SOCIETY AND PERSONALITY. THE SOCIAL STRUCTURE OF SOCIETY

1. The concept of "personality" (basic characteristics, ways of formation, types of behavior, interaction with other people).

2. Social communities (social groups, organizations, institutions).

3.Social structure of society (concept, basic types).

**1. The concept of "personality" (basic characteristics, ways of formation, types of behavior, interaction with other people).** "Personality" is a stable system of socially significant features that characterize the individual and manifest themselves in his activities and communication. Personality is a social characteristic of a person. In this regard, it is necessary to understand the difference between the concepts of "personality", "man", "individual". In the same issue the structure of personality is considered. Being a socio-cultural integrity, personality includes the following components: individual-biological (temperament, character, etc.); spiritual (acquired knowledge, social norms and values, etc.); social status and social role.

Social status is the position occupied by a person in the system of social relations in accordance with age, profession, education, etc. Social role is a social function performed by a person in a society, a certain "model" of behavior, given by the social status. Social statuses and roles can be prescribed and acquired (achieved). Prescribed status is a social position prescribed to an individual by the society, regardless of his abilities and efforts, it is conditioned by his ethnicity, sex, age, marital status, etc. For example, a Russian, a man, a child, a son, a brother, a grandson, etc. Acquired status is a social position that is achieved by an individual as a result of his activities, his efforts, according to his abilities. For example, a husband, a father, a doctor, etc.

The process of identity formation has received the name of "socialization." "Socialization" is the process of integration of an individual into the society through his or her assimilation of elements of culture, social norms and values.

**2.The social behavior of an individual**.

"Social behavior" is the activity of a person aimed at satisfying his needs, expressed through his interests and manifested in the purposes of his activity. It is necessary to reveal the content of the concepts: need, interest, purpose. In the activities, a person is guided by certain social norms. Social norms are prescriptions, requirements, wishes and expectations of the appropriate (socially approved) behavior. People whose behavior is fully consistent with the social norms are called conformists. The behavior of an individual or a group that deviates from the generally accepted norms or violates them as a result, is called deviant (inappropriate). There are various theories explaining deviance: theories of physical types (C. Lombroso, V. Sheldon), psychoanalytic theories (Z. Freud), and sociological theories (R. Merton – theory of «anomie»). Thus, for example, R. Merton distinguishes 4 deviant personality types: innovator, ritualist, isolated and rebel. Deviant behavior is multidimensional. It can be both a simple violation of rules of etiquette, and the heaviest crime.

Society exercises some control over the behavior of its citizens. Social control is a set of means by which a society or a social group guarantees the conformal behavior of its members. Such means include prescriptions and sanctions.

Social regulations are prohibitions or permissions to do something. Social sanctions are a means of punishing or encouraging people to comply with social norms. There are basic forms of control: formal and informal, internal and external, self-control.

It is known that a man cannot exist in isolation. In the process of life, he establishes numerous connections with other people. Social contacts are short-term relationships. Contacts can be spatial, interest, exchange. Social actions are meaningful actions of a person that relate to the actions of other people or focus on them. Social interactions or exchange of actions is a system of interdependent social actions connected with such causal dependence, in which the actions of one subject are the cause or consequence of the response of other subjects. If the interaction continues and takes a stable, multiple and even permanent character, which gives it an orderly and predictable form, then this interaction is called a social relationship. Social relations lead to the formation of various social communities: social groups, social organizations, social institutions.

**3. Social communities (social groups, organizations, institutions).**

A social group is group of people interacting in a certain way, based on the shared expectations of each member of the group towards others. Social groups can be primary and secondary, "small" and "large". Social organization is a social group focused on achieving interrelated and specific goals, and characterized by a high degree of formalization. The classifications of organizations by N. Smelser (the USA) and G. Osipov should be considered as examples. Social institution is an organized system of social relations and social norms that combines significant social values and procedures that meet the basic needs of society. Five major institutions of a society are commonly distinguished: family, state, economy, education, church.).

**4. Social structure of a society (concept, basic types).** The social structure of a society, in the broad sense of the word, is the structure of a society as a whole, the system of relations between all its elements (economic, social, political, spiritual spheres). In the narrow sense of the word, the social structure of a society is a set of interrelated and interacting social communities and relations between them. Social community is a real existing set of individuals, characterized by some unified features, associated with the life of a society, Such social communities are: 1)social classes, 2)social groups), 3)layers within classes and groups, 4) historically established communities of people (kin, tribe, nationality, nation), 5) family, 6)urban and rural population, 7)workers of physical and mental labor, 8)demographic groups, 9)groups of people formed on the basis of joint social and industrial activities.

There are several concepts of the social structure of a society. Historically, one of the first ones is "Marxist" concept, according to which society consists of classes, social groups and strata. The main feature of the class is economic (ownership of the means of production), which leads to the social inequality. According to the concept of "social stratification" (P. Sorokin), the society is divided into "strata". "Stratum" is a social layer defined by one parameter. In foreign Sociology, there are a variety of criteria for the social differentiation of a society. So, for example, M. Weber allocates wealth, prestige, power. L. Warner allocates a man's reputation. "Social stratification" thus reflects the social differences and inequalities of people in the modern society. "Social mobility" refers to the movement of people from one layer to another ("vertical mobility") or within one layer ("horizontal mobility") (P. Sorokin).

(A) Social class structure. According to the research of academician T.I. Zaslavskaya, modern Russian society has the following structure:

1) The upper layer (7% of the population). It includes: the highest elite, large entrepreneurs, senior officers;

2) Middle layer (20% of the population). It includes: medium and small entrepreneurs, middle-level bureaucracy, middle-level officers;

3) The base layer (60% of the population). It includes: specialists and employees, workers of various qualifications, farmers, and self-employed persons;

4) The lower layer (8% of the population). It includes: pensioners and disabled people, students and young people;

5) Social bottom (5% of the population). It includes: "the declassed elements" (bums, beggars), etc.

B) Socio-demographic structure. It is determined by sex, age, marital status (men and women, different age groups). One should also consider the family-marriage structure that is, parents and children, marriage and extramarital relationships and connections, different types of families.

C) Social and ethnic (national) structure, which is formed by historical communities of people, arising objectively as a result of connecting people by territory, economy, culture, customs, traditions, mental characteristics and other characteristics (nationalities, nations, ethnic groups).

There are other types of structures, for example, socio-territorial structure, which is formed by territorial communities of people, differentiated by living conditions and development (city, village, settlements of all kinds, etc.).