

THE CORRELATION BETWEEN LANGUAGE LEARNING AND REGIONAL DEVELOPMENT

A CORRELAÇÃO ENTRE APRENDIZAGEM DE LÍNGUAS E DESENVOLVIMENTO REGIONAL

LA CORRELACIÓN ENTRE EL APRENDIZAJE DE IDIOMAS Y EL DESARROLLO REGIONAL

Oksana N. GENENKO¹
Natalya V. POSOKHOVA²
Elena S. KUSHCHENKO³
Nadezhda N. KALASHNIKOVA⁴

ABSTRACT: In the prevailing era, Language and quality education possess a vital role to play in improving the development of regions and economies. Education systems and language strategies executed by various nations rely on their individual cultural, political, historical, and economic aspects. The paper deals with the correlation between language learning and regional development. Plus, the tasks, the solution of which will contribute to the effective implementation of regional sociocultural projects, are defined. To meet the study's aim, a descriptive-analytical method is taken into account. The peculiarities of the development and implementation of regional sociocultural projects in small towns and villages are revealed. Based on the results obtained, the influence of primary education quality is more vital than the influence of secondary education quality. At the same time, the effect of the English language on the development process is highly inevitable.

KEYWORDS: Language. Quality education. Language strategies. Regional development.

RESUMO: Na era atual, o idioma e a educação de qualidade têm um papel vital a desempenhar na melhoria do desenvolvimento das regiões e economias. Os sistemas educacionais e as estratégias linguísticas executadas por várias nações dependem de seus aspectos culturais, políticos, históricos e econômicos individuais. O artigo trata da correlação entre aprendizagem de línguas e desenvolvimento regional. Além disso, estão definidas as tarefas cuja solução contribuirá para a implementação efetiva dos projetos socioculturais regionais. Para atender ao objetivo do estudo, um método descritivo-analítico é levado em consideração. São reveladas as peculiaridades do desenvolvimento e implantação de projetos socioculturais regionais em pequenas cidades e vilas. Com base nos resultados obtidos, a influência da qualidade do ensino fundamental é mais vital do que a influência da qualidade do ensino médio. Ao mesmo tempo, o efeito da língua inglesa no processo de desenvolvimento é altamente inevitável.

¹ Candidate of Pedagogical Sciences, Associate Professor, Belgorod State Institute of Arts and Culture, Belgorod, Russia. e-mail: oks_genenko@mail.ru, <https://orcid.org/0000-0002-6584-1084>

² Candidate of Sociological Sciences, Associate Professor, Belgorod State Institute of Arts and Culture, Belgorod, Russia. skd@bgiik.ru, <https://orcid.org/0000-0001-5834-885X>

³ Candidate of Pedagogical Sciences, Associate Professor, Belgorod State Institute of Arts and Culture, Belgorod, Russia. global@ores.su, <https://orcid.org/0000-0001-7961-3659>

⁴ Candidate of Pedagogical Sciences, Associate, Professor, Belgorod State Institute of Arts and Culture, Belgorod, Russia, global@prescopus.com, <https://orcid.org/0000-0003-1941-6287>

PALAVRAS-CHAVE: *Língua. Educação de qualidade. Estratégias linguísticas. Desenvolvimento regional.*

RESUMEN: *En la era imperante, el idioma y la educación de calidad tienen un papel fundamental que desempeñar en la mejora del desarrollo de las regiones y las economías. Los sistemas educativos y las estrategias lingüísticas ejecutadas por varias naciones se basan en sus aspectos culturales, políticos, históricos y económicos individuales. El artículo trata de la correlación entre el aprendizaje de idiomas y el desarrollo regional. Además, se definen las tareas cuya solución contribuirá a la implementación efectiva de proyectos socioculturales regionales. Para cumplir con el objetivo del estudio, se tiene en cuenta un método descriptivo-analítico. Se revelan las peculiaridades del desarrollo e implementación de proyectos socioculturales regionales en pequeñas ciudades y pueblos. De acuerdo con los resultados obtenidos, la influencia de la calidad de la educación primaria es más vital que la influencia de la calidad de la educación secundaria. Al mismo tiempo, el efecto del idioma inglés en el proceso de desarrollo es muy inevitable.*

PALABRAS CLAVE: *Lenguaje. Educación de calidad. Estrategias lingüísticas. Desarrollo regional.*

Introduction

Innovative activities in the field of culture are aimed at creating new cultural products, forms of organization of the cultural process and creative technologies in order to meet the modern human cultural needs and ensure the socio-economic development of society.

