

III. ROLE OF CULTURE IN PERSONALITY FORMATION



SOCIALIZATION OF THE INDIVIDUAL IN THE CONTEXT OF THE DEVELOPMENT OF THE CULTURAL SPHERE OF SOCIETY

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Summary. Culture is the most important characteristic of society, its basis. As culture permeates all spheres of human life and society, so it determines its high significance in the content and dynamics of social change. The analysis of the processes of socialization of the individual and social groups outside the connection with the culture of society is more than difficult.

Keywords: culture; education; values; morality; worldview; consciousness.

The concept of socialization, being widespread in the scientific literature, does not have an one-meaning interpretation. In all existing interpretations, the process of socialization is connected with the issues of interaction between human beings and the social environment, assimilation of norms and values of society [7, p. 123–128].

Numerous concepts of socialization, one way or another, gravitate to one of two approaches: subject – object (society, culture – subject of influence, and person – its object); subject – subject (a person actively participates in the process of his socialization, influences his life circumstances and himself) [16, p. 241].

According to the first approach, socialization of a person is considered mainly as a process of adaptation of a person to society, formation of a person through influence on it of norms and values of the culture in which life activity is carried out [14, p. 39–44]. From the point of view of the subject – object approach, the person is a social type that corresponds to this culture and adapts in it. The defining role in human socialization belongs to society and its culture [12, p. 282–284].

Representatives of the subject – subject approach focus their attention on the fact that in the process of socialization, not only society plays an active role, but also the person himself, who chooses of values for him, influencing the people around him and society in general through the prism of his worldview [13, p. 73–78].

Socialization is a complex process of interaction between person and his environment and the social environment, the culture of society, as a result of which processes external in their form were transferred to the internal processes of consciousness and the objective understanding of the internal world of person in his practical activity. Socialization is carried out throughout a person's life.

The formation and development of the personality depends on the nature of the influence of agents on it, the institute of socialization, factors of socialization [1, p. 83–86].

The nature of the processes of socialization of the individual is directly connected with the culture in which her life takes place.

There are problems in society related to the shortage of the moral and civil-legal culture of the individual [2, p. 142–145]. These problems are due to a number of factors:

- the transformation period of the development of Russian society, accompanied by changes in all spheres of the life of society, naturally determined the difficulties of the processes of socialization, adaptation of the individual to new realities;

- the distribution in society of the principles of pragmatism, utilitarianism, individualism, values of criminal sub-culture, the absence of a single ideology, the popularization of the worst examples of Western culture.

It contributed to a decrease in the importance of traditional national values in Russian culture in the process of socialization of the personality and led to a weakening of intergenerational, intra-family ties and their role in the education of the personality, which led to a number of serious problems of personal formation [3, p. 80–85]. In the process of personal training, insufficient place was given to the development of such qualities as: citizenship, social activity, collectivism, patriotism.

Long character social-economic crisis during the Perestroika period of Russian society which is followed by decrease in level of spiritual and moral culture of the population, lack of the desirable rapidly fast changes to the best in result of political, economic transformation, the separate facts of optional behavior of officials in relation to citizens caused decrease in level of civil consciousness of the personality, spreading among young people of pessimistic spirits, civil nihilism, alienation from society and the state, political apathy [11, p. 396–402].

Besides, it should be noted that the nature of the processes of socialization of the individual largely depends on the effectiveness of the functioning of social control mechanisms. Social control is designed to regulate the behavior of the individual on the part of society. This impact is ensured by the implementation of social norms and sanctions (formal and informal) [6, p. 18–22]. Than the higher the effectiveness of social control mechanisms aimed at establishing social order in society and regulating social relations, the more stable society is and the problems of deviation, crime are less expressed [8, p. 37–40].

In a complex, transformational period of society development, the mechanisms of social control are not able to fully effectively implement their functions related to maintaining the social order and forming of favorable models of individual socialization [4, p. 118–124]. The low impact of social norms on the individual entails a state of disorder [10, p. 17–20]. The moral regulation of social processes is becoming a deficit. Negative trends occurring in society, which

have a destructive effect on the formation of a moral, legal culture of the individual [15, p. 82–89].

The progressive development of Russian society is possible only under the condition of a high level of disposition of the cultural, civil and legal culture of citizens [9, p. 29–31].

To develop positive moral attitudes, improve the civil and legal culture, overcome negative characteristics in the processes of socialization of the individual, it is necessary: the implementation of actions aimed at providing the individual with opportunities for self-realization, development; prevention of deviation and crime; consolidation of society with a single ideology, orienting the consciousness of the individual to the best values, exist in the domestic spiritual culture, values of a prosperous family, a healthy lifestyle, common-minded, civil-patriotic, social prices, high samples of business culture and a high level of everyday communication [5, p. 139–144].

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INFLUENCE OF SOCIOCULTURAL ENVIRONMENT ON SOCIETY AND PERSONALITY

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Summary. The sociocultural environment forms a complex of people's ideas about the world around them and about their place in it, influences moral and moral guidelines, proposes and forms norms of behavior. The study of processes related to the influence of the sociocultural environment on the person and, through the person, on socially significant processes, is an element of the social development of society.

Keywords: sociocultural values; spirituality; society; worldview; interdisciplinary approach; social groups.

The sociocultural environment in the broad interpretation of the term is a set of cultural values, common norms, laws, rules, scientific data and technologies that society and man have for effective actions and interactions with all components of their living environment (natural, technogenic, information components) [1, p. 83–86].

Recently, qualitative changes have occurred in the sociocultural environment both in the content and in the motivational-targeted orientation of spiritual search [11, p. 29–31]. Of course, it have not disappeared from the socio-cultural space the directions in which the desire for rational meaningfulness and spiritual search prevails. Personality is faced not only with ambiguity of content and motivational-targeted dominant of sociocultural environment, but also with the need to make a choice, to determine its diversity [12, p. 282–284].

And really, as the modern sociocultural environment is a huge and constantly changing space, it is a zone of personal choice and personal decisions on the one hand. On the other hand, we cannot to be agree that the points of recommendation are present here. The informal information field is also not neutral in real space-time [4, p. 118–124].