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### **Socio-cultural factors influencing learning motivation of students admission to the University**

***Annotation.** In this article the process of socialization of the young generation is examined in the new system of market relations, taking into account his adaptation in a sociocultural environment. Development of social motivation based on the increasing of pursuance of receiving higher education taking into account new market tendencies in social and educational sphere has special relevance.*

*Increasing of interest in the problems of students leads to accumulation of empiric and theoretical material about learning activity motivation, motivational preferences and system of values of the students, social status of the students of higher educational institutions, about attitude to higher education system and quality of teaching in higher educational institutions.*

***Keywords:** social motivation, social and cultural environment, factors, studentship, educational process, professionalism, interest, self-improvement, modernization, integration, skill, structuralist space, substantialist space, culture, status, educational standard.*

Social function of studentship is to prepare to social and professional activity of specialist, so it is necessary to get higher education at the university.

The special character of main activity of students comes from the social function of students. It is represented as study as special form of acquisition of knowledge in the certain sphere of science and also accumulation of special skills, which are necessary for proper profession, requiring the higher education [1].

Structure of studentship is renovated every year in connection with entrance of first year students and graduation of diploma students. Therefore, studentship is dynamic, mobile group with appropriate ways of internal communication and working language, also collective history and culture, having unitizing influence on view of life of group members.

The following factors have impact on formation of personality of student: a) prehistory, characterizing the student before entrance to university (social status, features of family behavior, level of general education training, financial status of family, level of parents' education); b) up-to-date status and activity of students, determined by the correctness of choice of profession, attribute to one or another university or faculty, connection with different groups; c) life plans of future specialist [2].

Provided list enough fully reflects the specifics of personality development in student group. Features of studentship as a group are represented in researches of many domestic and foreign authors. However it is impossible to name the studentship as fully studied and described unit of society because of mobility and susceptibility to influence of social changes.

Therefore the young people, compelling its activity for achievement of desired goals, entry to the educational institution with goal to transfer to another (higher) social stratum or stay in the same status [3].

Social feeling of students is determined by means of the current problems, which cause the fear for life condition in the nearest future. Generally, set of social problems detected by us is traditional for youth.

Therefore, the frustration about heavy condition of economics of state increases among students, so it is reflected on material status of student and his family, also on probability of employment of students (at the least, on his profession) and on motivation of study. There is frustration, caused by distribution of drug addiction, alcoholism, criminality and offences against law among young people and society in full [4].

The significant changes in value system and moral consciousness of young generation are carried out in social and psychological atmosphere of individualism, search of own benefit according to gradual statement during the last years. The last one shows that the honest high-qualification labour means poverty and real danger of unemployment, so the money opens the perspective of "beautiful life" at the same time [5].

Relation to university and selected profession. The preparation of youth to life is the one of important social tasks. Crisis events in society development, caused by social and economical conditions, require search for the various approaches to solve the problems of professional self-determination of young people on the all stages. At the present time the challenges between professional intentions of students and characteristics of personality, structural indetermination of labour-market, so in connection with that the schools do not know which professions are actual for children, state does not devote enough number of funds for profession-oriented works [6].

Reasons of selection of certain profession or educational institution by school leavers can be different. The study at university means the intention to get the certain profession, but also the desire to continue study at university to obtain initial necessary minimum of professional knowledge for one group of students. Besides, student life attracts romantic hopes and potential perspective of entrance to social prestige stratum – middle class

(the intellectuals). Some students continue the family traditions. Other students select the higher educational institution according to their own skills and characteristics [7].

Unfortunately, besides real intent to obtain knowledge and favorite profession, some students go to the university according to other reasons: desire to get draft deterrent (for young men). Usually we can see it in commercial universities; some passivity of thinking and behavior, thanking to which the continuation of habitual study situation is pleasant, comfortable and approving mode of behavior by others. Few part of girls considers the educational process of full time as place, where it is possible to meet with interesting young people, aimed at the further marriage and obtain the specialty. Major part of students admits to the university by desire of parents. These students insufficiently imagine the individual life after graduation from the higher education institution, so in connection with it they do not understand why one or another subjects, knowledge are needed in the future profession. The infantile attitude to study is linked with it [8].

Social development of young people associated with the combination of factors of their environment including two main elements – culture and society, forming specific social and cultural environment. Social and cultural environment characterizes intrinsic connections between students and social and cultural environment.

Learning motivation is an orientation of students to various aspects of learning activity. We can mark three conditions that should be fulfilled by motivated student. The first condition is a desire to study, gain knowledge. The second condition: we need an environment in which a student can show himself: economic, social, legal and others.

Learning motivation is determined on the one side by social and cultural requirements to education, its prestige in society, and how these requirements are refracted in a specific situation. On the other side, learning motivation depends on the subjective factors – system of values and life plans, established at the previous stage of life.

Socio-spatial and economic stratification as one of the objective factors significantly narrows social base of students manning. Market conditions create fierce competition leading to growth and demand for specialists with higher education: even if they have good professional training employment of students mainly depends on the conditions of a region.

