

## PHILOSOPHY

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### **Discourse of success in the paradigm of sociology: main parameters and perspectives of study**

The main parameters of the discourse of success are considered from the standpoint of sociology, which is oriented, first of all, to a comprehensive consideration of the problems of external "objective" success. The lexeme success is not obligatory to the discourse of success itself: in this discursive space, such lexemes and lexical combinations are represented that have the meaning of approving the strategy chosen by the individual for the purpose of success. The specificity of public opinion about success in the sociological paradigm is assessed from the standpoint of studying the discourse of individual respondents or social groups. Social success is a direct reflection of social ideas about success that are significant at the moment. The main goal of the discourse of success is to orient the individual towards the process of purposeful development, which is characterized by its own dynamics, special categories and criteria, and motivational factors.

**Key words:** category of success, discourse of success, sociocultural context, symbolization of success, values.

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