

PHILOSOPHY

L.O. Pazina, S.S. Zubareva

(Don state technical university. Rostov-on-Don, Russia)

The phenomenon of enculturation of «Generation Y» in virtual reality

It is analyzed the phenomenon of inculturation of the younger generation in a virtual reality as a special way to be included in the culture of modern society through cyber space. Inculturation of "Generation Y» is closely linked to information and communication technologies, which contribute to a particular model in reference, thought and action, based on the values and patterns of cyberculture. It is mentioned such important characteristics as the stability and unity of the variability. Using the terminology introduced by M. Hersovits and N. Howe it is explored the evolution of the modern relationship network community to cyberculture. The main part of the cyber-culture is designated as the basis of inculturation and integral part of modern life activity "Generation Y», unlike previous generations, since historical and cultural circumstances of the real life of the individual in the information society, often merge into the virtual. The study used a survey method to identify the characteristic of "Generation Y» behavior in cyberspace, the survey results are analyzed, recommendations are given.

Key words: inculturation, cyberculture, online community, a virtual re-majoring, Generation Y.

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