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THE PROCESS OF TRANSFORMATION OF THE TYPE OF SOCIAL CHARACTER OF A PERSON IN MODERN SOCIETY

Victor Smirnov, Irina Petrenko

OmsSU named after F. M. Dostoevsky, Omsk, Russia

The process of transformation of a person's personality into an object of investment and trade, the value of which is directly determined by its exchange value, intensified as a result of the transition of society from an industrial type to an informational one, which attracted the scientific attention of psychologist and philosopher Erich Fromm, whose concepts and theories remain relevant today. The purpose of this article is to interpret Erich Fromm's concept of “market” personality orientation in relation to modern society.

Material and methods. When writing this article, we used the method of theoretical analysis of Erich Fromm's scientific works such as «Escape from freedom», «To Have or to Be?», «Man for Himself», «The Heart of Man», which made it possible to decompose his theory into separate elements, further analysis of which made it possible to draw a conclusion about their actual correspondence to modern society.

Findings and their discussion. The objective process of the transition of human society from one qualitative state to another is identical to the concept of social evolution. In other words, society has made a huge leap forward from an industrial to an informational type. This phenomenon undoubtedly entailed a number of fundamental transformations in all spheres of public life - culture,

labor, economics, politics, social relations. The essence of a person begins to spontaneously reorganize in accordance with the dominant social attitudes of modern society. Under the auspices of these factors, there is a process of active formation of a new type of social character of the individual - the personality of the "market" orientation.

This term was introduced into scientific circulation by Erich Fromm. Before giving a subjective assessment of the correspondence of human reality to the specified type of social character, it is necessary to analyze its nature in as much detail as possible and extrapolate positive and negative features to the social and economic values of modern society.

As mentioned above, the social attitudes prevailing in society directly affect the process of forming the social character of a person. Erich Fromm in his book «Escape from freedom» notes that the prevailing part of human character traits is not based on a physiological basis, but is a manifestation of his social breed and has an acquired character [1, c.31]. The feature noted by Fromm allows us to draw a fair conclusion about the direct influence of society on the process of forming the main features of a person's social character.

Erich Fromm in his work "To have or to be?" states that this phenomenon is named a market character, because in this case a person feels like a commodity in the "personality market" [2, c.165]. In other words, the concept of "market" orientation is identical to a certain psychological attitude aimed at a person's conscious attitude to himself as an abstract set of personal qualities that are aimed at maximizing the value of exchange value in the "personality market". The attitude to other people is similarly formed through the prism of commercial benefits and the functioning of the market mechanism.

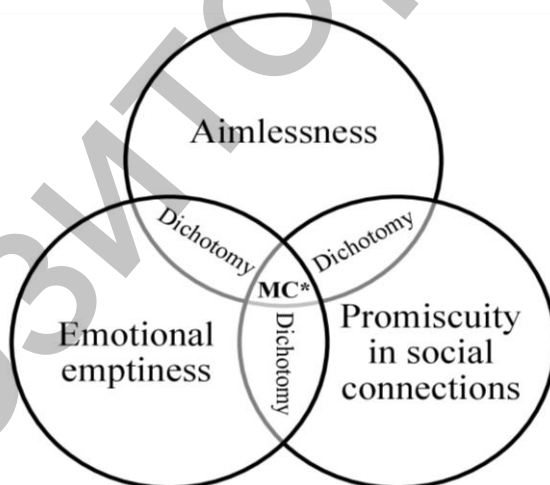
Developing Fromm's idea that an individual undergoes the process of entering the "personal market" under the guise of a product, the permanent goal of which is the most profitable exchange of oneself in the market [3, p. 90], it is fair to draw a parallel in modern society, each member of which strives to occupy high position in the social structure through well-paid jobs, prestigious education, power and quality education.

