Social Cohesion and an Integrated Career Guidance System for Youth at the Present Stage of Development: Foundations, Techniques, Perspective

Lyudmila Mityurnikova

Russian State University of Tourism and Service, Pushkin Area, Moscow Region, Russia

Abstract: Social cohesion is an essential and basic doctrine of modern society development. The doctrine implies civic engagement in addressing current social issues. The paper dwells on sociological researches of career guidance system for youth as one of the most important social institutions of society, which influences social partnership in the society and constructive transformation of sociocultural space. The features of social cohesion, its place and a role in the modern world are revealed. The following conclusions are drawn: social cohesion prepares society for the transformational change into a new quality, improves the welfare of the state and its economic development. Social cohesion is one of the most significant objective factors affecting the constructive transformation of social and cultural space of both the Russian society and the international community. Social cohesion-an indicator of civil society’s maturity.

Key words: Career guidance · Youth · Working group of graduate students and undergraduates · Social connections and relationships and social cohesion

INTRODUCTION

In the current context of globalization, modernization and democratization civil society is becoming a leading, determining and decisive factor in the evolutionary process. There are new signs in state-society relations. Social cohesion is one of the basic doctrines of modern society. It implies civic engagement in addressing current issues of society’s functioning, overcoming social isolation and social disintegration (poverty, homelessness, orphanhood etc.) [1].

In 1997 the 2nd Summit of Heads of State and Government took place and the concept of social cohesion was approved, in 1998 European Committee for Social Cohesion (CDCS) consisting of representatives from members of the Council of Europe was appointed. The Committee adopted the strategy for social cohesion and its policy guidelines: employment and labour, social security, education and reeducation, health and human services, the environment, the promotion of active citizenship and social inclusion [2].

Corresponding Author: Mityurnikova, Russian State University of Tourism and Service, Pushkin Area, Moscow Region, Glavnaya Street, 99, 141221, Russia.
has turned from an ordinary problem into a paramount one [3]. As it was rightly mentioned in the works of Ph.D, Professor Pavlenko P.D. “Social cohesion is essential to modern society, which has a focus on human rights and which is encountering rapid and radical changes. These changes are rocking the foundations, traditionally used to build social relations. Social cohesion is an instrument to ensure freedom, equality, social solidarity and is considered, primarily, in regard to human society.

In terms of the problem at issue (social cohesion), an indisputable conclusion is drawn by the researchers: it’s necessary to consider not only the development of the material and cultural production, the productive forces and industrial relations, a basis and a superstructure, but also the way of social life development, i.e., development of man, his social and spiritual life and ideas [4].

However, questions concerning the development of social cohesion, as part of the process of civil society formation, are examined separately. There is still a range of issues under investigation: study of current social inclusion processes within a transforming society, developing sociological models of development of the Russian society, with account taken of regional special factors and specifics. The prerequisites highlight the need to study social cohesion and inquire into the matter.

**Body:** The United Nations defines human rights as follows: "In general, human rights can be defined as the rights inherent to human nature, without which it can not exist as a human being. Human rights and fundamental freedoms give us the opportunity to fully develop and use our human qualities, our intelligence, our talents and conscience and satisfy our spiritual and other needs" [5].

One of significant and necessary factors in the development of modern society is a holistic theoretical and methodological analysis of the social cohesion phenomenon in operating comprehensive system of career guidance. Considering the basic functions and the subject matter of an integrated system of career guidance, it’s clear that all its functions and activities are based on social cohesion and main policy guidelines in the field of social cohesion: employment and labour, social security, education and reeducation, health and human services, the environment, the promotion of active citizenship and social inclusion. Let us consider the main activity and functions of system of career guidance for youth.

An integrated system of career guidance for youth is a complex evolving social institution which entails the development of society, the state, the economy and other spheres of life and activity of youth. The career guidance for young people includes three main stages: vocational guidance of schoolchildren-is the first step that introduces students to the world of occupations, labor market, etc.; the second stage-the creation of career development centers for undergraduates (CDC) in universities and colleges; and the third stage-the creation of centers for the association of young scientists and graduate students, as well as the creation of the "Gold Fund of young professionals" as the final stage in a integrated system of career guidance for young people, which is one of the specific social integrative institutions in the field of occupational health and safety, which functions are associated with social roles that are responsible for ensuring interests. Functions have value orientations: satisfaction of a social need, for which it has been created, helping young people in choice of a profession, in self-fulfillment, both for the individual good and public ends, as well as social support, assistance and job security for youth [6]. Institutions of social inclusion involve the processes of cohesion, interdependence and mutual responsibility among members of social groups, communities, coming out of the impact of institutional norms, rules, sanctions and systems of roles. Cohesion arising in the course of the guidance system activities is an important element of the social system of interconnection and interconditionality of this type of institution.

Social cohesion-a multidimensional and complex phenomenon in sociological concepts of development of social systems, in classical and contemporary theories. General principles for development of social cohesion are principles of values-interrelation between civil society and the state, accounting worldview and people beliefs, focus on current value ??and interest structure, as well as functional principles-a division of labor, specialization, observance of rights and duties.