In search of new sources of income, cultural organizations expand their activities, invading not only the frontier market segments; they extend their activities to new territories. In the intensive sociocultural service market environment, consumers become more and more demanding, realizing that they have more choices.

Nowadays, designing as an innovative technology for effective management of cultural processes is explained by the strengthening social functions of culture.

It should be said that the priority direction of socio-cultural design is still regional design. The development of regional socio-cultural programs and projects is a rather complicated process; it is based on the study of regional specifics and features and requires the analysis of the potential and resources of the socio-cultural environment of a particular territory identifying the problems inherent in a particular region.

With the introduction of the Federal Law No. 131-FZ dated 06.10.2003 (with amendments and additions, in force since 28.08.2020) "On the general principles of local self-government organization of in the Russian Federation" the state delegated the authority to municipalities and made them responsible for the formation and implementation of cultural policy and providing the vital activity of cultural institutions. The settlements have the task of

preserving and developing culture and art, the solution of which requires an integrated approach, modern organization of all work, and clear long-term planning.

The regional cultural policy effectiveness depends on the conditions of providing continuity, evolutionism, and socio-cultural development, equality of rights and opportunities of social groups in the needs of cultural services.

Nowadays, an important task of the modern cultural policy is to correlate the local cultural processes with the world cultural context, and therefore the design and management of local cultural events should be compared with the international level of problems and challenges, and combine the concepts of organization and management of cultural processes with the world strategies and programs.

The basis of a project activity is a project - one or several time-limited activities aimed at a positive result. The essence of the project activity lies in the study of problems, formation of priorities, in the fulfilment of which the main goal will be achieved.

Project activity becomes a new quality of improving the professional activity of specialists in the socio-cultural sphere. The creation and use of the project is based on the principles of a systematic approach, efficiency and practical usefulness, individualization of interaction, convenience and ease of operation, developed methodological support, continuous development.

Project's important component is a comprehensive framework, which promotes a detailed consideration of the existing problem and the interaction of several organizations to solve it.

Implementation of a project involves the possibility of developing a cycle of complementary activities that meet the needs of young people, as well as involving them in joint activities that last for a planned period of time.

Research findings

While researching the problem of developing the most effective sociocultural projects in small towns and villages, we determined the necessity of solving the following tasks:

- Identify the mechanisms and patterns of creating, conducting, and promoting sociocultural projects;
- Identify the possible types of sociocultural projects;
- Identify the social types, portraits of project leaders, as well as the mechanisms of their search and interaction with them;

- Identify the factors of success and sustainability of sociocultural projects;
- Determine the parameters and mechanisms for evaluating the effectiveness of sociocultural projects

These tasks are mainly solved, first, by means of desk research on Russian and international practices of sociocultural projects in small towns and villages, and second, by means of expert interviews and discussions. There is an analysis of existing researches, directly or indirectly touching on similar problems, and specialized literature, including journalism. This study provides available statistical data to allow generalized conclusions to be drawn. Further field research is needed to elaborate the conclusions for individual regions.

At the same time, we believe that the authors of the study should proceed from the following assumptions:

- Culture is perceived as a resource and a driver of territorial development. Investments in culture are investments in the development of small towns and villages;

- Grants allocated as part of the competition are not seen as donations but as investments. An investment can lead to a return. The latter is understood as some form of social good, tangible and intangible. Financing a project in this case is a social investment used to launch or support a long-term project. This, in turn, implies that a project must have a clear program that contains goals, mechanisms, and algorithm of implementation, and results that are in demand in the community. There must also be clear criteria for evaluating the success of the project;

- Small towns and villages where projects are implemented are viewed not as objects, but as subjects of project activities. The task is not to "enrich" the people living there, but to respond to the internal needs of a local community, to support various forms of unity of townspeople (villagers), and their ability to organize themselves to solve local problems. The result of the projects in this case should be an increase in the self-esteem of residents, their understanding of the possibility of achieving results independently;

- Attention is paid to both the quality of a cultural project and its social role. The project should respond to and be developed in response to the true needs of the community;

- Investments should be made in interactions, not in infrastructure. Although various kinds of infrastructure are important and valuable in and of themselves, the emphasis on the social orientation of projects implies that the funding is primarily directed toward those endeavours that aim to activate community life by establishing trusting, long-term and productive interpersonal and intergroup contacts;

– A special role in sociocultural projects should belong to youth as the most active and creative force of social change. Even if young people intend to leave their hometown or village, participation in sociocultural projects can increase their loyalty to their small motherland and their desire to participate in its development in the future.

