

## PHILOSOPHY

***Yulia N. Sotnikova***

*(North-Caucasus federal university. Stavropol, Russian Federation)*

### **Dialectical development of public consciousness: a personalistic approach**

The article analyzes the opposing objectivist and subjectivist philosophical approaches. The synthesizing character of personalism is asserted, which takes into account both the activity of the personality and the influence of objective factors on it. The author's view based on dialectical methodology is presented. In accordance with it, the mechanisms of development of definite social consciousness are the contradictions that arise between mass consciousness (thesis) and elite consciousness (antithesis). These contradictions are resolved by synthesis, in which both moments are preserved. The possibility of an ontological understanding of the phenomenon of social consciousness as subjectively objective is substantiated. It arises in a certain set of consciousnesses of individuals (subjects) and begins to objectively influence their thinking and behavior. It is emphasized that for the realization of the process of development of social consciousness in socio-historical time both its continuity and variability are necessary.

Key words: dialectics, public consciousness, personalism, subjective-objectivity, reification.

***March 30, 2018***

---