

ШЕТЕЛ ҒАЛЫМДАРЫНЫҢ МІНБЕСІ
ТРИБУНА ЗАРУБЕЖНЫХ УЧЕНЫХ
TRIBUNE OF FOREIGN SCIENTISTS

SRSTI: 04.21.51

Doi: 10.51889/2959-6270.2024.86.2.007

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**RESEARCH OF SOCIAL AND CULTURAL ASPECTS
OF MIGRATION PROCESSES IN THE MODERN WORLD**

Abstract

This article examines the social and cultural aspects of migration processes in the modern world. Migration is one of the key factors shaping modern society, influencing the demographic, economic and cultural structures of various countries and regions. Special attention is paid to the analysis of the causes and consequences of migration, as well as the adaptation strategies of migrants in new socio-cultural conditions.

The study is based on an integrated approach that includes quantitative and qualitative methods of data analysis, which allows us to identify the main trends and features of migration processes. The article also examines the issues of intercultural interaction and integration, social inclusion and exclusion of migrants, as well as their impact on host societies. The results of the study may be useful for migration policy makers, sociologists, cultural scientists and other specialists dealing with migration and intercultural interaction.

Keywords: migration, social integration, cultural adaptation, migration policy, demographic changes, socio-cultural aspects of migration, globalization.

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**ҚАЗІРГІ ӘЛЕМДЕГІ КӨШІ-ҚОН ПРОЦЕСТЕРІНІҢ ӘЛЕУМЕТТІК-МӘДЕНИ
АСПЕКТІЛЕРІН ЗЕРТТЕУ**

Аңдатпа

Бұл мақалада қазіргі әлемдегі көші-қон процестерінің Әлеуметтік және мәдени аспектілері қарастырылады. Көші-қон-әртүрлі елдер мен аймақтардың демографиялық, экономикалық және мәдени құрылымдарына әсер ететін қазіргі қоғамды қалыптастыратын негізгі факторлардың бірі. Көші-қонның себептері мен салдарын талдауға, сондай-ақ мигранттардың жаңа әлеуметтік-мәдени жағдайларға бейімделу стратегияларына ерекше назар аударылады.

Зерттеу көші-қон процестерінің негізгі тенденциялары мен ерекшеліктерін анықтауға мүмкіндік беретін деректерді талдаудың сандық және сапалық әдістерін қамтитын кешенді тәсілге негізделген. Мақалада мәдениетаралық өзара іс-қимыл және интеграция, мигранттарды әлеуметтік инклюзия және оқшаулау мәселелері, сондай-ақ олардың қабылдаушы қоғамдарға әсері қарастырылады. Зерттеу нәтижелері көші-қон саясатын қалыптастыратын адамдарға, әлеуметтанушыларға, мәдениеттанушыларға және көші-қон және мәдениетаралық қарым-қатынас мәселелерімен айналысатын басқа мамандарға пайдалы болуы мүмкін.

Түйін сөздер: көші-қон, әлеуметтік интеграция, мәдени бейімделу, көші-қон саясаты, демографиялық өзгерістер, көші-қонның әлеуметтік-мәдени аспектілері, жаһандану.

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ИССЛЕДОВАНИЕ СОЦИОКУЛЬТУРНЫХ АСПЕКТОВ МИГРАЦИОННЫХ ПРОЦЕССОВ В СОВРЕМЕННОМ МИРЕ

Аннотация

В данной статье рассматриваются социальные и культурные аспекты миграционных процессов в современном мире. Миграция является одним из ключевых факторов, формирующих современное общество, влияющих на демографические, экономические и культурные структуры различных стран и регионов. Особое внимание уделяется анализу причин и последствий миграции, а также стратегиям адаптации мигрантов в новых социокультурных условиях.

Исследование основано на комплексном подходе, включающем количественные и качественные методы анализа данных, что позволяет выявить основные тенденции и особенности миграционных процессов. В статье также рассматриваются вопросы межкультурного взаимодействия и интеграции, социальной инклюзии и изоляции мигрантов, а также их влияние на принимающие общества. Результаты исследования могут быть полезны лицам, формирующим миграционную политику, социологам, культурологам и другим специалистам, занимающимся вопросами миграции и межкультурного взаимодействия.