The functions of career guidance for youth comprise not only young adults’ social adjustment, but also all the five functions of the social institution, reflecting social cohesion of the community: the function of determining relationships and strengthening social connections, ties and enhancing relations; regulatory function; integrative function, communicative function, translation function, which is used in the promoting of social cohesion.

Social cohesion is related to the capability of career guidance system to restore and maintain relationships between government agencies, private organizations and the individual, between public and private institutions.
The system of career guidance in the course of its activity is the link between society and the individual, here the effectiveness of social cohesion as a dynamic category becomes evident.

A number of internal conflicts are resolved through social cohesion arising in the process of career guidance activities: the problem of youth employment, problems of business leaders and organizations that require a certain level of training and professionalism of the staff, taking into account the specifics of the businesses and organizations. Conflict (the problem) is a starting point in stabilization of the system, social cohesion occur as a result of resolving the conflict. Social cohesion is considered as process of the subjects’ interaction in accommodation of various opinions while discussing and solving of social problems in order to find equilibrium of the system.

A glaring example is the joint activity of large commercial enterprises, organizations and institutions of higher education. One of the main functions of career guidance system for youth as a specific institution of social inclusion is to meet the needs of executives in qualified personnel with due regard to the specifics of each business area. Resolving the problem of youth employment, removing tension in youth social and professional life, reducing youth unemployment on a scale threatening serious social and economic upheavals are of great importance. The concept of career guidance of youth as a system is a sign of social action aimed at maintaining balance, the integrity of the social system and is a key factor of socially organised society. In this case social cohesion is a major factor in solving socio-economic problems in order to find equilibrium of the state economic system.

System of values, morality, value and legal relations act as a structure of the system of career guidance. Structural level is presented by the area of active actors and associations’ self-realisation, being elements of social system of vocational guidance. The principle of interaction and cooperation between the components of the integrated career guidance system, based on accommodation of interests and coordination of efforts, resources is implemented at a basic level. This principle defines social cohesion as an attribute of belonging, commitment of an individual to one or the other group, where efficiency criterion is a balance of rights and responsibilities within the system of social relations. Let’s note that equilibrium in the system of career guidance for young people is also achieved due to social cohesion, on the principle of neutralization of different influence aimed at social distance. Thus, an integrated system of career guidance influences the development of society and gives an opportunity to understand society as interrelation towards relatively independent social groups and every individual.

Cohesion is strikingly manifested in basic principles of career guidance of youth, which are used when there is need to protect the interests of young people and society in their total integration and to develop a network of social agencies that provide service to deal with personal concerns related to vocational choice and building a professional career. The main activity of career guidance system is building and sustaining relationships and interrelationships with social institutions, organizations and enterprises, as well as ensuring the harmonious accommodation of interests of the individual, the state and society.

Social cohesion also manifests itself in specific features of career guidance system for youth, defining it as a specific type of a social integrative institution. First, the career guidance system has a well-defined stable social structure as an aggregate of objects being affected by: the individual, small social groups and the large social organizations with a complex system of interrelationships among the parties (states and their associations) and means and laws of these objects’ social interaction. Secondly, the existence and interaction of the social institution elements are subject to well-defined social laws, rules regulating such activities as social protection of youth, social services, social protection of disabled people, which are the core principles fostering social cohesion.

Career development centers in vocational and higher educational institutions (hereinafter CDC) the "Gold Fund of young professionals" in higher and secondary special colleges may become one of the main and stable mechanisms in labor resources formation for companies and organizations in the region. CDCs will prepare and data bank containing information about future professionals of the region, their individual psycho-physiological characteristics, abilities, motivation and interests, as well as the requirements of employers and region specifics. CDCs can be regarded as centers for professional development, excellence, as they can give young people more knowledge about occupational culture and occupational mobility, significant characteristics of prospective trade, their psycho-physiological qualities, a course for achieving their goals, career path. Thus, the centers increase possibility for future employment and contribute to a higher level of qualification [6].

In this case social cohesion emerges as the condition and the content of a qualitative change in the structures of society. It is characterized by civic engagement of social actors, which are the individuals that have similar orientations in the community and are conscious of their interests and abilities. In the context of career guidance system social cohesion is an instrument of social interaction participants’ adaptation to the new realities of social life. It acts as an attribute of the sociality, as it characterizes sociality in terms of integration and self-orientation, individual mindset in the "composition" of the social subject, allows to identify manifestations of substantial changes and present motion of social systems.

Activities of the integrated career guidance system for youth manifests through social integrity, which has social cohesion as the basic quality. Here social cohesion is considered as individuals and groups’ striving for self-organization in order to achieve political goals, satisfy the needs, it is the «foundation» of civic society and the main indicator of its formation. Social processes, caused by the ambition of individuals and groups to meet their needs, lead to differentiation of social space, which becomes heterogeneous. Heterogeneity shows how stable a particular society is. A society with a low degree of heterogeneity (i.e. many individuals’ parameters are similar) is the most stable.

