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**Игрушко А. Ю. Особенности влияния средств массовой информации на политические практики молодежи: переход от советской к современной модели**

*В статье на основе сравнительного анализа определяются направления трансформации организации информационного влияния в ракурсе перехода от советской к современной модели. Анализируются особенности генезиса современной системы информационного воздействия, которая реализуется на основе социокультурного программирования и субъективизации влияния на структуру ценностных ориентаций, в условиях модификации механизмов создания гиперреальности.*

**Ключевые слова:** *информационное воздействие, коммуникативная система, политическая культура, политические практики, политическая социализация, политические ценности, средства массовой информации.*

**Igrushko A. Peculiarities of Mass Media Influences on Political Practices of Young People: in the Way of Transition from Soviet to the Modern Mass Media Influence Model**

*The article that is based on comparative analysis defines the directions of the transformation of information influence organization in the view of transition from a Soviet to modern model. Peculiarities of genesis of a modern system of information influence are analyzed. This system is realized on the basis of sociocultural programming and subjectivisation of influence on the value point structure in the conditions of mechanisms modification of hyperreality creation.*

*It is pointed out that peculiarities of mass media influence on political practices of young people in condition of the transition from the Soviet to modern model are defined by the system of organization functioning of mass media.*

*In turn a new system of organization functioning of mass information foresees the change of information influence focus that should orient not on a mass recipient but on an individualized consciousness and should base upon subjective interests and needs that stipulate a demand formation. So the demand begetting with the means of offer enforcement is changing. Orientation of an offer on a subjective demand defines the strategy demand programming that will be founded on both the formation of essential value points and on the defining the mechanisms of information influence. The influence of mass media on young people's consciousness in the conditions of contradictory character of value orientations demands a re-orientation of an information offer from merely political content to spectacular-entertaining that is oriented on emotional perception and valuation. So at the bottom of political culture formation lies down a level of mass culture because the valuation of political world occurs on a basis of general values, interpretation of daily routine. Along with what has been stated, the modern model of the sociocultural planning is based on the achievement of totalitarian model of Soviet media space that forsook the construction of communication process on the position of a conventional and manipulative strategy with the predominance of symbolical context. The sociocultural planning in the conditions of the present time has got additional mechanisms of realization thanks to the expansion of communicative environment and the means of presentation of political one.*

**Key words:** *informational impact, communication system, political culture, political practices, political socialization, political values, mass media.*