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**SELF-PRESENTATION OF NON-FORMAL YOUTH GROUPS
IN PUBLIC SPACE**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The object of the research work is modern non-formal youth as bearer of particular subculture. The subject of the research paper is the features of non-formal youth self-presentation in public space. The purpose of the thesis is to describe the forms and methods of self-presentation, typical of non-formal youth of the second decade of the 21st century. The methodological basis of the thesis is based on general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the historical genetic and comparative methods, as well as the particular scientific methods used in social sciences (included observation method, in-depth interviews).

In the process of writing the thesis, the following results were obtained: the phenomenon of self-presentation was studied; the value of reference groups in the process of self-presentation is determined; studied the main approaches to the understanding of youth; studied the characteristics and history of the emergence of youth subcultures; the degree of blurring of borders in the modern subculture is indicated; according to the results of the study, the features of self-presentation of modern informal youth are determined.

The novelty of the results is due to the lack of practical and theoretical information on the features of non-formal youth self-presentation in the Belarusian research practice using the young subculture “New Russian Wave” in public space as an example. The materials of the thesis have both theoretical and practical value, and can be applied in the educational process, as well as in further research and other activities to study the self-presentation of informal youth.

The materials and results of the thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical studies

Key words: self-presentation, youth, non-formal youth, reference group, subculture, music, retromania, blurred lines, new Russian wave.