Ключевые слова: миграция, социальная интеграция, культурная адаптация, миграционная политика, демографические изменения, социокультурные аспекты миграции, глобализация.

MAIN PART

Migration changes the demographic structure, affecting the age and gender composition of the population. The integration of migrants includes access to education, the labour market and social services, but is often complicated by discrimination and social barriers. At the same time, migration contributes to economic growth by increasing the workforce and diversity of skills.

Migration processes play an important role in the modern world, influencing the social and cultural aspects of the life of countries. The purpose of this study is to study these aspects and their implications for receiving and sending countries. Migration promotes cultural exchange by enriching host societies with the traditions and customs of migrants. However, cultural adaptation can be accompanied by conflicts and misunderstandings. Mutual respect and tolerance are important for successful integration. Modern migration processes are characterized by an increase in the number of international migrants and the complexity of routes. Globalization, political instability and economic crises are increasing migration flows. Countries are developing new policies to regulate migration and support migrants.

Migration processes significantly affect the social and cultural aspects of life. Studying these processes helps to develop strategies for integration and migration management, taking into account both positive and negative aspects.

INTRODUCTION

Migration processes occupy one of the central places in modern sociological research, as they significantly affect the social, economic and cultural dynamics of both the countries of origin of migrants and host societies. In the context of globalization, migration is becoming more diverse and complex, covering various social groups and regions. It includes both voluntary and forced displacement, and covers a wide range of causes, from economic and political to environmental and social factors.

Modern migration processes raise a number of important issues and problems that require in-depth analysis and understanding. What factors make people leave their homes? How do migrants adapt to new living conditions and interact with local communities? What social and cultural changes are taking place as a result of migration, both in source and destination countries?

The introduction of new cultural elements, as well as changes in the social structure and demography of host societies, lead to the need to revise traditional approaches to the study of migration. In this regard, interdisciplinary studies combining sociology, anthropology, economics and cultural studies are becoming especially relevant.

This article is aimed at studying the social and cultural aspects of migration processes, with an emphasis on the analysis of the causes of migration, adaptation strategies of migrants and their impact on host societies. We will review the main theoretical approaches to the study of migration, analyze current statistical data and present the results of field research in order to offer a comprehensive understanding of this phenomenon. The purpose of this study is to identify key trends and features of modern migration processes, as well as to develop recommendations for improving migrant integration policies and practices.

In sociology, migration is considered as the process of moving people or groups of people from one social environment to another. This process may include temporary or permanent relocation associated with a change of residence and adaptation to new socio-cultural conditions.

Migration processes are an essential component of the modern world order. The end of the XX – beginning of the XXI centuries in the world became a period of a sharp increase in migration flows. According to the International Organization for Migration (IOM), in 2020 there were about 281 million international migrants in the world, which accounted for 3.6% of the world's population [1].

Technological advances have played a key role in the so-called «fourth industrial revolution» since 2005, radically changing social, political and economic systems around the world. The growing power of «big data» and the spread of «datification» of human interactions have become the basis for the development of artificial intelligence (AI) in the private and public sectors. Digital technologies have become a key aspect of migration processes, providing migrants with access to real-time information and advice during migration trips, but also raising concerns about potential abuse and exploitation by smugglers. Migrants are developing applications for integration into host countries, maintaining social ties and financial assistance to their families through «mobile money» applications. New technologies, such as machine learning-based chatbots, are being used to provide psychological support to migrants and help them apply for visas, but they raise concerns about data privacy and human rights. Blockchain technologies have also become a subject of debate, especially in the context of international money transfers and digital identity, affecting global mobility and migration policy.

It is estimated that there has been an increase in the number of international migrants over the past 50 years. In 2020, almost 281 million people lived in a country other than their country of birth, or about 128 million more than 30 years earlier (153 million in 1990) and more than three times their estimated number in 1970 (84 million).

As it has been for the past 50 years, the United States of America remains the main destination country for migrants, with more than 51 million international migrants living in it. Germany has become the second most important destination country with almost 16 million international migrants, and Saudi Arabia is the third of the main destination countries, with 13 million international migrants. About 12 million and 9 million international migrants live in the Russian Federation and the United Kingdom, which round out the top five destination countries, respectively.

