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CHANGES IN SOCIAL-PSYCHOLOGICAL BASIS OF THE MODERN SOCIETY IN THE CONDITIONS OF DEMOCRACY

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The article is about the society that appeared in this new social situation due to democracy, which is facing drastic changes and which brings with it not only the need for the restructuring of the society, the introduction and operation of new social institutions, but also the cultural, socio-psychological support of the society. need for change. Complex shifts in the social and spiritual life of society take place, which lead to a change in the socio-psychological basis of society and a transformation of human existence.

These new democratic conditions, to a greater or lesser extent, also affect the nature and content of human relations, as well as the manifestation of behavior. Since civilization is based on the vital needs of a person, they are also an incentive to make human life more active. A democratic society becomes multi-faceted and alternative, and such a moral and psychological atmosphere is created, when a person not only does not feel cultural inferiority, but also becomes a being more adaptable to the new lifestyle and lifestyle. A person does not indicate a social affiliation, but also characterizes a certain worldview, way of thinking and lifestyle.

The purpose of the research is the socio-philosophical and psychological analysis of the basis of social reality and the problems of making modern challenges viable in the conditions of democracy.

Keywords: *democracy, behavior patterns, uncertainty, socio-psychological positions, values, modernization, socioculture.*

The role of transformation features of modern society and its value-normative components is not only up to date from the socio-psychological point of view, but also from political and moral, and diverts key place in people's behaviour and opinion. Anew sense making of modern society's socio-psychological base has become an important stipulation for social life modernization.

The society, that has appeared in this new social situation, faces sharp changes, that are bringing not only need of its reconstruction, introduction and operation of new social institutions, but also need for equivalent changes in socio-psychological, cultural basis of society. The two main directions of modernization-democratization and marketing, lead to drastic liberalization of public relations and to political life's variety, which changed positively nature of relationship formed in society. Liberal -democratic reforms had their positive outcome. But this modernization phase was followed longr lasting adaptation phase, during which different socio-psychological contraventions took place, that bring to life "backward movement". Those processes were weakly controlable, sometimes even uncontrollable. The reforms, that were initially notified as renovation of social system, were accompanied by weakly controlled processes. The transformation of society is such a change, which in its initial phase presents itself with separate fundamental changes, but further process goes out of control and mostly has elemental and uncontrollable character.

The main goal of this research is the analysis of the change in modern society's socio-psychological basis, the problems of the formation of their motives and mechanism, due to help of which social systems function uninterruptedly. Speed of innovation, underlying in the basis of civilizatiohn, in the 21st century leads to the renewal of the artificial environment, which creates controversial relations between equally important aspects of human and society existence -sustainability. Society, guided by democracy, enters into an area of operation, where unpredictability and behaviour uncertainty derived from it, becomes permanent form of existence, as a result of which every aspect of life and its activity turns into a problem. The hard process of combination of new and old realities, creates background for formation of dual social positions. Society's inertia, its conservatism during period of changes reflect self-preservation mechanism. "Only economic and political transmutations are not enough for society's modernization. Attention must be paid to some cultural prerequisites such as: the presence of population, social groups, "developing society leaders", "developing factors".

The content of the concept of democracy is connected to its liberal commentary: on the one hand freedom and rights of a person, on the other hand normative principle of relations between the government and citizens. At the initial stage in democratic society such factors as group mood, political views, cultural,vital values and norms played an important role. The progress of these values simultaneously means change in a person himself. The progress and success of society highly depends on how quickly it is ready and able to accept new values and models of the individual organization of life.This is a systematic process, wherev the failure of one of its components may lead to breakdown. An important role during this process are playing human qualities and social values. It is quite obvious, that

state can't undertake any innovation, without society's active participation. In democratic society, where people's world perceptions are changing, a serious breakthrough is taking place in their attitude towards life, society and future. The study of the societies testifies, that establishment of new values is quite complex and controversial process. "In particular because it is done not "in empty place" and not on the "the ruins of collapsing normative-value system", though usually an increase in deviant behaviour is observed in such societies" [7, p. 44-45]. Changes of social life conditions are so deep, that previously accumulated experience is not able to form adequately new vital reality. Former values are no more equivalent to public's newly changed social conditions. Public consciousness is ambiguous about the ideas of democracy, national independence and market relations. The establishment of new values in society is rather a complicated process, which is accompanied by confrontations and contradictions of new and old orientations. That is why some value relativism, uncertainties of boundaries new normative system, its insufficient clarity make person's behaviour irrational and unpredictable. One's new value system, his orientations, views, preferences and even his behaviour become controversial. The old value system is decaying, and the new one is not applicable at all, as it is in contradiction with reality.

