

METHODOLOGICAL RESOURCE OF CATEGORICAL ANALYSIS OF GROUP CONSCIOUSNESS



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The article presents methodological approaches to the identification and analysis of the basic categories that determine the structure and field of the values of group consciousness, which not only specify a reliable idea of its qualitative characteristics, but also allow us to identify differences in its sign forms by predicting scenarios for the evolution of group categories. The authors substantiate the idea of an associative-verbal network of a category whose thesaurus is a form of transformation of the world of a linguistic personality in the context of a new perspective of cognitive models of the consciousness of a large social group. The subject-matter of the probabilistic approach to the language networks of the group is, according to the authors, the processes of variability, development, production of categorical-associative phenomena of group consciousness, as well as scenarios of the facilitation, memorial, preventive nature of cognitive influences on group consciousness.

Keywords: group consciousness, group thinking, collective subject, associative-verbal network (AVN), basic categories, concept, practical concept.

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