The study of migration in sociology plays a key role in understanding and transforming modern society. It helps to uncover the complex social changes that occur as a result of the movement of people, as well as to develop effective strategies for the integration of migrants. Research also

highlights the importance of transnational connections and interactions, the formation of a new identity in a new environment, the protection of rights and social justice for all members of society.

LITERATURE REVIEW

The study of migration processes and their socio-cultural aspects is an extensive field that includes many theoretical approaches and empirical studies. To understand the current trends and features of migration, it is important to consider the main directions and conclusions presented in the scientific literature.

Neoclassical economic theory. The Harris-Todaro model, developed by John R. Harris and Michael P. Todaro in 1970, is a key theoretical approach to the study of migration processes from an economic point of view [2]. She explains why people migrate from rural areas to cities in developing countries based on wage differences between these areas. People make migration decisions based on expected incomes in different places. Cities are often places with higher salaries and greater opportunities for professional and personal development.

The model assumes the presence of two sectors of the economy – rural and urban. The wage gap between these sectors stimulates the migration of labor from the lower-paid rural sector to the more well-paid urban one. The model takes into account that the decision to migrate is based on expectations about income and opportunities, which can lead to unbalanced results due to a lack of information about real conditions in cities. This model remains an important tool for studying migration processes in developing countries.

Douglas S. Massey and his colleagues in their work «Theories of International Migration: A Review and Appraisal» presented an overview and assessment of various theories of international migration, including significant attention to economic factors. Their research highlights that wages and employment levels play a key role in migration decisions. They analyze how these factors influence the behavior of migrants and what consequences this has for their integration into new social and economic environments [3, P.439].

Theory of world systems. Immanuel Wallerstein developed the theory of world systems in 1974, proposing a model that analyzes global economic and political structures and their impact on global migration flows. Wallerstein divides the world into three main sectors: the center, the semi-periphery and the periphery. The central regions have a high level of economic development, industrialization and control over global resources. Semi-peripheral regions play the role of an intermediate link, performing the functions of transnational exploitation and processing of resources. Peripheral regions are in less favorable conditions with limited resources and high dependence on the center and semi-periphery [4, 212p.].

Wallerstein analyzes how inequality in economic development between these sectors stimulates migration processes. Migrants often move from peripheral and semi-peripheral regions to central ones, seeking better economic opportunities, high-paying jobs and better living conditions.

Wallerstein's theory emphasizes the role of international economic relations, political dominance, and colonial relations in the formation and maintenance of such world systems. These factors determine how resources are allocated and what opportunities are available to different regions, which in turn affects people's migration decisions.

Saskia Sassen studied migration processes in the context of the global economy and the links between the centers and peripheries of the world system. She examines how global economic changes affect labor migration and capital allocation [5, 42p.].

Sociocultural theories. The concept of «cultural capital», proposed by Pierre Bourdieu in 1986, is a key element of his sociological theory, which is important for understanding the adaptation of migrants in new socio-cultural environments. This concept is based on the idea that the cultural resources and skills possessed by individuals and groups play a role in their social and economic integration.

Bourdieu identifies several forms of cultural capital, including knowledge of art and literature, knowledge of the rules of behavior and communication, as well as cultural preferences and tastes. These resources can be used to strengthen social status and achieve success in society. The cultural capital of migrants can serve as a key tool for their successful adaptation to a new cultural and social context. For example, knowledge of the language, cultural norms and values of the host society helps migrants integrate and participate in economic and social life [6, P.242-245].

Cultural capital interacts with economic and social capital, forming an integrated approach to the study of social mobility and adaptation. This aspect is especially important when analyzing how migrants use their cultural resources to achieve success in new conditions.

Alejandro Portes and Julia Sensenbrenner (1993) investigated the role of social networks and connections in the integration of migrants. They stressed that social networks play a key role in providing support and resources for migrants [7, P.1355-1356].

