

Subjective objectivity of the phenomenon of public consciousness

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The article makes an attempt to consider the phenomenon of public consciousness in the aspect of a personalist socio-philosophical methodological approach. In accordance with this approach, when interpreting social phenomena, one should proceed from the concept of personality as having freedom and consciousness of an active-creative principle. This beginning transformatively affects the surrounding reality and creates a social environment that is in relation to mutual conditioning. From the point of view of the authors, the concept of reification proposed by P. Berger and T. Luckman is quite adequate for understanding the phenomena of social reality. It denotes the perception of phenomena constructed in the consciousness of individuals as objectified entities that affect a person. Public consciousness is one of these subjective-objective phenomena. It is a kind of resultant set of personal consciousnesses, broadcast from generation to generation and changeable due to the continuous active creative activity of individuals.

Keywords: public consciousness, personality, personalism, reification, subjective-objective phenomenon

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