and institutions of power, rational and respectful attitude of the individual to the rule of law, state, awareness of man of his civil duties. The pluralistic type of political socialization refers to the recognition of human rights of equality with other citizens, their rights and freedoms, its ability to change its political passions and move to new value orientations. The weakness of civil society makes ineffective an important factor in socialization the emerging political system. The parties are engaged in more maintenance of group interests of the leadership than serious political-educational work among the masses [Karpayak 2012]. However, the greatest opportunity in shaping the political advantage of individuals is concentrated in the hands of the media, which are now interested not in providing objective information, but in pursuit of sensations, scandals, in order to increase the number of readers, and hence the sponsors, new advertisers. Political socialization is an extremely important and multidirectional political and managerial process. Thanks to political socialization, man gradually becomes not only a person, but also a citizen of the state, its creator.

Political socialization is a complex process, which consists in the assimilation and perception of socio-political experience, both modern and accumulated by previous generations: transformation of knowledge about politics, state policy in internal convictions; developing the ability to defend their political knowledge and interests; to acquire the necessary skills of socio-political activity, assimilation of its main principles and norms. Political socialization has a dynamic character, lasts throughout life and causes new political values and individual identities.

In the context of the transformation of political systems, political socialization is gaining increasing importance, due to the fact that the transfer from generation to generation of socio-political experience, norms and values in the transition period is particularly difficult. Among the representatives of the middle and older generations are prevalent previous values and political orientations, traditional stereotypes of political thinking and behavior, which inevitably conflicts with many aspirations and attitudes of young people. The stability of the country's socio-political development is possible only with the combination of innovations and traditions. The core of political socialization is the enrichment of the personality of the political experience of previous generations, during which a person adapts to the existing political system, acquires the ability to influence it, that is, everything becomes a subject of political life to a greater extent [Lopushinsky 2013].

One of the main problems in society is the creation of an organic system that could provide the most effective development of the country, society, and individual in certain spheres of public life. Such a system should be a civil society, the construction of which is one of the main tasks. Constructing the civil society can be based on the implementation of active innovation potential, namely the potential of active, organizing, creative people. Consequently, it is necessary to turn to political socialization, the main task of which is the formation of such a person. The purposeful influence of the state on the development of social processes should determine political socialization as a process of formation of a democratically oriented

personality who is able to defend his socio-political interests and rights, has a developed political consciousness and a high political culture, actively participates in the political life of the country.

Any concept develops under the influence of subjective and objective factors. No concept can claim universalism, because the process of assimilating of political goals and standards of political behavior in a particular society always has specific features and in each country is conditioned by the peculiarities of its environment. Any person living in a society has certain political functions that determine its political status [Barmatova 2004]. Therefore, the question should not be about political roles, but about the way of realizing ideas by a human as a subject of politics. The process of political socialization is due to the personal factor, the uniqueness of the individual is a criterion that leaves him the right to self-socialization.

### **3. SOCIO-HUMANISTIC ASPECTS OF POLITICAL SOCIALIZATION OF A PERSON IN A DEMOCRATIC SOCIETY**

Political socialization is nothing else than the formation of a politically oriented person who can defend his socio-political interests, who has a developed political consciousness and a high level of political culture. The main institutes that form humanitarian factors of the concept of state governance are the political socialization of a person, is the state, political parties, public organizations, schools, and higher educational institutions. This kind of system of political socialization promotes the transformation of the individual into a conscious and active subject of state formation, which not only gives him motivation for activity and creates conditions and opportunities for participation in political life, but at the same time provides the individual with the necessary amount of knowledge and practical skills, forms in his ability to understand reality in the state [Kozlov 2008].

The catalyst of political socialization of a person in transformational societies is often the socio-political and economic crisis, during which people are politicized mainly under pressure of circumstances. The over-saturation of political life with destructive ideas and requirements creates a dangerous background that dynamises the activity of the person not in the spirit of freedom and democracy [Parubchak 2014]. A politically socialized person is, above all, a responsible citizen who has not only a high degree of development of political consciousness, but also an appropriate level of state position.

In modern theory of management, two areas are distinguished, where the criteria for determining the essence of the process of political socialization are the level of activity and the level of subjectivity of its participants. The founders of the role theory of political socialization are of the opinion that a person during his political development should have instilled predominantly positive attitudes toward the attitude to the political system. The goal of the concept of managing the processes of political socialization of a person in a country should be the formation of citizenship, which is determined by the person adapts to socio-political relations .