People's consciousness was awakened with the expectations of positive changes, when it seemed to many, that new paradigm will bring them what people had been striving for. But the vital reality turned out quite different. People's hopes were once again unfulfilled, which gave rise not only to disorganization of public consciousness, but especially indifference to any public impulse, regardless its direction, be it positive or negative. People isolate themselves, don't support political parties, don't take part in public movements. It seems, that in the center of the conflict of values, in public consciousness, the former ideological values must collide with democratic values, that have come to replace them. Of course, such conflict exists, but it has appeared in the "fringes" of public consciousness. Modernization of democratic values is conditioned by need of safety as well as social and spiritual needs. New democratic conditions in this or that way refer to the nature and content of human relations. "A person is being evaluated by his ability of creating, reproducing socially useful objects. Thus, it is decided by the productivity, the level of possessing and transforming the nature, the progressive replacement of an unregulated natural environment by a regulated technical environment". The dynamism of life, the straightening of integration tendencies, the spread of telecommunication connections make life more comfortable, available and equinox.

Sharp changes bring with them not only need of society's reconstruction, introduction and operation of new social institutions, but also need of equivalent changes in society's cultural, socio-psychological basis. Modern society becomes multiopinional and alternative, and creates such moral-psychological atmosphere,

where a person is not only not feeling cultural inferiority complex, but becomes more adaptable creature to new lifestyle. A person not only points social belongingness, but also describes some type of worldview, lifestyle and way of thinking.

The peculiarity of all significant transformations that take place in society, is that they are taking place in painful, socio-psychological tensed atmosphere. Never any modernization was taken place smoothly. "In modern world it is impossible to understand the nature of changes that took place in life of people and the entire humanity, without referring to the dual opposition "traditional-liberal-supercivilization" of the modern world. All most important processes must make sense from this point of contradiction". [3, p.114].

The processes also refer to the changes of behaviour models, even to anthropogenic characteristics of a person. The point is that any socio-culture consists of conservative and creative components, the last of which determines the ability of generating cultural innovations, and in fact the ability of organizing their reproduction. "The situation causes uncertainty of person's social positions, duality of his situation, which on the one hand can bring to life nostalgia: aspirations, desires and disability of realizing them, and on the other hand unfounded, overgrown expectations, that contradict people's real possibilities and real situation". [1, p.186].

Taking into account possibilities provided by modern communication and information technologies, we can say, that a united informational platform is being formed, which on its turn leads to equable worldview: civilization is gradually gaining even greater internal uniformity. Though, it must be noticed, that "every society and social group first of all from humanity practice borrows only those forms of lives, that are perceptible within the given socio-political, economic and cultural opportunities. Second, the contradiction to globalization is the instinctive aspiration of societies to preserve their own identity, which is especially vividly manifested in the cultural sphere, religion and national consciousness. Third, the range of civilizations and societies, being in the pre-industrial stage of development, are weakly embedded in relationships and systems". [4, p.132].

With the vast majority of population the concept of democracy itself is associated with freedom of speech, conscience, movements, political associations and other freedoms. First of all, in democracy is attractive the liberalization of social life. However, there was a disillusionment with democratic values as well. The serious change in value orientations affected society's psychological and moral atmosphere. Many new democratic values became meaningless. Created value vacuum led to some demoralization of public consciousness. "Usually everyday consciousness exaggerates the degree of "declining morals, which is a natural psychological consequence of the alarming feeling rising among people, that in public social control is weakening, and "everything is allowed" principle is strengthening". [7, p. 45]. New values arise in a damaged, decayed but in functioning and alive normative-value system.

Every society's cultural life is a system of such socio-cultural system, with the help of which people are being socialized and form their attitude towards the world. Because of that, occurs need of transforming forms of behaviour, value-normative components of certain society, reinterpretation of norms and values, transformation of their motives and mechanism, which contribute to the formation of categorial system characterizing the socio-cultural state and functioning features of democratic society and its content clarification.

