

PEDAGOGY

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Youth policy in universities: challenges and opportunities in modern society

Modern students face numerous challenges, such as high competition in the labor market, changing approaches to education, the influence of digital technologies, and the need to adapt to global challenges such as climate change and social transformations. At the same time, universities have a unique position to support young people, providing not only academic knowledge but also opportunities for personal growth, social interaction, and practical experience. In the context of these challenges, youth policy in universities should be aimed at creating a supportive and inclusive environment that fosters the development of critical thinking, leadership qualities, and social responsibility. An important aspect is the implementation of programs aimed at increasing student engagement in university life and society as a whole, which contributes to the formation of an active civic stance. Youth policy in universities appears as a multifaceted phenomenon that requires a comprehensive approach and constant analysis to successfully address contemporary challenges and leverage the opportunities available for youth development.

Key words: youth policy, universities, modern society, active citizenship, students, social interaction, leadership qualities, critical thinking, inclusive environment, personal growth, social responsibility, global challenges, education.

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