

PEDAGOGY

Olga V. Perevozova¹, Mikhail N. Bubin²

¹Financial University under the Government of the Russian Federation, Urals Branch, Chelyabinsk, Russian Federation; ²Branch of the Federal state state-owned military educational institution of Higher Education «Military Training and Research Center of the Air Force «Air Force Academy named after Professor N.E. Zhukovsky and Yu.A. Gagarin» in Chelyabinsk, Chelyabinsk, Russian Federation)

The analysis of theoretical approaches on the peculiarities of the influence of the media in ecologically unfavorable regions on the consciousness and attitude of young people to the outside world, that is, on the formation of ecological culture through the prism of the eco-content of regional media, is considered. The analysis of approaches to the problem of environmental culture of youth from the standpoint of media theory, as well as the philosophical and social aspects of the formation of environmental culture in the context of the heterogeneity of the environmental agenda of regional media is proposed. The relevance of the research is substantiated from the perspective of the formation of the ecological culture of youth and the formation of environmental values in their consciousness as a person. The results of the survey of the youth audience and their self-assessment of the formed ecological culture are shown. Preliminary conclusions have been made confirming the presence of media influence on the environmental consciousness of young people.

Key words: environmental culture, environmental content, regional media, youth audience, media influence, youth culture, environmental behavior.

October 21, 2024
