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**FACTORS THAT RAISE SOCIAL CONSCIOUSNESS IN THE SPIRITUAL
DEVELOPMENT OF SOCIETY**

Annotation: The relevance of the research topic is determined by the need for a philosophical analysis of the impact of factors (globalization processes and the media as an element of information society) on the formation of public consciousness in the modern era, called post-industrial. The increasing role of information in the life of society, the improvement of technological means lead to social changes.

Keywords: public consciousness, information society, post-industrial era, manipulation, network society, technogenic globalization.

The consciousness of an individual is directly related to linguistic thinking, which is expressed in words and concepts. The main feature of linguistic thinking is the socio-historical character, therefore consciousness is also socio-historical in nature. The socio-historical sign of human consciousness emphasizes that the knowledge of mankind accumulates with the development of society, and the subjects of a particular historical stage are aware of the surrounding reality in accordance with these conditions.

Based on this definition, we formulate the author's approach to the essence of public consciousness. Public consciousness reflects the material and practical relations in society, expresses the interests, needs, feelings, knowledge of social groups and individuals, aimed not only at displaying, but also at transforming the surrounding reality. The modern stage of globalization, associated by most Western experts with the rapid spread of high-speed means of communication, is characterized by the transformation of public consciousness, the increasing role of global consciousness as one of the manifestations of public consciousness, the strengthening of trends manifested in ideology, economics, politics, culture. In

turn, religion and culture remain, but society's attitude towards them acquires new features that differ from similar phenomena within the framework of traditional and modernist social systems.

In the conditions of transformation, public consciousness reflects the features of the crisis of modern society and "has a variety of its existence in various spheres of public life." As a result of these processes, society is formed in a crisis, at the same time, public consciousness is also in a state of crisis. To solve this problem, it is necessary to form such elements of consciousness that would be based on spiritual and moral principles.

The processes of globalization indicate the introduction of information into public institutions, into the activities of subjects, culture, ideology, thereby determining the dualistic nature of consciousness. The formation of a technogenic civilization leads to the fact that culture and society combine elements of technization, the structure of public consciousness is transformed under the influence of a technogenic society and a new type of person is formed - the subject of the technogenic world.

Technogenic civilization contributes to the formation of not only a "new civilization", but also a technogenic subject. At the same time, modern society uses social management technologies, communication technologies that are necessary for the subject of technogenic civilization in practice.

Technological innovations of the "new civilization" lead to an improvement in the quality of life and social progress. The result of a technogenic civilization is social progress and an autonomous personality of a technogenic type, possessing the knowledge necessary to transform the surrounding reality.

At the same time, modern public consciousness is determined through the trends of global development, covering all spheres of society. In social sciences, the process of technogenic globalization is considered as a transformation of socio-cultural reality and the formation of a new stage in the development of society - a society with a high level of technical achievements. The emergence of the Internet stimulated the emergence of a new ideology containing elements of utilitarianism

and pragmatism. This ideology is aimed not only at changing all spheres of society, but above all at transforming basic values.

Transformations in a technogenic society result in the fact that technical capabilities not only become a means of human existence, but also modify his being. The elements of technization lead to changes both in the public consciousness and in the structure of public consciousness. Technogenicity of public consciousness is a consequence of the emergence of such elements as new forms of public consciousness (managerial consciousness, informational consciousness), new images of a person, "technogenic unconscious", etc. [8, p. 53].

The beginning of the XXI century is associated with a period of transformations in society, a change of value paradigms and a reassessment of state development strategies, a cardinal change in the vector of modernization of social systems, the emergence of virtual reality, the transformation of consciousness as the epicenter of global problems of the goal-setting force that shapes and determines the future of social natural reality.

One of the factors in the formation of public consciousness is the processes of globalization, which cover all spheres of society. The processes of globalization have formed qualitative signs of public consciousness: the transition from a closed public consciousness to an open one, the formation of consumer consciousness, the moral crisis of the value paradigm that influenced public consciousness; virtualization by network technologies has created a new reality, where new forms of public consciousness (virtual, network) are being formed, which combine elements of both the real and virtual world. The dualistic nature of the increasing information, on the one hand, can lead to global problems and consequences, and on the other - contributes to the development of public consciousness as an open system.

Globalization forms public consciousness as an open system, which is determined by the ability and ability to acquire the properties of other social systems, transmit their qualitative characteristics, and be included directly in the global social network.

Global processes in the sphere of economy form social attitudes focused on profit and predetermine the formation of a qualitative feature of modern public consciousness - consumer consciousness among citizens. Such consciousness continues to be reproduced by providing the individual with material values or consumption values, which determine the tendencies of the emergence of the consciousness of the "slave-consumer". In connection with the emerging trends, it is necessary to highlight such features of modern public consciousness in the context of globalization: the dominance of liberal market ideology, a single information space, the dominance of consumer values. Thus, the factor of globalization changes the essence of public consciousness, which has no pronounced boundaries and combines the signs of consumer, global, crisis consciousness.

The changes taking place in all spheres of social life caused by the processes of globalization reveal the problem of the stability of public consciousness associated with a system of common values. This stability presupposes the coordination of the basic foundations of society and nature

Spiritual and moral values turn out to be a catalyst for the formation of a healthy spiritual environment that optimally meets the requirements for public consciousness: high social responsibility, the implementation of coordinated efforts of individuals and various social groups in solving problems of social development, the formation of a coordinated public position of citizens, participation in the formation of key issues of politics, economics, positive influence on social and natural processes.

The values of social consciousness change in the conditions of uncertainty of social processes in modern society and largely depend on the "existence of the thinking subject". The specificity of this existence lies in the fact that the subject forms the concept of his essence, realizing his purpose beyond his "I". Television and other media, the Internet create the necessary conditions for the formation of stereotypes, certain "myths" that the public consciousness perceives and which are reflected in the values and advantages of consumer behavior (consumerism), as

well as in the development of skills of uncritical perception of the surrounding reality.

The media use manipulative practices carried out through the sphere of needs, desires, beliefs. Manipulation as an integral element of the life of the human community today has received new opportunities and prospects for development, since at the moment the impact of a social network is enough to influence the opinion of an individual or a social group. A number of researchers identify different forms of manipulation of public consciousness.

In the conditions of the information society, public consciousness acquires the desire for movement and change. A rapid change in the value system leads to a change in public consciousness, while the movement is a modern way of life and liberation from restrictive frameworks.

Human development is the goal, and the formation of public consciousness is the result and means of development of both society as a whole and an individual. The main function of the media at the personal level is the unity of information support and the implementation of various activities. Mass media exist as components of ideology and social psychology. It is this form of public consciousness that concretizes the network of information space with social activities not only of social groups, but also of an individual.

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