Sociologist V.I. Ilyin, describing the place of small towns and villages in the structure of Russia, successfully used the metaphor of a water basin. He compared the Russian hinterland to a swamp with small streams flowing out of it. At first glance, the swamp seems to be a useless part of the landscape, and the many streams only interfere with a large building site. That is why they are often backfilled or drained. At the same time, it is these streams, springs and swamps that feed huge rivers; the ecosystem loses its balance without them. The researcher believes that in modern Russia, small towns and villages are at the bottom of the socio-territorial hierarchy, as they are deprived of resources, are away from social and financial flows, and have poor transport accessibility. The problem of unequal distribution of such resources was acute in Soviet times as well. At that time, in order to solve it at least partially, a network of social service institutions was formed in most small settlements in a directive manner. By the end of the 1970s, most village centers were staffed with basic types of primary services: a village school, a paramedic station, a house of culture or a club, a post office, a canteen, etc. "The creation of a hierarchical rural service network was one of the tasks of the "rise of Soviet village", and huge sums were spent on its implementation, especially in the 1970s and 1980s. At the same time, the routine maintenance of rural service institutions was financed not only by the state, but also by agricultural enterprises, which received huge subsidies.

Social infrastructure was being developed in a similar way in small towns, where the costs of its development and functioning were often borne by city-forming enterprises. In the post-Soviet period, the majority of factories and agricultural enterprises were unable to maintain this infrastructure and transferred it to the balance of the state. With the number of residents in small towns and villages steadily declining, the preservation of the network of social services is not economically feasible, so most regions are optimizing it, which inevitably reduces both the availability of these services and the overall quality of life, especially in small settlements. This, in turn, contributes to the intensification of migration processes, when the most active residents of villages and small towns move to larger settlements or begin to engage in seasonal work, regularly leaving to work on a rotational basis.

Being based on international experience, researchers believe that at present the process of urbanization in Russia is not yet complete, so there remains a steady trend of migration to larger settlements. However, in many developed countries, urbanization has completed a polarization reversal where large cities have gradually begun to lose their attractiveness, while small and medium-sized cities have begun to increase their attractiveness. Under these conditions, a possible scenario for Russia's development could be counter-urbanization, where the growth of small rural and urban settlements is carried out at the expense of migrants from big cities.

It should be noted that the process of counter-urbanization will be very difficult and even impossible if, by this time, small towns and villages will have a dilapidated social infrastructure and will have lost their human capital. That is why, when developing and supporting sociocultural projects in the Russian provinces, it is necessary to work not only with specific initiative people, but also with institutions, most of which have serious problems due to underfunding and lack of resources. At the same time, the social and economic situation varies greatly from place to place. As G. Lappo notes, settlements are clearly divided into "favorites" and "losers" (Kovrova, 2015).

The potential of is retained, first, by those small towns and villages located in lines with transport, commodity, tourist and other flows, second, by those located in the structure of large urban agglomerations, especially in the zone of influence caused by Moscow, too; and third, by those small towns and villages where successful businesses (industrial enterprises, agricultural holdings, etc.) still operate. In these places the outflow of the local population can be compensated by the inflow of migrants. This fills the demographic gap, but complicates social relations, especially in the more conservative rural settlements. However, the share of economically successful settlements is very low and most small towns and villages balance on the edge of survival. According to Tatyana Nefyodova, small towns with a population of up to 20,000 people lose 2.2% of their inhabitants every year, and towns of 20,000-50,000 show a slight increase, but only at the expense of the Moscow Region and the North Caucasus republics.

According to the 2010 census, with the overall decline in the population of Russia, the loss of the rural population is three times greater than the urban population. According to the 2010 census, the proportion of residents of small towns and villages is 43.29% of the total Russian population. At the same time, on average, half of the country's women are younger than 41.3 years old and half of the men are younger than 35.5 years old. This is almost no different from the general statistics. Economist Albert Hirschman identifies three life

strategies for people who live in such areas: exit, voice, and loyalty. The "exit" strategy is followed by people who aim to change their place of residence in search of other opportunities. Often it is a matter of moving to a larger settlement that serves a central function for a particular territory (county, region, country, etc.). By "loyalty" is meant the acceptance of the status quo. Those who give their "voice" are those who remain, but who seek to change the situation for the better. "Exit" and "voice" characterize the strategies of two active groups, the most valuable for the initiators of sociocultural projects. The former act as indicators of problems in their settlements, the latter provide an opportunity to assess these problems and outline solutions. According to the Federal Public Opinion Foundation, about a third of residents want to leave small towns and villages. First of all, we are talking about the most educated and active population under the age of 35-40 years (The number of urban and rural population of the Russian Federation).

