

в рамках которых можно рассказать о работе над очередным выпуском и обсудить проблемы, связанные с современной литературой.

На основании изложенного сформулируем предложения по развитию журнала «Дон»:

- создать официальный сайт, для того чтобы предоставить широкой аудитории информацию об издании и разместить электронный архив;
- разработать Telegram-канал, эта платформа необходима для привлечения аудитории, где будет размещаться контент с мультимедийными и интерактивными элементами;
- добавить в печатные выпуски иллюстрации и QR-коды, что также может способствовать увеличению числа подписчиков и привлечению внимания к другим площадкам издания;
- проводить встречи с читателями;
- четко обозначить цели, задачи издания и его целевую аудиторию.

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The influence of popular culture on social behavior

В статье рассматривается массовая культура как одно из наиболее ярких и характерных явлений современного мира. Анализируются специфика массовой культуры, а также ее инструменты, влияющие на социальное поведение. Отмечается, что люди сталкиваются с многочисленными культурными влияниями, которые в значительной степени определяют их

поведение, ценности и убеждения, посредством развития технологий и доступности различных средств массовой информации.

Ключевые слова: культура, социальное поведение, стереотипы, развлечение, потребности, Интернет, культурное влияние

This article examines popular culture as one of the most remarkable and characteristic phenomena of the modern world. The analysis includes the study of the specifics of popular culture and the consideration of its tools that influence social behavior. It is noted that people are faced with a huge number of cultural influences that affect their behavior, values and beliefs by means of technology development and the availability of various media.

Keywords: culture; beauty; social behavior; stereotypes; entertainment; person; needs; Internet; cultural influence

Popular culture is considered to be ubiquitous. It shapes and is shaped by people's everyday lives. Despite the extension of popular culture in our lives, its relationship to university curriculum remains contested [15].

Culture plays a significant role in shaping our perception of beauty. It influences the standards, ideals, and preferences [13]. Culture dictates what is considered beautiful, and influences beauty standards. So Plato said that beauty is the splendor of truth [10]. I. Kant stated that beauty is "whatever pleases universally and without concepts" [11, p. 17], that is "beauty is an end in itself without any other purpose" [10, p. 4] either utilitarian or moral. "What is even more important is the affirmation that the idea of the beautiful is interchangeable with the idea of being; this means that beauty is the final stage of the progression toward fullness of being; it is identical with the ideal wholeness and integrity of being. In contrast, ugliness is a lack of being, its perversion by being deprived of an essential element" [10, p. 4].

N. Sokolova and M. Sokolov consider popular culture that bridges cultural holes. "Artistic products that play this role are likely to be "popular" in the dual sense of being both widely consumed and less legitimate" [16, p. 3]. C. Dambrin, C. Lambert emphasize that "popular culture and the institutions and rituals that make it possible have become overwhelmingly significant in modern life" [7, p. 4]. K. Dodds, L. Funnell described popular culture: a gamut of objects, practices, meanings, and cultural contexts that produced and consumed by mass audience [8]. "To speak of distinctly local or national popular cultures seems ever more challenging in a globally interconnected world. Popular culture is creatively diverse, geographically dispersed, commercially varied, and politically multifaceted in nature" [8, p. 223].

Popular culture is "a terrain where identities are articulated, negotiated, and consolidated. For example, class position might provide individuals with 'cultural constraints' and a common 'outer frame of meaning' [8, p. 223].

Purnima Mankekar states a mutually influencing relationship, which exists between elite culture and popular culture [12].

The purpose. This study is aimed at examining popular culture as one of the most remarkable phenomena of the modern world as well as its influence on social behavior.

Methods. This study provides scientific information and theories for the explanation of the social behavior nature. Methods used in this paper include theoretical learning, participant observation, surveys and interviews. The respondents are students of Institute of Foundations of Russian Statehood and Social and Philosophical Sciences, Sevastopol state university (N=25).

Results. Popular culture is a phenomenon that is widespread and accessible to a large number of people. It includes various forms of entertainment such as cinema, television, music, literature, sports, games and other types of entertainment that reach a wide audience [14]. Popular culture also comprises various social events, modern trends, fashion and lifestyle.

It is also the culture of industrial civilization, its “iconic” reality, which is characterized by: commercial basis; orientation to a low level of spiritual consumption; abundance of standards and stereotypes; entertainment; widespread media involvement; frequent appeal to human life instincts and base passions; democracy, accessibility, high recreational qualities [2].

Popular culture is often associated with commerce and consumer society, as it is often used to promote goods and services. It can influence people’s behavior and preferences, forming certain standards and values. However, mass culture can also be the object of criticism, since it sometimes unifies tastes and preferences, depriving people of individuality. One example of the unification of tastes and preferences of people in popular culture is the spread of the same fashion trends and styles. For example, when a certain fashion trend or style becomes popular thanks to the media, people begin to follow this trend, which leads to the unification of their appearance and style of clothing.

A well-known sociologist, researcher of popular culture X. Ortega Gasset wrote: “The peculiarity of our time is that ordinary souls, without being deceived about their own mediocrity, fearlessly assert their right to it and impose it on everyone and everywhere” [4, p. 311].

One of the main aspects of the influence of popular culture on social behavior is the formation of images and stereotypes [14]. Mass media, such as cinema, television, music, literature and the Internet, create certain lifestyles, ideals of beauty, standards of success and happiness. People under the influence of these images tend to conform to certain standards and ideals, which can lead to a change in their social behavior.

One of the main ways to broadcast cultural products is considered to be the Internet. It is the Internet that is part of the life of a modern person. Previously, it was radio, television.

