

The main aspects of scientific activity popularization among the youth
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Основные аспекты популяризации научных исследований среди молодежи
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Abstract: *the article tells about main reasons of the unpopularity of scientific activity among young people in Russia. In the end of the article one can see some aspects of a new approach to the involvement the youth in scientific research with the help of marketing tools.*

Аннотация: *в статье проведен анализ основных причин непопулярности научной деятельности в молодежной среде в России, а также предложен новый подход к вовлечению молодых людей в научные исследования при помощи маркетинговых инструментов.*

Keywords: *marketing of science, new approach to scientific research among the youth, reasons of science unattractiveness.*

Ключевые слова: *маркетинг научной деятельности, новый подход к научным исследованиям среди молодежи, причины непопулярности научной деятельности.*

Nowadays one of the most important problems is the unattractiveness of science in Russia. An experienced staff is not replaced by new ones, because the science is not popular among young people and marketing research activities do not exist. The article discusses the causes of the current situation and proposes solutions for each of them.

The author conducted a survey of 126 students of the Financial University under the Government of the Russian Federation and the results showed that the most important principle, challenging them to scientific and cognitive activity, is a clear understanding of the purpose of their work. When there is an understanding of how this knowledge can be useful to them in later life or bring some benefit, students work with a great level of enthusiasm and desire.

As a solution to this problem, it is offered to tell the students about the benefits of scientific research for their future lives. Firstly, class research activities contribute to the development of analytical skills, which certainly has a number of competitive advantages in any field of activity [4]. Secondly, it is an opportunity to receive significant financial support and bonuses in the subsequent stages of education. No less significant advantage is that at the moment the big companies are willing to invest in research and development, realizing the importance of innovation and realizing that in the future they can get a huge advantage over competitors who do not lead such developments. That is why companies are interested in the young professionals who are interested in research and innovation [2]. Moreover, when someone is applying for a job, many large corporations very carefully test the candidates, identifying their analytical and creative thinking. In addition, studies in the field of future professional interests will help to generate a broader understanding of it and raise the level of professionalism.

Another reason for the passivity of students in relation to the research activities is the unattractive image of the scientist. Researcher in the understanding of young people is a gifted man who, however, does not have the speaker's skills [2, p 26]. Moreover, his presentation of ideas is often not perceived by the audience. For students of the research process often ends with the process itself, as well as the students do not have the skills of oratory, so the important products of research and implementation are not interested in hard work is lost.

To change this situation, it is necessary to enter a unit of personal and business efficiency in the work program of the scientific circles. Business coaches and qualified speakers will train young scientists in the block personal effectiveness of business communication skills and public speaking, and business efficiency unit will train the skills of self-presentation and professional beliefs. All this exercises will help them correctly present their research projects, including the investors or government officials. It is also important that the direction of the coaching is just developing in Russia and young coaches are required platform to train their skills. This means that a lot of money will not be spent on attracting the speakers. To date, the program has operated for MBA format of youth, for example, in Russia this program is called the Student of Business Administration one (SBA) [4]. They are highly valued by students, since this skill training is not included in the educational programs at the universities. Nevertheless, it is worth noting that at the Financial University this issue received much attention and discipline already exists to develop students in this area. For instance, it is the "Business Communication" course [1].

It is also important to note that without changing the public opinion about the Russian science the progress in this field will be difficult. At the moment, it has formed the view that science funding is a small share of the

national budget, and that has meager salaries, outdated equipment, frequent examples of "brain drain" from the country and much more. In this area, the necessary solution for attracting young people would be to create a new image of science. Science should be associated with success and examples of successful people. It is a well-proven, effective way to promote a product or service. For example, in an advertising campaign language school English First language study compared with victories at the Olympic Games in 2014. We propose to create a similar scheme by promoting the science of using examples of interesting and significant scientific developments.

The author believes that it could be implemented by promoting with below described channels:

1. Internet space, particular social networking sites and Universities sites, (target audience is young people aged up to 25 years) [4].

2. Public relations: articles in newspapers and magazines (e.g. "Finance"); open days; membership in clubs and various scientific societies.

3. Signs and posters in universities with successful and motivating examples.

4. Direct mail distribution to all students.

5. World of mouth advertising: we propose that each lecturer in a lecture or seminar singled out for 3-4 minutes to talk about scientific events and benefits, which are then displayed in students.

All in all, students, who deal with scientific researches, will be able to communicate their information to the scientific community and develop analytical skills to be successful in their work and life. Thus, the main goal for the nearest future is to create a new style and image of a young scientist.

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