The study of the theory of management of the processes of political socialization allows us to answer a number of issues related to the course of this process, namely: studying the content of socialization and values, positions and political beliefs; finding out the homogeneity of values, determining the channels of information transmission and the factors of continuity and duration of the process of political socialization. The simplified representation of the state management of the processes

of political socialization as an one-sidedly oriented process, where the person acts as an object, and not an active force, is given. The process of studying the developments of the newest theory of political socialization and its further development is an important factor for the formation of the concept of political socialization. The search for ways and directions of formation of a stable system of political socialization, possible measures for its optimization, in order to ensure the continuity of political development, preservation of the stability of society. In order to solve these problems, one needs to understand clearly how an individual integrates political goals and values.

Political socialization is a factor in the preservation and stabilization of the political system, a condition for its normal functioning. The formation of a democratic infrastructure for political socialization requires the search for ways of its formation and implementation [Akinsheva 2013]. However, this process involves certain difficulties that arise during the reform of the management system. The study of the theory of management of the processes of political socialization allows to approach objectively to the development of certain approaches of the conceptual foundations of the functional structure of the person's entry into political life, taking into account the peculiarities of the current state of the political system.

Political socialization is the process of a person becoming as a subject of political relations and political activity, it covers all members of society. Political socialization is a purely developmental process through which people gain political orientations and patterns of behavior. The content of the process of political socialization depends on the nature of the relationship between the individual and the authorities in a particular society. After all, a person acquires the status of a political personality as a result of a long interaction with the outside world; personality is largely determined by economic, social, political, national, ideological relations and ties between them. Recently, the world has had an idea of a fair and stable society, in which the humanitarian components of solving social problems, satisfaction of interests and the necessity of the introduction of political education, based on the principles of systematic, purposefulness, continuity, content and methodical certainty, correspondence to the fundamental human rights and democratic ideals [The Global Competitiveness Report 2011]. The ideal education is harmoniously developed, socially active, nationally conscious man who is endowed with great social responsibility, healthy intellectual, creative, physical and spiritual qualities, family and patriotic feelings, hard work, business acumen, entrepreneurship and initiative. The conflict between everyday needs and interests in real life is acutely experienced at the emotional level, generating a wide range of mass sentiment - from indifference and apathy to aggression and hatred.

In the process of political socialization, a whole set of guidelines is formed that become the source of political behavior for a person. As a result of successful political socialization, the deepening needs of the individual to be a citizen are met. Among the problems of political socialization, the issues of strengthening statehood, increasing the citizen's confidence in their state, awareness of their place and role in the processes of social renewal are put on the foreground. The informational activity of the mass media allows people to judge adequately political events and processes only if they perform an educational function.

The mass media, accompanying a person throughout his life, including after completing his studies, greatly affect the perception of his political and social information, but cannot provide a systematic and profound assimilation of political

knowledge, because it is the task of educational institutions. At the same time, under the guise of political education and pseudo-rational consciousness can be formed in people. The educational role of the media is closely linked to their function of socialization and essentially grows into it. However, if political education involves the systematic acquisition of knowledge and expands cognitive and evaluation capabilities, then political socialization means assimilating it to political norms, values and patterns of behavior.

Political socialization always exists as a set of specific mechanisms of human learning by means of political participation, which are formed on the basis of perfectly defined cultural values and standards. Political education and upbringing are the basis for raising the level of political activity. In order to attain an appropriate level of political activity, a worldview is required, that is formed on democratic principles, the national idea of the state, the main constitutional principles, personal interest in the progressive development of society, as well as participation of people in socio-political activity, public organizations. The important general problem of political socialization of a person in society is the lack of continuity in the transfer of political experience, tradition is a special specific mechanism of accumulation and transfer of such experience. In the political sphere, they are directly related to the realization of the interests of different sectors of the population and the struggle for power.

#### **4. THE SIGNIFICANCE OF POLICAL SOCIALIZATION IN THE DEVELOPMENT OF SOCIAL PROCESSES IN THE STATE**

Political values, traditions, patterns of behavior and other elements of political culture are mastered by man continuously, and this process can be limited only by the duration of his life. Perceiving some ideas and skills, a person at the same time can give way to other landmarks, choose for themselves new ways of communicating with the authorities. In addition, the sensitivity to external influence, its ability to perceive and absorb one or another value, standards of behavior depend, above all, on a set of political knowledge, skills and abilities of a person, and, first of all, from its subjective status and roles in politics. However, the process of assimilating cultural samples is carried out on the basis of perception of examples of activity, common and typical patterns of thinking and behavior, the inclusion of individuals in interaction with certain institutions, involvement in priority values.

Young people need political knowledge to solve problems of public life, protect interests etc. In addition, political education is an important means of political socialization of the individual, its integration into the political system, the formation of the features of citizenship, which involves the assimilation of current norms of political life, political ideals and values, methods of political interaction, methods of influence on power and participation in solving common problems. In this sense, political education can be defined as civil education. Owing to it, the modern human must know the world of democracy as a state of world perception and self-perception of people, the nature of their perceptions of themselves, their rights, opportunities and responsibilities, the conditions of stability and importability of the current order, the principles of authority of the authorities. Nowadays, the struggle for democracy means, first of all, to promote the renewal of political culture, to carry out the corresponding content and forms of political education of citizens or civil education, that is, the humanitarian factors of political socialization.