Continuing the idea of Karl Marx about the alienation of labor, Erich Fromm in his book "The Soul of Man" notes that the transformation of socio-economic factors that took place in the social system was the consequence of the total and comprehensive alienation of labor among the proletariat [4, p. 398]. "White-collar workers", deprived of tools and means of production, are forced to offer themselves in the "personality market", the laws of functioning of which are identical to the laws of functioning of the commodity market. The material well-being of "goods" represented by employees in the "personality market" is directly proportional to the amount of demand in this market from "buyers" - other participants in the "personality market".

Fromm calls the features of the "market" personality *promiscuity in social connections, aimlessness, emotional emptiness* [2, c.166-167].

It is unacceptable to consider the criterion of promiscuity in social relations as a manifestation of reduced social responsibility of a person. The personality of the "market" orientation in his social circle sees potential "buyers", with continuous communication with whom, you can get benefits. Individuals with a "market" orientation are not characterized by psychological self-torture with philosophical and religious dogmas in order to search for the meaning of life. Its meaning is an endless movement forward. The "market" character, with its inherent structure of the psyche, blocks a certain group of emotions, which, in his opinion, prevents him from functioning in accordance with the mechanism of the "personality market". Acting on the rational level and avoiding any attachments that do not fit into the framework of the concept of "market" orientation, a person, like a robot, performs the functions that are prescribed to him by his "exchange value". The described process is the content of the concept of emotional emptiness.

Fromm's concept of "market" character was decomposed into separate elements by the method of theoretical analysis. The specificity of this concept is reflected in the original diagram, which interprets the unity of all elements of the theory as the starting point of the personality of the "market" character. In the case of rejection of at least one element of the theory, the concept of "market" orientation becomes impossible to apply in relation to a person. The caused dissonance, rather, forms the basis of the phenomenon of personality dichotomy.



*MC – Erich's Fromm «Market» character fig.1.

The problem of the "market" character of modern man needs further understanding and will be subjected to empirical analysis in our subsequent works in order to statistically confirm the hypothesis that market strategies prevail in Russian society.

Conclusion. Analyzing sociological studies in Russia aimed at identifying the level of employment and unemployment, one can come to the conclusion that a huge share of the working population of Russia is realizing its potential in

the field of trade. People working in this field fit all the criteria of Erich Fromm. Perhaps we will never be able to find out the true essence of these people, because enslaved by the idea of the eternal pursuit of happiness, people forget who they really are. However, one thing is known for certain - the theory of the "market" orientation of the individual remains relevant today, confirmation of which can be found in the social reality of modern society that surrounds us.

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INNOVATION IN THE FIELD OF IT-SERVICES AND IT-PRODUCTS OF BELARUS

Anna Sokolova

OmSU named after F. M. Dostoevsky, Omsk, Russia

The Belarusian IT-market is relatively young, since half of Belarusian companies have been on the market for no more than 5 years. There are several large companies that are export-oriented in programming in Belarus: Gamestream, Sam Solutions, Belhard, Science Soft, IBA, Belsoft, EPAM.

In 2013, the Bloomberg consulting agency published a rating of countries with the highest level of innovative development (Bloomberg Innovation Index). The Republic of Belarus took 49th place. On the one hand, this can be considered a success, since it entered the top 50 most innovative countries. On the other hand, if you look at the same rating in 2012, then Belarus has slowed down, dropping from 20th place to 49th.

If you look at the new 2019 Bloomberg Innovation Index ranking, which lists the 60 most innovative countries in the world, Belarus is not at all among them, although Russia took 27th place, Ukraine 53rd.

The main purpose of the report is to identify the essence of innovation in the modern information society on the example of the developing IT-sphere in Belarus.

Material and methods. Using the comparative method, let's look at the position of the IT sphere in Belarus in comparison with other countries.

The position of the IT industry in Belarus is ahead of the general indicators of the economy. Thus, in the International Telecommunication Union: ICT Development Index 2017, Belarus with an index of 7.55, which is in 32nd place