According to the demographer L. Rybakovsky, the following categories of citizens have the greatest migration mobility:

- People of working age, compared to children and pensioners;
- Single people, compared to married people;
- Men, compared to women;
- Newcomers versus old-timers;
- Highly educated people compared to people with low qualifications.

In addition to the problem of migration from small towns and villages, there is the phenomenon of seasonal or temporary works in these settlements. Itinerant workers leave their place of residence for temporary or seasonal external work, usually in large cities, regional centres, and capital cities. This means that they are absent from their home for a substantial part of the year and, therefore, do not participate sufficiently in the social life of their towns and villages. Data from the National Research University Higher School of Economics show that the number of such people in villages and small towns can range from 50-80%.

Based on these statistics, we can conclude that the stable participation in the sociocultural project of every fifth inhabitant of small towns and villages is already a very high, almost optimal indicator. The specific interests and values inherent to the inhabitants of small towns and villages can be assessed by the results of sociological research. The materials of large-scale surveys conducted by the Federal Public Opinion Research Centre (FOM) highlight characteristic features of cultural and leisure practices of Russian provinces' residents that distinguish them from the population of large cities. First of all, it is striking that

residents of small towns and villages more often say they have a lot of free time. 60% of residents of small towns and 51% of villagers state that they have a lot of unoccupied time not only on weekends, but also on weekdays. It can be assumed that this is connected with the high level of unemployment: when asked about vacation plans, 43% of residents of small towns and 54% of residents of villages said that they do not have vacations because they do not have permanent jobs. And even those who do have vacations are planning to spend them at home or at the country house: only 16% of town residents and 8% of rural residents are planning to go somewhere else when on vacation. Obviously, this craving for home-stay is also influenced by the phenomenon of seasonal or temporary work: those who works on a rotational or seasonal basis on the side, as a rule, prefers to rest at home (Miroshnichenko et al., 2019). Unfortunately, due to the lack of a developed cultural infrastructure in small towns and villages, opportunities to spend their free time here are severely limited. When asked where they have managed to visit over the past year, the majority of residents of small towns (ST) and villages (V) were forced to admit that they have never been to cultural and leisure institutions during this time (Fig.1).



Fig.1. Distribution of answers about visits to leisure facilities (according to FOM surveys)

However, there are also hobbies that provincial residents engage in more actively than the Russians in their average. These include work in the garden or vegetable garden (ST: 38%, V: 45%), communication with friends (ST: 33%, V: 40%), communication with their pets (ST: 16%, V: 25%). A very important point seems to be the popularity of communication with friends. According to this indicator, residents of the provinces outnumber residents of large cities by more than one and a half time, indicating their stronger social ties.

Unfortunately, the most popular hobby of rural residents is watching TV: 49% of small town residents and 56% of rural residents said so. A separate survey of television viewing habits revealed that 77% of small town residents and 75% of rural residents watch television "virtually every day. The vast majority watch more than an hour of television on weekdays: one to three hours (ST: 47%, V: 46%) and three to six hours (ST: 18%, V: 17%). At weekends, even more time is spent in front of the television: the share of those who watch from one to three hours slightly decreases (ST: 43%, V: 36%), but the number of those who spend from three to six hours in front of their TV set noticeably increases (ST: 23%, V: 24%). The majority of those who watch TV are satisfied with how much time they spend on this activity (ST: 70%, V: 64%), but there are quite a few who would like to watch TV even more (ST: 14%, V: 17%) (Fig. 2).

