

## PHILOSOPHY

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### **Role of leader in new religious movement**

It is considered genesis and a role of the leader of new religious movement in creation and functioning of group. Genesis of the leader is his last experience preceding foundation NRM and influenced the religious doctrine and practices. The role of the leader in group consists in creation of group and maintenance of its existence because there are interdependent relations between the leader and followers. The structure and mechanisms of interaction of the leader with followers, and also the basic mechanisms of increase in number of group which leader can use is shown. They are inscribed in inviting of the doctrine, broaching relevant for the given society question, apocalyptic evidence. The last are one of the most effective mechanisms in short-term prospect, but involve the subsequent reputation costs. The conclusion about limitation of the power of the leader of new religious movement over the followers is done.

Key words: new religious movement, leader, followers, interdependency, conversion.

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