The activity of “Gold Fund of young professionals” takes on enormous importance in in the course of activities of career guidance system. The creation of the working group of graduate students, young scientists and students with high intellectual level and professionally important qualities (PIQ), which are necessary to address the socio-economic issues and innovative problems of the region, taking into account specificity of development of each region, is also important. Social cohesion of organizations, businesses and applied science is clearly seen in this particular activity area of the centers. Micro groups are a small number of people who know each other well and who are constantly interacting with each other. There are the most common attributes of the groups: rapport, cohesion, sustainable interaction, the culture inherent to the group, satisfaction of personal needs. It is a continuous process, which consists of series of consecutive interactions, there appears a process of self-regulation in small groups [7]. It is important to note that the cohesion in micro groups is defined as an integral characteristic of interpersonal relationships in the group, the collective, the psychological effects of group processes resulting from relevant activities of the people.

Establishment of Centers for association of young scientists as well as work in micro groups should be supervised by advisers from among young scientists who must promote research activities of young scientists, thus encouraging social cohesion of generations.

Centers for association of young scientists should be established in different fields, taking account of all requirements of the various areas of the Russian economy. There are the following positive effects in the course of the process: harmonizing interests of individuals and social institutions with interests of the state, heads of enterprises, organizations and investors, the development of social and economic cohesion at regional and societal level and the development of social and economic cohesion of the modern world. A man of action becomes the center of social life in a micro group. Social cohesion of micro groups, microcommunities, civil society, regional governments, heads of both large, medium sized and small enterprises may have a key role in the future. It may become the main form of co-existence of our society, which has the ultimate goal—a high-level of economic development and welfare of the whole state.

Interestingly, social cohesion gives rise to sociality, legitimacy of government, increase of its social responsibility and improvement of political culture when engaging social actors in social interaction. Here integrative function of the system, which, in turn, characterizes a strong civil society capable of withstanding crises and conflicts, is implemented.

Special attention should be given to the main sources of financing for an integrated career guidance system for young people. Non-profit organizations are able to attract a variety of sources to form financial resources. There are five basic sources of financing for non-profit organizations in practical circumstances: government, business, communities, NGOs, overseas sources. Possible sources of borrowed funds may be regional charity funds that support social infrastructure, research and educational institutions [8]. An interesting innovative technology is endowment fund and fundraising, which can be also used to implement an integrated system of career guidance for young people.

As of 2011 the total amount of 839 endowment funds of universities and colleges in the USA and Canada, according to NACUBO, was more than 407 billion U.S. dollars [9]. One of the most powerful endowments in the world is Harvard's endowment fund, the amount of which was in U.S. dollars: 25.662 in 2009, 27,557 in 2010 and 31,728 in 2011 [10].
In Russia, as of May 2012, 83 endowments was registered, the volume of inflow was more than 17 billion rubles. Regional Charity Fund "Ural" (more than 12 billion rubles) was number one in the top list of Russian endowments [11]. The are a number of factors fostering endowments’ development: budget legislation reform, improvement initiatives in tax treatment of organizations (social tax deduction since 01.01.2012), possibility of profit tax deduction for organizations, state support of the NGO sector.

Summary: While analyzing structure and the three stages of the activity of an integrated career guidance system, the following conclusions are drawn: social cohesion is proved to be a connecting link through different groups of youth and quarters of society and penetrating all the society institutional investors are forming a new class of society, social class interests are harmonizing, budget legislation reforms fostering development of endowments are taking place, state support of the NGO sector has been furthered.

The activity of an integrated career guidance system for youth is human and information capital and comprises the collective intelligence (work in micro groups), social intelligence. It contributes to realization of spiritual and creative potential of young people, the predominance of spiritual needs over the material, altruism over egoism. Collective intelligence of centers of an integrated career guidance system may become a spark of universal collective intelligence of Russia. It may be the only option for the future sustainable development of the state. Thus, social cohesion can be characterized as a sign of the subjective group values, interests and goals, which is an indicator of the subjectivity of the group, showing the degree of its cohesion, integration, order, stability and sustainability.

CONCLUSION

All of the above-mentioned facts are an objective factor influencing social cohesion and constructive transformation of socio-cultural space. In the beginning of XXI century the socio-regulatory functions are transferred to a more flexible, mobile and dynamic microsocial communities, opposing the new line of social development to obsolete socio-class relations. Having dynamic and interdependent nature, the new changes imply that leading role will be given to vital interests of each individual. An individual, having new functional quality, who is seemingly the key component of «social cohesion» at a certain stage, is not the only component of this multilevel phenomenon.

Functioning of the social institution of career guidance generates a huge amount of socially significant phenomena and processes, some of which in turn are functional principles of social cohesion development. Undoubtedly, the model of social cohesion in the activities of career guidance system for the youth should be efficient, flexible, future-proof.

Social cohesion is preparing society for the transformational change into a new quality, gives an impetus, which leads civil society to homogeneity and improves the welfare of the state and its economic development. Social cohesion-an indicator of civil society’s maturity.

REFERENCES
