Imaginary (Mythical) Characters as Axiological Markers of Social Mythology in the Mind of Young Social-Humanitarian Intelligent People of Russia in the Second 10-year Half of the Twenty-first Century Beginning

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Аннотация:
The "top of mind" content of the young socio-humanitarian intelligent people of Russia has been received in a form of text descriptions of 3,000 printed characters in volume and unique visual illustrations of more than 240 image units which are divided into four clusters approximately equal between each other in the number of printed characters: images of adverts and brands, city folklore, books, mass media production. The problem of understanding in this area comes from the overwhelming dependence on the content of distribution channels – factual carriers of information (text books, books, mass media production, multimedia, commercial communications). Often, there is support based on experience and hypotheses of experts or on generalized data on all layers of population. The research this article is based on fills an incredibly important gap in the area of social mythology. This gap is connected to understanding the entire synchronized net of images that appear to be the content of Russian population's conscious mind with regard to age, level of education, lifestyles, and subcultures.

Получено содержание поверхностных слов сознания (<"top of mind">) молодой социально-гуманитарной интеллигенции России в виде текстовых описаний объемом 3,000 знаков и уникальных визуальных иллюстраций более чем 240 образных единиц, которые делятся на четыре кластера, приблизительно равные по количеству единиц: образы рекламы и бренды, городской фольклор, книги, продукция масс-медиа. Проблема понимания в данной области проистекает из избыточного тяготения к содержанию каналов распространения - фактических носителей информации (учебники, книги, продукция масс-медиа, мультимедиа, коммерческие коммуникации). Часто встречается опора на опыт и гипотезы экспертов или на общенные данные по всем слоям населения. Исследование, которое лежит в основе данной статьи, восполняет чрезвычайно важный пробел в области социальной мифологии. Пробел этот связан с пониманием всего синхронистического поля образов, являющихся содержанием сознания населения России с учетом возраста, образовательного уровня, стиля жизни и субкультур.

Коллекции:
Гуманитарные науки. Humanities & Social Sciences. 2008 1 (4) [15]
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This article is about the problem of formation and existence of the social integrity. There is to be named the factors of the formation of social integrity. The ideological basis of the social integrity is underlined ...

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Клачков, П.В.; Klachkov, Pavel V. (Сибирский федеральный университет. Siberian Federal University., 2012-03)
Abstract: Based on the idea that the actions taken for both reinforcing and destructing the state entirety generally belong to the same social spheres, the author regards the social entirety of the state and social ...

Оптимизация системы надомного обслуживания населения: новая модель
Малофеев, И.В.; Malofeev, Ivan V. (Сибирский федеральный университет. Siberian Federal University., 2011-04)
The article is devoted to the new model for the optimization of the home care system based on modern organization and information technologies. The article includes the results of the motion and time study of social workers ...

Modern Nuclear Plant: Social Risks and Social Security from the Perspective of Post-non-classical Universum Sociology
Кареева, Анна Р.; Канева, А. П. (Сибирский федеральный университет. Siberian Federal University, 2015-11)
The article presents an analysis of social risks with the use of the methodological principle of minimum universum. Social risks are divided between three levels: material-energetic, functional-organizational and ...

Perspectives of Social Philosophy
Кемеров, Вячеслав Е.; Kemerov, V.E. (Сибирский федеральный университет. Siberian Federal University., 2014-07)
Understanding of the problems and perspectives of the Russian society does not fit into the traditional philosophical forms. The Russian culture confronts...
For the whole twenty years, they have been interviewing people in order to make a rating of ten most intelligent people in history. Researchers managed to interview more than one hundred thousand people from different corners of our planet. Moreover, the research has covered several categories. It has been evaluated: how innovative the achievements of a genius were. whether his activity was multilateral. how powerful he was in his field. how universal his discoveries and inventions were. how much he has influenced the subsequent history of mankind. Of course, the nationality of respondents has Social Change refers to the modifications which take place in life patterns of a people. It occurs because all societies are in a constant state of disequilibrium. In the first stage, man considers himself as the center of the universe and remains preoccupied with mystic beliefs in the supernatural. In the second stage, man gets subjected to abstractions; the abstract is more “real” to him than the actual. According to Ward, natural evolution is a very slow process, whereas intelligent planning can and in fact always accelerates the process of natural evolution. German sociologist, Ludwig Stein and English sociologist L.T. Hobhouse also expounded theories closely resembling Ward’s telic theory of social change. Aging in Society. Understand the difference between senior age groups (young-old, middle-old, and old-old). Describe the “greying of Canada” as the population experiences increased life expectancies. The population pyramid in Figure 13.4 compares the age distribution of the aboriginal population of Canada in 2001 to projected figures for 2017. It is much more pyramidal in form than the graphs for the Canadian population as a whole (see Figure 13.3) reflecting both the higher birth rate of the aboriginal population and the lower life expectancy of aboriginal people. However, the gender imbalance in the sex ratio of men to women is increasingly skewed toward women as people age. In 2013, 67 percent of Canadians over the age of 85 were women (Statistics Canada 2013b).