ABSTRACT
The phenomenon of national identity as a component of social reality began to attract the linguists quite recently - in the late XX century. Traditionally, national identity was the object of social psychology, ethnopsychology and ethnosotsiology studying. This range of scientific branches is explained by the fact that, on the one hand, national identity is the result of social relations, and on the other hand, this concept belongs to the sphere of perception and evaluation of representatives of other ethnic groups, it is connected with the processes that cover human cognition. For understanding the national identity we consider the clarification of the essence of the phenomenon of identity, its interpretation from the standpoint of various social sciences and scientific paradigms, the connection of the state of identification processes with the processes of social transformation, integration of society, institutional and socio-cultural changes. Characteristic for all young people is that it attaches to new vital interests and practices. That is why it is mobile in getting the identity. Focusing on the formation of national identity, we turned to the analysis of its main aspects. The analysis of the factors of constructing civil and other types of social identity allowed us to draw a peculiar socio-cultural portrait of modern Ukrainian students. At the same time, we paid special attention to such characteristics of student youth as its value orientations, moral preferences, cultural capital, ideas about factors of life success, emigration sentiment, academic mobility, etc. While studying the value field of contemporary Ukrainian students, we first came to the conclusion about the differentiation of its value consciousness. Our research confirmed the hypothesis that further development of modernization and postmodernization of values and value orientations of student youth.

Keywords: National identity, Youth, Ukraine.