

SOCIAL SCIENCE

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Individualization as a characteristic feature of lifestyle and behavior strategy of modern Russian students

The author considers the corporate culture, avoiding extremes methodological objectivism and subjectivism. The main methodological unit of analysis is the idea of social interactions. On the basis of the methodology it is defined the essence of university representative of the corporate culture and the need to allocate a variety of cultural forms that represent potential high school. Student culture is interpreted as one of the forms of representation of university corporate culture. The author analyzes the contradiction between the mechanisms of representation of corporate culture and the culture of the university students. It is the contradiction between the collectivist and individualistic tendencies in life standard and behavioral strategies for students. Attraction of youth to individualistic values regarded as an inherently contradictory trend is discussed. Problem of corporate culture by the university is to generate positive direction vectors of this trend.

Key words: university representative essence of corporate culture, forms of representation of the corporate culture, student culture, individualization, atomization, lifestyle, behavioral strategies, polystylistic corporate culture of the university.

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