Those who state that they have a lot of unoccupied time not only on weekends, but also on weekdays		Those which most popular hobby is watching TV	
Small cities	Villages	Small cities	Villages
60%	51%	49%	56%
They work in the garden or orchard		They spend their free time with friends	
Small cities	Villages	Small cities	Villages
38%	45%	33%	40%
They haven't been to a museum at least once in the last year		They haven't been to a restaurant once in the last year	
Small cities	Villages	Small cities	Villages
91%	96%	67%	85%
They have never used the Internet		They want to change their place of residence	
Small cities	Villages	Small cities	Villages
33%	42%	37%	33%
Know where their town's name came from		Celebrate local holidays - town day or village day	
Small cities	Villages	Small cities	Villages
55%	69%	65%	85%

Fig.2. Practices and preferences of residents of small towns and villages (according to FOM surveys)

The survey of attitudes towards one's hometown or village yielded interesting results. On the one hand, the majority of respondents display local patriotism:

- Celebrate a local city day (ST: 65%) or village day (V: 85%);
- Knows where the name of their locality comes from (ST: 55%, V: 69%),
- Claims to know what their town/village is famous for (ST: 83%, V: 88%).

On the other hand, the answer to the last question on a nationwide sample scale yields very peculiar results: 22% believe that the locality where they live is famous because of the industrial enterprises that are located here; 8% say that their village/town was made famous by local minerals; 7% say that their locality is famous because of the wars and battles that took place here. And only 6% say that their town/village was made famous by famous people who lived or were born here. As the analysis of the results of surveys conducted by FOM shows, one of the distinguishing features of the small town and village residents is their low social activity: most of them do not want to move anywhere; they prefer to spend their vacations at home or in the country, they are not ready to go to larger cities for cultural experiences (to a cinema, to a museum, to a theatre). They prefer to spend their free time, which they have more than residents of large cities, in front of their TVs, watching it for hours. They know the local history and culture poorly, although they are used to being proud of their small motherland. Obviously, in order to "stir up" this rather inert layer of Russian society, it is necessary to act on their territory supporting the most active local activists and cultural institutions. An important resource for involving residents can be their close social ties, which distinguish them from residents of large cities. Cultural projects related to local or regional identity will be of particular importance to local communities. Local patriotism is strong among the residents of small towns and villages, but at present it has almost no cultural dimension, forcing residents to take pride in their factories and fields rather than their rich history and culture (The number of urban and rural population of the Russian Federation).

Local communities are the key resource of small towns and villages. Most of the unsuccessful small towns and villages are not ready to launch processes of change, to move from a survival strategy to a development strategy. At the same time, in order to retain an active young population, it is not enough even to provide an inflow of investment, to create jobs or build new houses. Financial incentives will not attract young people if there is no social environment that meets the needs of the generation formed in the information age. The

institutions of municipal government and cultural institutions that are supposed to create and maintain such an environment are largely failing to do so. Local communities become a key resource for the development of the social environment in small towns and villages. By local communities we mean groups of people united by common values and interests, as well as a sense of belonging to a certain territory, town or village, and responsibility for the processes that take place there.

In contrast to big cities, which are experiencing a crisis of local communities, such groups are more stable and active in small towns and villages. These groups are diverse. We are talking about "communal" communities that preserve a conservative way of life, communities of labour collectives that have continued to exist since Soviet times around city-forming enterprises, and communities of interest that bring people together around a common leisure activity or a particular economic activity. Often there are several types of communities in one territory.

In addition, people increasingly participate in the activities of several groups at the same time. Residents may take the initiative to form communities themselves. Sometimes the process of community formation is triggered by an outside person or organization, or in response to a problem or opportunity. Experience shows that it is possible to stimulate the process of community formation by creating the necessary conditions for it. Sociocultural projects play an important role in the formation and strengthening of urban and rural communities. They can facilitate the movement of residents along a pyramid of involvement: from ignorance to a passive role as an observer and from that to a leadership role where community members take responsibility for decision-making and project implementation. Successful sociocultural projects with a high degree of community participation contribute to solving typical problems of local communities of small towns and villages.