The theory of transnationalism. The theory of transnationalism, proposed by Glick Schiller, Bazch and Blank-Zanzon, is a key theoretical approach in the study of migration, which focuses on how migrants maintain and develop ties with their home countries even after moving to a new country of residence [8]. Migrants create and maintain social networks that extend beyond the borders of one nation. These networks include family ties, friendships, business partnerships, and cultural exchanges. Also, migrants often participate in economic and cultural practices that cross national borders. This may include the transfer of funds, investments in the native country, the transfer of knowledge and technology, as well as the preservation of cultural traditions and language.

The work of Glick Schiller, Bazch and Blank-Zanzon contributed to the development of an understanding of how migration not only changes the individual lives of migrants, but also affects societies in both countries of origin and countries of arrival through the creation of transnational links and communities.

S.Vertovec proposed the concept of «super-diversification» by exploring how migrants from different cultures and countries form complex and multi-layered communities. He argues that globalization has led to the emergence of new forms of migration that require a new approach to social and cultural research [9, P.1029-1031].

T.Faist develops the concept of transnational social spaces, emphasizing how migrants maintain ties with their home countries through economic, cultural and social networks. His work focuses on the multilayered nature of migration and its impact on the development of both countries of origin and destination [10, P.795].

N.Foner explores the role of immigrant families in preserving cultural traditions and adapting to new countries. She analyzes how migrants preserve and transfer their cultural values and practices, while facing new challenges of adaptation and integration [11, P.968-971].

The study of migration processes and their socio-cultural aspects reveals a variety of factors influencing migrants' decisions about displacement and their consequences for societies in the countries of origin and destination. Neoclassical economic theory, including the Harris-Todaro model, helps to understand the economic motivations of migration based on differences in wages and development opportunities in cities. The theory of world systems explains global inequalities and economic exploitation that stimulate migration flows between the center, semi-periphery and periphery. Sociocultural theories, such as the concept of cultural capital, focus on the role of cultural resources in the adaptation of migrants and their social integration into new societies. The theory of transnationalism emphasizes the importance of cross-border connections and networks for maintaining social and economic ties between countries of origin and destination. Studies of the role of immigrant families in preserving cultural traditions and adapting to new conditions emphasize the importance of understanding both the preservation and change of cultural practices in the context of migration. All these theoretical approaches and studies enrich our understanding of the complex processes of migration in the modern world and emphasize the need for a

comprehensive analysis that takes into account the economic, socio-cultural and political aspects of migration phenomena.

METHODOLOGY

In order to achieve the goals of research and comprehensive analysis of the social and cultural aspects of migration processes in the modern world, a comprehensive methodological approach was applied. The following methods were used in the course of the study:

Literature analysis. A detailed review of the existing scientific literature on migration, including theoretical and empirical studies, has been conducted. Special attention was paid to works dealing with the social and cultural aspects of migration processes, as well as adaptation strategies of migrants.

Quantitative methods. Analysis of statistical data obtained from various sources, including national and international organizations (for example, the United Nations, International Organization for Migration, Eurostat). Methods of descriptive statistics, correlation and regression analysis were used to identify key trends and relationships.

Content analysis. Analysis of media materials and official documents related to migration. This method was used to identify the dominant discourses about migrants in media and political discussions.

The integrated use of these methods allowed us to gain a multifaceted understanding of migration processes, their causes and consequences, as well as to develop recommendations for improving integration policies and practices.