Herewith, it is necessary to emphasize on the dependence of the content of political education on the type of government in the state. In a democratic society, its development is due to the need to preserve the inviolability of democratic values, institutions and patterns of behavior. The specificity of political education should be directed not only to the reproduction of democratic values in society, but also to the formation of a new system of civic values. While the political modernization is being conducted, it is necessary to cultivate democratic values, to disseminate appropriate procedures. When public life lacks democracy, political education itself can become a factor in the spread of democracy. In order to form a democratic political culture by means of political education, it means to bring about the appropriate kind of system of personality attitude [Parubchak 2014]. Such system consists of an individual's relation to himself and others, to the political system of his contemporary society, to the institutions of power, to political life.

This is important because a democratic society is constantly in a search for and maintaining an equilibrium between the observance of imperatives generated by the institutions of the political system and their constructive critique and updating. Political education, based on these principles, should instill behavioral skills in the conditions of the modern state, observance of its laws, but at the same time the ability to uphold guaranteed rights and freedoms. Political education is carried out, as a rule, through the spread of a kind of political culture, adopted by the political system. Political socialization is an important aspect of the holistic process of formation of a person and his participation in the political sphere. It is interpreted as a two-way process, which includes, on the one hand, the transfer of political information, knowledge, its attraction to existing political values and landmarks, its acquisition of social experience, norms and roles, skills and abilities by entering the system of the formed social-power relationships. A politically socialized person can defend his socio-political interests and rights, has a developed political consciousness and culture and takes an active part in the political life of society. On the other hand, there is not only a process of reproduction, but also the further development of the individual of the existing system of social relations through his active activities in the process of inclusion in the socio-political life.

The effectiveness of managing the processes of political socialization depends on the internal and external, the main and specific factors affecting individuals. The influence of each factor is marked selectively in a number of circumstances, including the presence of a person's inner convictions, values and ideals. At the same time, its internal beliefs and values limit the influence of society and political system. However, on the other hand, only the conformity and complementarity of the influence of different levels and contents of socio-political determinants determine the effectiveness of the assimilation of man values, settings and political roles. The general processes of development of the global information space, including the desire for genuine democratization and the creation of a civil society with the alternative form of political communication inherent to it, will increasingly affect the process of state regulation of the person's political socialization.

The process of integrating a person into a social life, and hence the political system, in all societies, is a purposeful and systematic process of learning and mastering the most important knowledge and skills, their transfer from generation to generation. In the broader theoretical context, these ideas have found development in social constructivism, which contains one of the deepest theories of socialization, explores the complex strategy and tactics of human support of their identity in mass societies.

The integration of society is a fundamental problem of theoretical research, it determines the purpose of the theory and practice of socialization and is the assimilation of social and political roles; it can be understood as bringing the structures of motivation of human behavior and expectations of society into conformity. Personality, through learning, is always in a state of change, but its balance is maintained by the work of adaptation and protection mechanisms that control these changes. At the same time, political socialization means, first of all, the assimilation of the role of a citizen. Political socialization is the process of assimilating an individual throughout his life of political knowledge, norms and values of the society to which he belongs. It is an integral part of a multifaceted process, during which there are reproductions and further development of political structures and relations, as well as the development of socio-political qualities of actors who support and implement these relationships in their life.

## **5. THE ESSENCE OF POLITICAL SOCIALIZATION IN THE FIELD OF FORMATION AND DEVELOPMENT OF SOCIAL-POWER RELATIONS**

A politically socialized man reflects both political and social processes that objectively exist in a society, is interested in politics and participates in it, while its participation is active, socially significant. That is, a socially active person, taking part in politics, is guided not only by his own interests, but also by the interests of society, realizes responsibility to society and the state. Someone seeks to establish a certain political order and show constructive political behavior, others are doing everything to destroy the existing political system and demonstrate a destructive attitude, someone easily adapts to any political regimes and authorities.

One of the main forms of political socialization of personality is social adaptation. As it is growing older, the expectations of a personality that is socializing are becoming increasingly complex. It is assumed that a person must move from a state of complete dependence to independence and acceptance of responsibility for the well-being of others. In this case, adaptation means that a person successfully uses the conditions that have developed to fulfill their goals and aspirations. Adaptive behavior is characterized by successful decision-making, initiative, definition of own future, as well as adaptation of the individual to the finished patterns of behavior, the transfer from one generation to generation of goals and patterns of behavior. The cognitive model of socialization indicates that a person is least affected by a variety of factors and agents.

