**(Generation Z: Lost children or geniuses?)**

# **“Children of the Internet: what can they bring to the world?”**

The terrorist act of September 11th, 2001. Exactly after this situation the Generation Z was born, when terrorism became part of everyday life, and there was a deep decline in society. It was caused solely by a pragmatic worldview, especially in terms of planning and preparing for the future. However, Generation Z was the first generation born in a world where any physical object has a digital equivalent.

The division into generations began in the 1880s, the first of which was called “The Lost Generation”.

What is Generation Z like? It is the most reliable and prosperous one in our history. Despite all the crises experienced by Ukraine over the past 20 years, children of this time grew up in relative abundance. So they got the second name - "children of stable zero." But luxury was their weakness. The generation grew and did not feel pressure anywhere - neither at home, nor in school. They understood that they were primarily individuals whose rights should be respected.

The new generation is just different, and the world of adults needs to learn how to negotiate with it. And it must be said that generation Z has a bunch of both positive and negative traits. For example, we can admit such pluses:

1. Z-people are motivated. Parents inspire them that participation alone is not a reward and there are winners and losers in every game. They are more competitive than previous generations.
2. Generation Z adheres to the principle of "do it yourself" (DIY). About 70% of

representatives say they agree with the thesis “If you want to do something well, do it yourself!” And they are absolutely sure that they can do almost everything on their own.

1. They are characterized by creativity and a broad outlook on life.
2. They are full of enthusiasm and determination.

These qualities certainly bring positive changes to the world. In addition, our generation is more tolerant and peaceful, which also contributes to the harmonization of the world community.

As for the minuses, they are:

1) full of self-centeredness and stubbornness. For many adolescents, it is virtually

impossible to consider a different point of view as noteworthy.

2) full of laziness. In this case, it’s not worth explaining. Generation Z children are

used to it. Hard work is not for them.

3) They have extreme need for freedom and flexibility and therefore it’s difficult for them to work under someone’s control.

4) The dependence on the digital world limits their perception of some other aspects of life.

5) They are really envious, and this can be an obstacle to the development of a harmonious personality.

The interests of Generation Z are, in fact, very specific and diverse. They are

strongly influenced by the regional specificity, size and population of the city.

At the same time, the boundaries between online / offline activity are blurred and the world is compressed within the framework of the monitor.

The new generation comes to its own, and, of course, a changing world will depend on their tastes and preferences. They are actively interested in entrepreneurship. They are not afraid, but rather interested in doing business. Representatives do not just look for opportunities to earn money, but they create them.

In music, Generation Z pays more attention to semantic content, which talks about the conditions of their life: feelings and sorrows, joys and victories.

In communication, they actively use the "hyper-language." So, gamification has a significant impact on the language too.

I want to add that we are ordinary people with our values, but the environment has shaped us in common. We are not bad and not good. We are neither the first, neither the second, nor the third. Generation theory is not a panacea that answers all the questions about life and people. Nevertheless, it gives us hints and helps us better understand what

influences the formation of our goals and how this affects our work. And most importantly, the theory of generations shows: we are really different, and what worked for some will not necessarily work for others.