Social movements have been in the field of attention of scientists for more than a century, but with the passage of time and social perturbations, changes in the multicultural picture of the world, the complexity of globalization processes, attention to them is only increasing. The prevailing view of scientists is that migration is inevitable and cannot be prevented. Therefore, in the «epoch of migration» there is a need and attempts to answer the questions: is it possible to do without mass migrations, should we counteract them and protect the former social patterns, how to adapt migrants, correctly understand their cultural code, how to study new cultural communities, how to direct and use the potential of migration processes, etc. Therefore, the socio-cultural aspect of migration processes is an urgent problem of modern humanitarian knowledge. Taking into account the fact that «sociocultural environment is a social and territorial community», which «reveals the peculiarities of functioning of cultures of different groups of population» [12, 56p.], arises the question of a deep study of various cultural manifestations of migrants, including psychological features of ethnics and cultures. Within the framework of sociological thought, a sociocultural approach becomes in demand, on the basis of which «the study of migration from the talk of territorial mobility turns into the study of problems of constructing a new social reality» [13, P.629]. Today, due to the need to adapt to new migration conditions, their forms and habitual life practices are changing. Thus, the globalization of modern societies has led to the emergence of new life support systems associated with a dynamic international division of labor, which has led to new scales of migration. The world has shifted from individual strategies to mass migration strategies, which now acts as a prerequisite for many other processes. Migration itself is no longer an exceptional situation for a society or an individual, but a part of a new way of life. A new social layer of the «nomad of globalization» is emerging. (both rich and poor) – a category of people who constantly move, keeping the customs and traditions of the different cultures they come from. A new category is also being formed – transnational migrants», people who feel equally well in their homeland and in other countries, easily adaptable in the culture of the host countries. In connection with migration, new social problems also arise - the possibility of strengthening cultural glocalization, which is expressed in the coexistence of different trends. Thus, on the one hand, national and regional cultural differences disappear, ethnic and cultural specifics merge and unify, and on the other hand, the local peculiarity of norms and values of a particular cultural tradition is

formed. Multicultural diversity due to migration processes has also become a problem, forming a polarization of the socio-cultural space. At the same time, new social problems are also emerging – the possibility of creating glocal «lacunas» in which monocultural environments will be reproduced, oriented to perform specific economic and even political functions in both global and regional communities. The process of polarization of the socio-cultural space has also become a problem. Thus, in large cities multicultural environments are developing, which simultaneously unite monocultural ones, while in peripheries monocultural environments prevail.

RESULTS AND DISCUSSION

The study of the social and cultural aspects of migration processes has revealed several key trends and features that are presented in this section. The results were obtained based on the analysis of statistical data, qualitative interviews and opinion polls, as well as a detailed study of specific cases.

The main reasons for migration

1. Economic factors. The analysis showed that economic reasons remain one of the main motivators of migration. High unemployment and low wages in the countries of origin force people to seek better economic opportunities abroad. This is confirmed by data collected through surveys and interviews with migrants.

2. Political and social causes. Political instability and conflict, as well as persecution on ethnic, religious or political grounds, play an important role. These reasons are especially relevant for forced migrants seeking asylum and protection in other countries.

3. Environmental factors. In recent years, environmental causes of migration, such as climate change, natural disasters and environmental degradation, have become increasingly important. These factors force people to move to safer regions.

Migrant adaptation strategies

1. Social networks and communities. The study showed that social networks and communities play a key role in the adaptation of migrants. Migrants often rely on the support of their fellow countrymen and diasporas, which facilitates the process of integration into new societies.

2. Education and language. A high level of education and knowledge of the language of the host country significantly contribute to the successful adaptation of migrants. These factors facilitate access to the labor market and social services.

3. Cultural adaptation. Migrants use various strategies of cultural adaptation, such as preserving their own cultural traditions and customs, as well as adopting some elements of the culture of the host country. This helps them to preserve their identity and at the same time integrate into a new society.

The impact of migration on host societies

1. Demographic changes. Migration significantly affects the demographic structure of host societies, leading to an increase in population and a change in age structure. This is especially noticeable in countries with low fertility, where migrants compensate for labor shortages.

2. Economic effects. Migrants make a significant contribution to the economy of host countries by filling vacancies in various sectors, from low-skilled labor to highly skilled professions. The study showed that migrants contribute to economic growth and increase the level of innovation.

3. Social tension and integration. At the same time, migration can cause social tension and conflict, especially in the context of economic crises and competition for jobs. The study revealed that the successful integration of migrants requires a comprehensive approach, including social support policies, educational programs and initiatives for intercultural dialogue.

The results of the study of the social and cultural aspects of migration processes emphasize the versatility and complexity of this phenomenon. This section discusses the key findings identified during the study, as well as their implications for the theory and practice of migration policy.

Special attention is paid to the comparative analysis with the existing literature and the proposal of recommendations for further research.

