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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].

As a result, taking into account the diversity of the sociocultural environment and the multiplicity of formal and informal recommendations, the fact of communication is not always associated with its real interests and preferences [13, p. 73–78]. Nevertheless, irrespective of that how a person develops, what priority positions are formed in his memory, they, in one way or another, affect reactions, actions, and in general, a worldview. In the social development of society, a comprehensive multi-level study should be carried out, as well as analysis of content, reflecting the deep processes associated with social consequences as a result of perception [8, p. 18–22].

To solve such a complex problem, an interdisciplinary approach is needed that allows to held a comprehensive diagnosis of interdependent phenomena: it is necessary to study semantic dominants that are significant for the development of the personality, to investigate the features of understanding and interpretation by different social groups, identify factors and circumstances that contribute, or, on the contrary, interfere with humanitarian and moral processes in society [16, p. 241].

Getting required knowledge was reached by studies that used social technologies which comprehensively combine sociological, semiosociopsychological and socio-psychological methods and approaches [2, p. 142–145]. The level of development of communicative skills is an integral characteristic of orientation features in communication processes, the degree of understanding of the intentionality (semantic dominants) of perception. To define it, the method of intentional (motivational-targeted) analysis is used. The procedure consists of several stages: firstly, a latent multilevel structure focused on intentionality is distinguished; secondly, based on an analysis of the available interpretations, a perception structure is built; comparison of the data of the first and second stages makes it possible to conclude the level of development of communication skills. Traditionally, the following groups are distinguished: a high level of communication skills (adequate perception); middle level (partially adequate perception); low level (inadequate perception) [5, p. 43–46].

During research it was determined a tendency to defining influence of the level of development of communicative skills on the quality of social development. Characteristics of a person who is knowledgeable, creative, oriented to mutual understanding and constructive interaction, responsible in social and professional spheres, is inextricably connected with a high level of communicative skills [6, p. 27–30].

The analysis reflects the demand in all sociomental groups, the degree of understanding of the intentionality (semantic dominants) perceived earlier. Social groups with a high level of development of communicative skills show not only an adequate understanding of intentionality (semantic dominants), but also a personal attitude towards it [9, p. 123–128].

In interpretations of a social group with a medium level of development of communicative skills, there was not a very deep understanding of intentionality, the vector of interpretation had a motivational-targeted orientation [7, p. 139–144].

Interpretations of a social group with a low level of development of communicative skills reveal not only a complete misunderstanding of the author's intentionality, but also an unwillingness to understand it. The intention comes to the fore to find a reason for emotional detente about personal problems or life strategies. Communicative failures are typical for perceptions of representatives of this group.

An analysis of the features of interpretation allows us to talk about different strategies of representatives of different sociomental groups at the moment of orienting in a socio-cultural environment. A group with a high level of communicative skills is characterized by search and approval, intentionality is especially appreciated regarding the meaning of life, justice, spirituality [14, p. 39–44].

Representatives of a social group with an medium level of communication skills are focused mainly on the search for new directions in social development.

Representatives of a social group with a low level of communicative skills are mostly focused on the opportunity to assert themselves in society. It is not surprising, in connection with the above, that with relatively equal opportunities for inclusion in sociocultural values, even in socially homogeneous groups, there is a different level in different sociomental groups [10, p. 37–40].

Social groups with medium and low levels of communication skills are ambiguous in aspect of content and motivational-targeted orientation. It can be argued that the features of interactions of representatives of a social group with a low level of communicative skills with a modern sociocultural environment are at risk.

The question of the parameters of sociomental groups is logical. On the one hand, the modern sociocultural environment gives a sense of involvement in modern trends, really informs on a variety of issues, facts and problems, develops the sphere of personality [3, p. 80–85]. On the other hand, it contains a large number of mental provocations, which take place painlessly only for representatives of a small social group with a high level of communicative skills. Interaction with the sociocultural environment contributes to the formation of different, in terms of socio-humanitarian significance, results affecting the spiritual development of society [15, p. 82–89]. It is shown, firstly, in the socially oriented engineering of the sociocultural environment for the individual, and secondly, in the mass development of communicative skills in modern society.

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