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MASS CONSCIOUSNESS AND STEREOTYPICAL THINKING (ON THE EXAMPLE OF THE ATTITUDE TO THE FOREIGN LAN- GUAGES STUDYING)

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Western philosophy of the late XIX-XX centuries was based on the peculiarities of the development of culture, science, technology and all human activities. The given stage is extremely controversial time when there were revolutionary changes in various spheres of people's lives. The philosophy of this period presents a variety of philosophical trends and schools, new concepts and theories. The human "I" is declared primary and unconditional creative beginning, modifying all the universe, not just attitude. At the same time the ideas of the human "I" is contrasted with the idea of mass presented by the Spanish philosopher Jose Ortega-i-Gasset in "The Revolt of the Masses". According to Ortega mass is "average, ordinary people," which are the so-called middle class, it makes up a large part of the working population of Europe (about 60-70%). But in Russia, the middle class is about 20% of the working population [1, 2]. The middle class is ordinary people who, by Ortega's definition, form mass. According to the author, the concept of "mass man" is the average type of a person, that comes and thinks like "all" and does not worry because of this".

The hypothesis of stereotypical thinking was correct. The results of our survey "The attitude of the technical university students to foreign languages studying" of the first- and second-year students of KuzSTU showed it. The purpose of the survey was to identify stereotypical thinking in the attitude to the foreign languages studying. It turned out that only 12% of students agreed with the statement "a foreign language is not required in the future professional activity", as well as for travelling (4%). A third of respondents (33%) somehow believes that they will not

move to live in a foreign state and, consequently, they don't need the knowledge of a foreign language. In addition, 77% of respondents believe that the cost of foreign languages teaching courses and lessons with a tutor is too high, so we can come to the conclusion that, despite the promotion of foreign languages, the society is still not ready to pay for educational services. 47% believe that it is enough to know only one foreign language, while, for example, in Europe the knowledge of several languages is the norm. Thus, the survey results support our hypothesis of stereotypical thinking, imposed by the society. In our opinion, the roots of these judgments go back to the times of the USSR, when it was believed that for a Soviet man there was no need to travel abroad, and therefore, studying a foreign language was rather formal than practical. The Soviet Union stopped its existence many years ago, but the collective consciousness, in this case, the attitude towards learning foreign languages, has not changed greatly, but for the "man of the masses" it is easier to accept it than to make efforts to change the reality.

The idea of the mass, namely, mass thinking, was touched in "Ideology and Utopia" by Karl Mannheim. According to the author, there is a "group thinking", which dominates the thinking of an individual" [3,8]. Individuals in groups think like each other and against each other, thereby either modify the external environment, either keep it in its original form. As a result, the thinking of one individual is suppressed by the mass of people, in which he is. Man, under certain conditions, feels, thinks and acts very differently than you would expect, being a part of a human crowd. In mass individual achievements of individuals are fading and the identity disappears; racial unconscious comes first, mental superstructure is absent, so variously developed in some people, and unconscious foundation (the same for all people) appears [2,34]. Modern people sometimes want to "escape" from the limits of the mass consciousness, but they are suppressed by the same mass, supported by the government and the mass media, because to rule the mass is much easier, it is not necessary to take into account the opinion of each person, his attitudes and intentions.

Based on the spoken above, we can conclude that technical progress has made people more independent, but at the same time similar. Of course, all these "improvements to life" were useful, but not everyone uses them, learning a foreign language is often not perceived as a component of self-education, it is thought to be a necessary element for career advancement, for urgent travel in foreign countries, for communication on Dating sites to search for a foreign partner. Thus, for many Russians, the study of a foreign language is a component in achieving any other purpose. Therefore, the fact that, according to the survey, most respondents agreed that the cost of learning foreign languages is too high, confirms our hypothesis that

learning a foreign language in the society is an additional tool to achieve something else.

References

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