Economic reasons for migration. The study confirmed that economic factors remain one of the leading motivators of migration, which is consistent with neoclassical economic theory. However, it is important to note that economic incentives are often intertwined with other causes, such as political instability and social conflicts. This confirms the need for a comprehensive approach to the study of migration, which takes into account multiple factors influencing the decision of migrants.

The role of social networks and communities. The results showed that social networks play a key role in the adaptation of migrants. This corresponds to the conclusions of Portes and Sensenbrenner, which emphasize the importance of social ties in the integration process. At the same time, it is important to take into account that isolation within ethnic communities can hinder the full integration of migrants into the society of the host country. This requires the development of policies that promote intercultural interaction and integration.

Cultural adaptation and preservation of identity. The study revealed that migrants use various strategies of cultural adaptation, including preserving their own traditions and adopting elements of the culture of the host country. This confirms the theory of transnationalism proposed by Glick Schiller and colleagues, which emphasizes that modern migrants often live in two cultures at the same time. It is important that host societies recognize and respect cultural diversity, creating conditions for mutual enrichment of cultures.

The impact of migration on host societies. Migration has a significant impact on the demographic and economic structures of host societies. It is important to note that migrants make a significant contribution to the economy, which is confirmed by numerous studies. However, social tensions and conflicts related to migration require attention and the development of strategies to reduce these problems. This includes educational programs aimed at increasing tolerance and mutual understanding, as well as measures for social support and integration of migrants.

Implications for migration policy. The results of the study have important implications for the development of migration policy. A comprehensive and integrated approach is needed that takes into account the economic, social and cultural aspects of migration. It is important to develop policies aimed at supporting migrants, ensuring their rights and facilitating their successful integration into host societies. This requires collaboration at all levels – from local to international – and an interdisciplinary approach combining sociology, economics, cultural studies and other fields of knowledge.

Recommendations for further research. The study revealed a number of issues that require further study. It is important to continue researching the adaptation strategies of migrants in different contexts, paying attention to differences in gender, age and level of education. Research is also needed to assess the long-term effects of migration on host societies and develop effective integration models. In addition, attention should be paid to new challenges, such as environmental migration, and the development of appropriate policy measures. The results of the study confirm the need for an integrated and interdisciplinary approach to the study of migration processes and the development of effective policies that promote the social and cultural integration of migrants.

CONCLUSION

The study of the social and cultural aspects of migration processes in the modern world emphasizes the importance and versatility of this phenomenon. Migration has a significant impact on the demographic, economic and cultural structures of both the countries of origin of migrants and the host societies. This study analyzed the main causes of migration, the adaptation strategies of migrants, as well as their impact on host societies.

Economic, political, social and environmental factors play a key role in motivating migrants. Economic incentives, such as job search and improved living conditions, remain among the main

causes of migration. Political instability and conflict also contribute significantly to forced migration.

Social networks and communities, the level of education and knowledge of the language of the host country are key factors for the successful adaptation of migrants. Cultural adaptation, including the preservation of one's own traditions and the adoption of elements of the culture of the host country, contributes to the integration of migrants and their social inclusion.

Migration contributes to demographic and economic changes, increasing the population and filling the labor shortage. However, migration can also cause social tension and conflicts, which requires a comprehensive approach to the integration of migrants.

Implications for politics. For the successful integration of migrants and the minimization of social conflicts, an integrated approach to the development of migration policy is necessary. Recommended:

– Develop educational programs aimed at increasing tolerance and mutual understanding between migrants and the local population.

– To create mechanisms of social support for migrants that promote their economic and social integration.

– Take into account the cultural diversity of migrants and promote the preservation and respect of their cultural traditions.

– Cooperate at the international level to solve global migration problems and develop coordinated policies.

Directions for further research. Future research should continue to explore the adaptation strategies of migrants in different contexts, paying attention to gender, age and educational differences. It is also important to assess the long-term effects of migration on host societies and develop effective integration models. Special attention should be paid to new challenges, such as environmental migration, and the development of appropriate policy measures.

In conclusion, migration remains a complex and multidimensional phenomenon that requires an interdisciplinary approach and integrated solutions. The results of this study highlight the need to develop effective policies and practices aimed at supporting migrants and their successful integration into host societies.

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