

GENERAL UNDERSTANDING OF GENERATION THEORY

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Abstract The article discusses the origin of the "Theory of Generations". This work describes the changes in the content of teaching of the modern generations, aims to increase its efficiency, and we will dwell on some of their problems. The content of teaching and the problem of education for generations are studied by a large number of scientists in the field of methodology.

Keywords: theory generation, X generation, Y generation, baby boomers, tech savvy

Аннотация. В статье рассматривается происхождение «Теории поколений». В данной работе описаны изменения в содержании обучения современных поколений, направленные на повышение его эффективности, а также остановится на некоторых их проблемах. Содержание обучения и проблема воспитания поколений изучается большим количеством ученых в области методологии.

Ключевые слова: поколение теорий, поколение X, поколение Y, бэби-бумеры, техническая смекалка.

Introduction

How are people who were born around the same time and experienced the same events similar? This is what generational theory tries to explain. "Generation theory" is a research method that describes why different generations appear, what unites them, and how they change. The distinction between "fathers and children" was discussed by medieval philosophers. And the issue of generational change was seriously considered in the 20th century. Scientists believed that the main sign of uniting people in a generation could be the commonality of values and life experience. If people experienced a major public or social event - war or crisis - it affected their behavior and thinking. Two books brought this theory to real prominence: *Generations: A History of America's Future, 1584-2069* (1991) and *The Fourth Turning: America's Prophecy*. Lee's co-authors are author William Strauss and economist Neil Howe. They identified four archetypes of generations with specific characteristics and values. Social generations replace each other every 15-20 years. The next generation, those born in 1943-1963, are boomers, that is, their parents tried to have as many children as possible in the family. People's way of life, ideas, views began to change during this generation. They consider it very important to conquer space in this period. When they are young, they are hot and bold and break the usual way of life. And in maturity, on the contrary, they actively protect the stability and lifestyle they have chosen for themselves. Generation X - born in 1964-1980. People of this generation grow up in the period of breaking the old way of life and building a new life, so they grow up early. Generation X are pragmatists and individualists. They value material values very much and often go to their own goals without paying attention to the feelings and opinions of other people. Generation X is the most economically active population in the country. They are tech savvy and email ready, so email marketing is still very relevant to them. They were once the most active users of coupon sites. With all the love for online shopping, they continue to visit offline stores. Targeted advertising works well for them: they understand how it works, but they are not afraid of it. This generation also has a layer of people who care about the social responsibility of brands.

Conclusion

Studying the theory of generations is reciprocal. It helps in building relationships. You have a different attitude towards older people and differently towards young people. In this process, learning the theory of generations and effectively using the information they need will be of great benefit.

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