It should be said that in the 2010s, all aspects of socio-cultural life were transformed into their own product due to development of internal monetization and ad-

vertising, which was a means of manipulating public consciousness. Television and computers are now creating a new mode of perception: the visual image [3]. Every tool of mass culture creates a kind of illusory reality in which a person spends his free time, briefly abstracting from the monotony of everyday life and problems. In this case, mass culture has a recreational effect on the general public. A person gets the opportunity to get new impressions and recuperate in a comfortable atmosphere.

The negative side of the issue is the fact that many people are so addicted to non-existent reality that their addiction has a detrimental effect on real life. A striking example in this case can be video games. Every game presents its user with the opportunity to experience certain emotions, some experience that is unlikely or even impossible in real life. It challenges an individual, immerses them in a fictional world filled with their adventures and stories. The essence of such virtual entertainment is to achieve a certain goal and receive a reward for it [6]. In addition, Facebook, Instagram and Twitter have become an integral part of people's lives. They provide an opportunity to communicate, share information and create one's online identity.

Social networks can influence the formation of social norms and values, as well as self-esteem and self-image. For example, posts about life on social networks create an idealized lifestyle, which influence on young people and their desire for a similar image [1]. The examples of the influence of popular culture on social behavior are presented in the Table.

Table – The examples of the influence of popular culture on social behavior

Popular culture	Peculiarities
Fashion and Style	It often dictates certain fashion trends and styles that people begin to follow in order to match current trends. For example, popular celebrities and bloggers may wear certain brands, clothing styles, which affects customer preferences
Consumption	Popular culture can also influence people's consumer behavior. Advertising, product placement in movies and TV shows, as well as other marketing methods can convince people to purchase certain goods or services
Opinions and Values	Popular culture can shape public opinion and values. For example, through movies, TV shows and social networks, people adopt certain ideas, views on life or political beliefs
Lifestyle	It influence people's lifestyle as well. For example, the popularity of a healthy lifestyle, fitness and healthy eating can be triggered by media influence
Technology	The development of technology and the Internet also plays an important role in shaping mass culture and influencing people's behavior. Social networks, video hosting, streaming services and other online platforms have a significant impact on one's preferences and behavior

These are just some examples of the influence of popular culture on social behavior. It is important to understand that each person can perceive and interpret cultural products differently, and the influence of popular culture can be both positive and negative.

How do we now imagine our national culture and what does it mean to us? It is still a source of national pride. We conducted sociological research and asked the respondent (students of Institute of Foundations of Russian Statehood and Social and Philosophical Sciences) to form estimate what achievements of the last years they value. The survey helped to find out the fundamental values in the respondents' lives (Figure). The following results were obtained: such spheres as family, leisure and education play a significant role in the formation of personality. Considering that popular culture has a great influence in changing social behavior, we can say that values can also be prone to transformation under the influence of various cultural products and media platforms.

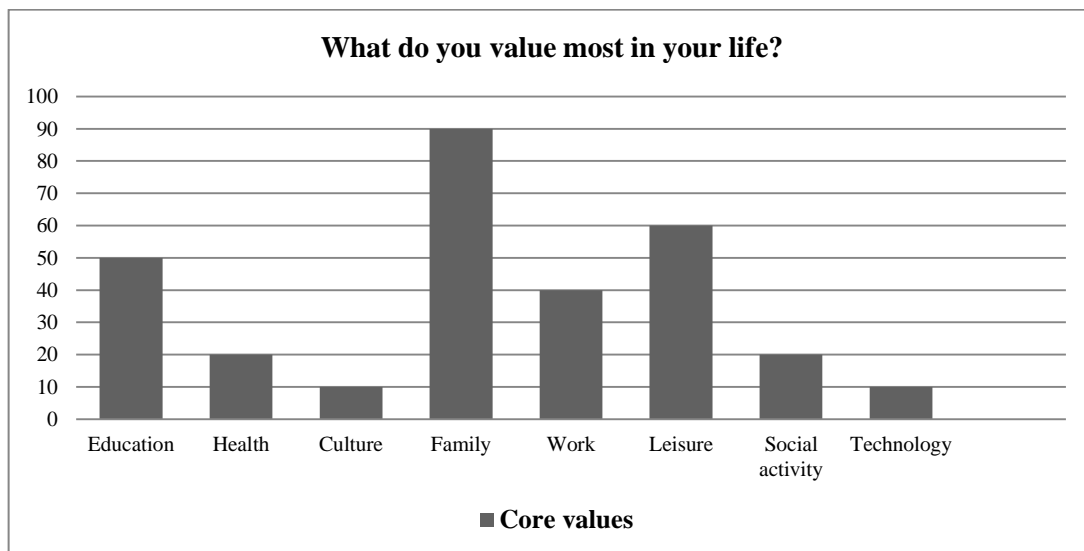


Figure – Students' major values

Popular culture influences the formation of one's needs and desires. Advertising and various forms of marketing create certain needs among consumers; form fashion trends and stimulates certain goods and services consumption. It can also lead to a change in people's social behavior, since their values and priorities can be formed under the influence of mass culture [5].

Conclusion. Thus, it can be concluded that popular culture has a significant impact on the social behavior of modern society. Culture influences person's development. It can affect how people create belief systems, values, language, and an understanding of themselves as members of society and as individuals. It is important to understand culture influence for studying sociology and psychology, as well as for developing strategies for influencing society through various forms of popular culture.

Prospects for further research. Nowadays, no one really study the relationship between digital space, mass media and culture; in official documents we mainly see only declarations: “to create”, “to expand”, “to develop”. The maximum plans are to build new cultural centers in the countryside and allocate grants to talented artists or groups. That's why prospects for further research could be seen in describing cultural values in new, modern forms.

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