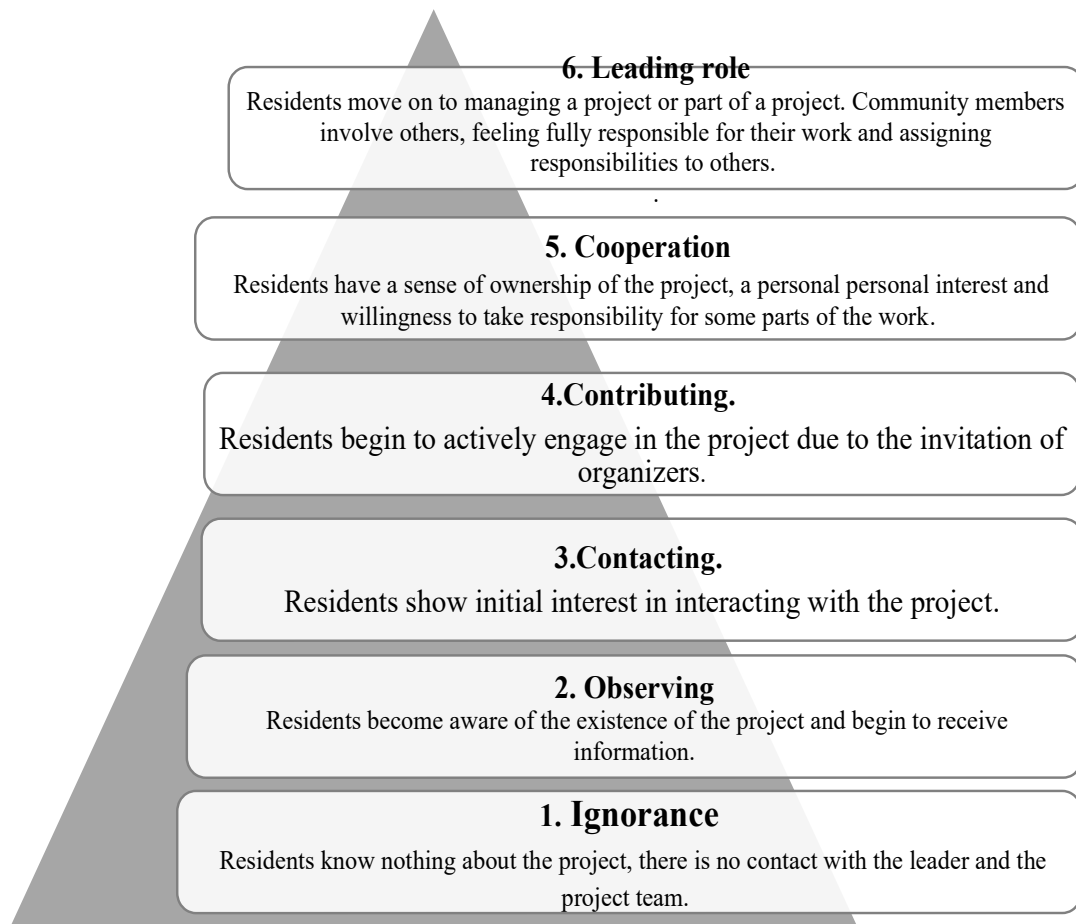


Figure 3. Community Engagement Pyramid

Such challenges include, but are not limited to:

- Low self-esteem and a pessimistic view of existing and emerging opportunities;
- Poor communication both with the external environment and among community members;
- Passivity, lack of initiative and enterprising people;
- Mistrust of authority and "outsiders", negative self-identification through solidarity against and belittling of the "other";
- Ignorance or fragmented knowledge of the history of their own place of residence and the events associated with it;
- Low level of diversity in cultural life.

Summary and Conclusions

Thus, sociocultural projects play an important role in the formation and strengthening of urban and rural communities. They can facilitate the movement of residents along the

pyramid of involvement: from ignorance to a passive role as an observer and from that to a leadership role, with community members taking responsibility for decision-making and project implementation.

Successful sociocultural projects with a high degree of public participation contribute to solving the typical problems of local communities of small towns and villages. Such problems include, but are not limited to: low self-esteem and pessimistic view of available and emerging opportunities; poor communication both with the external environment and between community members; passivity, lack of initiative and enterprising people; distrust of authorities and "outsiders", negative self-identification through solidarisation against "the others" and their belittling; ignorance or fragmentary knowledge of the history of their own place of residence and related events; low level of diversity of cultural life.

However, the key question for businesses and government and civil society organizations remains: which project to support and which initiative will be most effective.

References

Kovrova O.D. Forecasting the risks and opportunities of socio-cultural design in a rural settlement / O.D. Kovrova // Laws and trends in the development of science in modern society: collection of reports of the international scientific-practical conference. - Ufa, 2015. - P. 208-210.

Miroshnichenko E.V., Bovkunova Y.V., Genenko O.N. The study of the system providing formation of professional motivation for young professionals of cultural and leisure institutions in the Belgorod region // The World of Science, Culture, Education. - 2019. - № 6(79) - P.65-68.

The number of urban and rural population of the Russian Federation. All-Russian census of the Russian Federation. Official site of the All-Russian census of the population. [Electronic resource]. - Mode of access: [www/perepis-2010.ru](http://www.perepis-2010.ru) (Date of access: 14.05.2020).