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ԱՐԴԻ ՀԱՍԱՐԱԿՈՒԹՅԱՆ ՍՈՑԻԱԼ-ՀՈԳԵԲԱՆԱԿԱՆ ՀԵՆՔԻ ՓՈՓՈԽՈՒԹՅՈՒՆՆԵՐԸ ԺՈՂՈՎՐԴԱՎԱՐՈՒԹՅԱՆ ՊԱՅՄԱՆՆԵՐՈՒՄ

Նելլի Ալավերդյան (Երևանի պետական համալսարան, Երևան, Հայաստան)

Հոդվածը ժողովրդավարությամբ պայմանավորված սոցիալական այս նոր իրավիճակում հայտնված հասարակության մասին է, որը կանգնած է կտրուկ փոփոխությունների առջև և որն իր հետ բերում է ոչ միայն հասարակության վերակառուցման, նոր սոցիալական ինստիտուտների ներմուծման և գործառության անհրաժեշտություն, այլև հասարակության մշակութային, սոցիալ-հոգեբանական հենքի համարժեք փոփոխությունների անհրաժեշտություն: Տեղի են ունենում հասարակության սոցիալական և հոգևոր

կյանքի բարդ տեղաշարժեր, որոնք հանգեցնում են հասարակության սոցիալ-հոգեբանական հենքի փոփոխության և մարդկային կեցության վերափոխման:

Ժողովրդավարական այս նոր պայմանները այս կամ այն չափով անդրադառնում են նաև մարդկային հարաբերությունների բնույթի ու բովանդակության, ինչպես նաև վարքի դրսևորման վրա: Քանի որ քաղաքակրթության հիմքում ընկած են մարդու կենսական պահանջունքները, ապա դրանք էլ խթան են հանդիսանում մարդու կյանքն ավելի ակտիվացնելու համար: Ժողովրդավարական հասարակությունը դառնում է բազմակարծիքային ու այլընտրանքային և ստեղծվում է այնպիսի բարոյահոգեբանական մթնոլորտ, երբ մարդը ոչ միայն չի զգում մշակութային թերաժեքություն, այլև դառնում է նոր կացութաձևին ու ապրելակերպին առավել հարմարվող էակ: Մարդը ոչ թե սոցիալական պատկանելիություն է մատնանշում, այլև բնութագրում է որոշակի աշխարհըմբռնում, մտածողության ձև ու կենսաոճ:

Հետազոտության նպատակը սոցիալական իրականության հենքի սոցիալ-փիլիսոփայական և հոգեբանական վերլուծությունն է և ժողովրդավարության պայմաններում ժամանակակից մարտահրավերները կենսունակ դարձնելու հիմնախնդիրները:

Հանգուցային բառեր: *ժողովրդավարություն, վարքի ձևեր, անորոշություն, սոցիալ-հոգեբանական դիրքորոշումներ, արժեքներ, արդիականացում, սոցիոմշակույթ:*

ИЗМЕНЕНИЯ СОЦИАЛЬНО-ПСИХОЛОГИЧЕСКИХ ОСНОВ СОВРЕМЕННОГО ОБЩЕСТВА В УСЛОВИЯХ ДЕМОКРАТИИ

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Общество, оказавшееся в новой социальной ситуации, вызванной демократией, сталкивается с радикальными изменениями, которые влекут за собой не только необходимость реконструкции общества, внедрения и функционирования новых социальных институтов, но и необходимость адекватных изменений в культурной сфере, в социально-психологической основе общества. В духовной и социальной жизни общества происходят сложные перемещения, которые приводят к изменению социально-психологической основы общества и к трансформациям человеческого существования. Роль трансформационных особенностей и ценностно-нормативных компонентов демократического общества актуальна не только с социально-психологической, но и с политической, нравственной точки зрения. Общество, оказавшееся в этой новой социальной ситуации, сталкивается с радикальными изменениями, которые влекут за собой не только необходимость реконструкции общества,

внедрения и функционирования новых социальных институтов, но и необходимость адекватных изменений культурной, социально-психологической основы общества. Общество, руководствующееся демократией, входит в зону аперации, где непредсказуемость и, как следствие, неопределенность поведения становятся постоянным способом существования, в результате чего каждый аспект жизни и средств к существованию становится проблемой.

Основная цель исследования – анализ изменений социально-психологической основы современного общества, проблем формирования их мотивов и механизмов, обусловленных бесперебойностью работы социальных систем и обеспечения жизнеспособности современных вызовов в условиях демократии.

Ключевые слова: *демократия, модели поведения, неопределенность, социально-психологические установки, ценности, модернизация, социокультура.*

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