Scientific and practical significance lies in possibility of using obtained results of research to correct principles and approaches for organization of educational process at higher educational institutions to ensure maximum level of students' interest in acquiring knowledge and, as a result, increasing level of professional training of specialists. Research materials can be used for development of special study courses “Sociologic of youth”, “sociologic of education”. Dissertation materials also can be of interest to mass media involved in formation of social consciousness.

Some results can be used to specify categorical apparatus and conceptual situation of sociology of education, sociology of studentship.

The obvious reason for growth of timeliness of the study of educational problems and learning motivation is increasingly close connection between these problems and social and economic development of the society, as education provides feedback to all spheres of social life: economy, politics, culture. Experiencing social pressure of these subsystems it transforms them to the stable forms of knowledge about world as repeated forms of student behavior and forms traditional system of values of growing generation and thus gives the opportunity for further development of society.

Formation of positive motivation of students for receiving education is one of the most important conditions for success formation of information society in Kazakhstan. It is necessary to find new mechanisms of student socialization, form motivation, responsible for the interest and desire to study. It is important to note that values, motives, attitude of the students should be considered in the light of their typical style of living and peculiarities of social and cultural environment with its numerous processes of social and economical changes affecting the students as a large social group of the society.

However, despite the large number of works devoted to the peculiarities of socialization and professionalization of a person in student groups, questions about influence of functional peculiarities of education system and social and cultural environment of the region on the students' learning motivation.

Multidimensional nature of the problems research caused the necessity to use the complex of methods for obtaining sociological information. It includes:

- analysis of documents containing the information about external factors affecting the students' learning motivation, transformation of educational values and mode of interaction in the university;
- sociological survey using questionnaires for the purpose of obtaining initial information about problem in students' learning motivation;
- secondary analysis of sociological data. Grouping, empiric classification, comparison methods and others were used during the analysis of research results.

In accordance with the purpose the following objectives were set and solved:

- to consider the concept “social and cultural environment” and determine factor of social and cultural environment;
- to summarize and organize interrelation and mutual influence of social and cultural environment and learning motivation;

- to determine activity as a condition for full development and self-development of personality, to determine the structure of the student motivation;
- to analyze objective factors and their influence on learning motivation of modern student;
- to prove readiness of university students to work in market conditions.
- to consider the influence of subjective factors on the formation of learning motivation in the professional training process.

Development of social motivation based on the increasing of pursuance of receiving higher education taking into account new market tendencies in social and educational sphere has special relevance.

Increasing of interest in the problems of students leads to accumulation of empiric and theoretical material about learning activity motivation, motivational preferences and system of values of the students, social status of the students of higher educational institutions, about attitude to higher education system and quality of teaching in higher educational institutions.

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#### **Оқу орындарында студенттерді оқуға уәждеуге әсер етуінің ерекшеліктері болады**

*Мақалада әлеуметтендіру процесі жас ұрпақты жаңа жүйесін нарықтық қарым-қатынастар, ескере отырып, оның бейімдеу әлеуметтік-мәдени ортада. Жоғары білім алуға деген талпынысқа негізделген әлеуметтік мотивацияның дамуы қазір аса өзекті болып келеді, ол әлеуметтік және білім беру саласында жаңа нарықтық тенденцияларды ескереді.*

*Студенттер қауымының проблемаларына деген қызығушылықтың артуы оқу қызметінің мотивациясы, студенттердің мотивациялық ықыластары мен құндылықты бағдарлары, жоғары оқу орындары студенттерінің әлеуметтік жағдайы туралы, жоғары білім жүйесіне және ЖОО-да оқыту сапасына деген қатынас жайлы эмпирикалық әрі теориялық материалдың жинақталуына әкеледі.*

*Түйін сөздер:* әлеуметтік уәждеме, әлеуметтік-мәдени орта, факторлар, студенттер қауымы, білім беру процесі, кәсіби шеберлік, қызығушылық, өзін-өзі жетілдіру, жаңарту, интеграция, дағды, структуралистік кеңістік, субстанциалистік кеңістік, мәдениет, мәртебе, білім беру стандарты.

**РЕЗЮМЕ**

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***Социокультурная среда как фактор мотивации студентов в вузе***

*В представленной статье рассматривается процесс социализации молодого поколения в новую систему рыночных отношений, с учетом его адаптации в социокультурной среде. Особую актуальность приобретает развитие социальной мотивации, основанной на повышении стремления к получению высшего образования, которое учитывает новые рыночные тенденции в социальной и образовательной сфере.*

*Повышение интереса к проблемам студенчества ведет к накоплению эмпирического и теоретического материала о мотивации учебной деятельности, мотивационных предпочтениях и ценностных ориентациях студентов, социальное положение студентов высших учебных заведений, об отношении к системе высшего образования и качества преподавания в вузе.*

**Ключевые слова:** *социальная мотивация, социокультурная среда, факторы, студенчество, образовательный процесс, профессионализм, интерес, самосовершенствование, модернизация, интеграция, навык, структуралистское пространство, субстанциалистское пространство, культура, статус, образовательный стандарт.*