### INTERSECTING HORIZONS: EXPLORING THE CONVERGENCE OF SCIENCE, TECHNOLOGY, AND ART

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### THE INFLUENCE OF STUDENTS' SOCIAL ACTIVITY ON THE PROCESSES OF SOCIO-CULTURAL TRANSFORMATION IN SOCIETY

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ABSTRACT: The article explores the role of students in shaping sociocultural changes in modern society. The authors consider the impact of students' activity on key aspects of socio-cultural transformation, analyzing their participation in public life, cultural and educational initiatives. The article also explores the effects of social activity on the formation of students' value orientations and way of thinking, and through them on society as a whole. The results of the study provide valuable scientific and practical conclusions, emphasizing the importance of the active participation of the student community in socio-cultural processes to stimulate positive changes in society.

**KEYWORDS:** Social activity, students, socio-cultural transformation, social processes, influence of students on society, education and socio-cultural development, student society, social and cultural changes, activation of civic participation, student initiatives.

#### **INTRODUCTION**

In modern society, student activity is becoming an increasingly important factor in the formation of socio-cultural trends. Students, being an active part of the youth, influence the processes of transformation of the socio-cultural environment. Their social activity has an impact not only on university life, but also on society as a whole[1]. In this article, we will consider exactly how the social activity of students affects the processes of socio-cultural transformation in modern society. Students' social activity includes a wide range of activities aimed at improving the educational process, developing cultural and social initiatives. These can be student clubs, public organizations, volunteer activities, participation in student governments, etc.[2]. All these forms of activity contribute to the formation of the student's personality as a citizen and his involvement in socio-cultural processes.

Student activity has a direct impact on the university environment. The formation of student organizations, cultural events, social activities – all this creates a unique socio-cultural context within the university. This experience of interaction and exchange of ideas forms a special socio-cultural landscape that can influence students and subsequently become part of broad social processes. By participating in social activities, students actively interact with society outside the university. Volunteering, participation in public projects, drawing attention to social problems – all these forms of activity create a bridge between the university and society[3]. This bridge

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facilitates the exchange of values, ideas and experiences between the student community and society as a whole.

Appropriate support measures from universities and society are needed to enhance students' social activities. These can be stimulating programs, creating conditions for the development of student initiatives, and supporting volunteer work. It is also important to ensure that students have access to information and resources to implement their social and cultural initiatives. The social activity of students plays a key role in the processes of socio-cultural transformation in society. The formation of students' social interaction skills, active participation in cultural and social projects create the basis for the future of civil society. The support and development of student activity is becoming an important aspect of the formation of a modern socio-cultural environment.

The active participation of students in public life is essential not only for their individual development, but also for the processes of socio-cultural transformation in society as a whole[4]. Students, as catalysts of change, form new values, approaches and trends, influencing the structure and dynamics of society. Student life is not limited to studying. Active participation in social, cultural and scientific fields forms a new generation of leaders who are able to contribute to social processes. Students actively participate in organizing events, charity events, student associations and social movements. Their social activity becomes a kind of engine of change, influencing various spheres of public life.

Students, being active participants in social processes, contribute to the formation of new values and cultural trends. Their views, opinions and cultural preferences influence the formation of the socio-cultural landscape. Youth movements and initiatives that arise in educational institutions often act as catalysts for changes in society, introducing new ideas and perspectives. The social activity of students contributes to the development of civic responsibility. Participation in public events and charity events forms students' understanding of their role in society. They realize their responsibility for public welfare and become active participants in the processes of social transformation.

Students who are actively involved in political processes have an impact on the formation of political values in society. Their voice and participation in public life can influence key decision-making, as well as the formation of the future political elite. The social activity of students is a powerful engine for socio-cultural transformations in society. The influence of student initiatives extends to various aspects of public life, from the formation of values to the development of technology. Therefore, support and encouragement of students' social activity is an important element of the strategy of socio-cultural development of modern society.

Conclusion. Students, showing social activity, become a key element in the process of sociocultural transformation. Their influence covers various spheres of society, from the formation of values to participation in political and social movements. By developing civic responsibility and leadership qualities, students fill society with the energy of change and open up new prospects for the future of society.

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