



Influence of film-making on formation of mass consciousness of Kazakhstani youth

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Introduction

At the present stage Kazakhstan has set itself a huge goal that proved the significance on the world stage, not only in economic and political terms, but also in the social and spiritual aspects. In this task, the important role is played by young people. The future of our country depends on on them. Therefore it is necessary to attach the importance and treat the problem of the formation of the mass consciousness of young people, rather than leaving it to the spontaneous growth. In the era of globalization, when young people is subject to all sorts of influences of the film industry - is one of those factors that directly or indirectly affect on the formation of the mass consciousness of young people. This article analyzes the modern film industry both domestic and foreign. The aim of the study is to examine the main criteria the film industry and their impact on the range of the mass consciousness of modern Kazakhstan youth. Analysis of positive and negative traits affecting social and spiritual education of young people, expressed in modern film industry. Purpose of the study is to review the main criteria the film industry and its range of influence on mass consciousness of modern Kazakh youth. Analysis of positive and negative traits that influence social and spiritual education of young people, expressed in a modern film industry.

Methods

In this study, using methods such as analysis, semiotics, hermeneutics, analogy, the method of the transition from abstract to concrete, behaviorism.

Results

This collective image is very close to reality. Most of the young people living in the big city come from the provinces or the suburbs. Still having traditional upbringing, healthy attitude towards good and evil, he stumbles upon a displacement of certain concepts from those who live in the city. Values that guided previously not have the meanings as before. The young man gets into a seductive cycle values, which vary often. He grew on Hollywood films and Russian serials, Kazakh cinema was practically absent. His heroes were steep American boys who save the world and rustic Russian cops.

In the era of globalization, when today's young people is subject to all sorts of influences of the film industry - is one of those factors that directly or indirectly affects the formation of the consciousness of young people. In this regard it's important to see this problem as the formation of the mass consciousness of young people, rather than leaving it to the spontaneous growth. Mass movement of all spheres of public life, including the spiritual, brings to the forefront of public consciousness, signs of which are: the replacement of components of rational by irrational, the predominance of emotions and feelings, reducing confidence in the future, the reduction of social activity. Under these conditions there is actual and practically necessary analysis of the origins of these processes, identifying trends in their development requires specification of scientific categories of "mass", "mass consciousness".

Conclusion

As stated in the Strategy of Kazakhstan in 2050, the spiritual heritage allows people to remember the traditions of its past, to draw spiritual strength, skillfully bring it features other cultures for the development of the process of self-awareness. Identity of popular culture develops unity of cultural values of the people of Kazakhstan. Therefore, the Republic of Kazakhstan will preserve and protect the spiritual heritage of all peoples, to ensure equality of cultures and the right of every nation to assert, preserve and develop their cultural identity.

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