Society needs individuals who are able to think, assimilate and convey information. That is why it is necessary to develop the cognitive abilities of a person, his moral and emotional qualities. The process of socialization - is the gradual maturation of the individual. Modern science defines such important characteristics of the essence of socialization, as the connection of socialization with adaptation; the connection of socialization with the solution of the problem of survival and storage of the gene pool of humanity in life and in natural circumstances; the purpose of socialization is the effective participation of a person in social groups; the result of socialization - a person with a certain degree of social orientation of activity. Political socialization provides the individual with the ability to orientate in the political space and perform certain power functions in it. Due to political socialization, the formation, reproduction and development of political culture is carried out; the notion of "political socialization" is broader than political education, since it covers not only

deliberate or spontaneous influence on personal ideology, but also personal political activity.

The task of political socialization is to teach people to mention their political position. A person needs to get a system of political values to form a citizen, ideas in which he can believe, and orientations in the political environment that allow him to adapt to it. The diversity of concepts of political socialization is explained by methodological peculiarities and conceptual approaches [Galus 2010]. So, political socialization is considered as a means by which members of the political system acquire certain vital orientations. Thus, political socialization is the sum of generally accepted political knowledge shared by all the perceptions about the nature of the political process, the activity of political leaders, these political values, which are regarded as the most general goal, to which the system and installations with which the individual approaches the political objects.

Political socialization includes the whole set of processes of formation of political consciousness and personality behavior, up to the adoption and implementation of political roles and professional identification of political activity. An essence of political socialization depends on many factors of macro environment, micro environment and individual features of a person. The basis of political socialization is the position according to which the person submits to the whole, and in the process of its development consciously and voluntarily learns the values and norms that exist in the political culture of society.

At the same time, it adapts to them and changes them in accordance with their own interests, values and attitudes, so the process of its socialization is realized in conjunction with the existing political system. Political socialization at the level of the individual represents the embodiment of the requirements of the political system in the internal structure of the individual. The central point of political socialization is the formation of adequate ideas about power and its relations. Consequently, the definition of the content of the concept of "political socialization" depends on the concept in which it is considered, from the aspect in which it is analyzed, as well as from the goal of the study. Among the theories of political socialization one can mention the study of electoral behavior, political participation and psychological characteristics of political behavior, as well as their theory of use for practical purposes.

In the process of this type of political socialization, a person knows the political and legal norms, receives information about political and social institutions, mechanisms of their functioning assimilates the rules of conduction in the process of performing the functions of a citizen and a member of society. In order to conduct the study of political socialization, the theoretical positions of both micro and macro theories are significant. It is a sufficiently effective system of political interaction with various political organizations within a certain social system in order to preserve the dynamic balance of the political system and, at the same time, the society itself, through the assimilation by the new members of norms and values that are adopted in political behavior.

The core of political socialization is the enrichment of the personality of the political experience of previous generations, which is expressed in political culture. As its assimilation, a person increasingly adapts to the existing political system, acquires the ability to actively influence it, that is, everything becomes more and more a subject of political life [Zharovskaya 2010].

## CONCLUSION

Political socialization of the individual – is a continuous process of its development, which extends throughout the life of man in various social groups and communities. In this process, you can identify various stages that play a different role in the political development of the individual. However, in explaining the specifics of these stages, currently, there is no single point of view. Attention is focused not on specific political aspects of socialization, it focuses on the general psychological aspects of personality development. On the other hand, the urgent problem is the creation of a single concept of political socialization, which would correspond to the specifics of all countries and peoples.

The process of political socialization is influenced by a variety of socio-cultural factors, including national characteristics, religious beliefs and education. There should be a position according to which the person submits to the whole and in the course of his development consciously and voluntarily learns the values and norms that exist in the political culture of society at the heart of political socialization. Personality should be considered as a subject of power, therefore, the process of its socialization is realized in conjunction with the existing political system. In the process of political socialization, the person simultaneously acts as the subject and object of power, political activity and political relations, it simultaneously adapts to them and changes them in accordance with their interests, values and attitudes.

Political socialization should not be done rapidly, but slowly, evolutionary, political upheaval, economic ruin or total decline in the living standard of the population complicate the processes of political socialization. These conditions require the personality of the preparedness for the transition to new situations of social and political development, the introduction of the individual in social relations. It is necessary to distinguish the purposeful and spontaneous forms of political socialization. A purposeful form of political socialization is a political education that is a system of means of influencing people specifically designed by a certain society in order to form its personality in accordance with the interests of this society. The spontaneous form of political socialization is the upbringing of certain social skills in connection with the permanent presence of the individual in the immediate social environment and the conditions of the social environment that influence the political position and political behavior of the individual.

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