

## LINGUISTICS

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### **Individual approach to education of modern youth (generation Z)**

The article discusses the lack of motivation to studies on the part of the youth of today, associated with the misunderstanding arising between the adjacent generations of teachers and students due to certain differences in questions of values and worldview. One reason for this phenomenon is called belonging to different age and social groups. This paper gives a classification of generations according to N. How and W. Strauss. It lists the basic psychological and demographic characteristics of the youth of today belonging to Generation Z. Particular attention is paid to computerization of society, the popularity of text messaging and online games, to dictionaries of games vocabulary, to the development of fan fiction, as well as young people's ability to seek and process information, having the structure of a hypertext. The article contains recommendations on optimization of the process of learning foreign languages, taking into account the individual characteristics of Generation Z.

Key words: motivation, computerization, text messages, fan fiction, hypertext, theory of generations, Generation Z.

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