

UDC: 1

Sociocultural analysis of the processes of legitimizing power in contemporary society

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The phenomenon of power legitimization in modern society is analyzed. Legitimation is the complex of processes, phenomena and measures associated with the organizational and propaganda activities of various actors and social institutions in order to stabilize and strengthen the political system of society. The features of the influence of the socio-cultural environment on the legitimation processes of modern power are shown. It points to the leading role of electronic media and television in the procedures of legitimizing power. It is noted that the forms and methods of both support and opposition of power became more complex as the socio-cultural environment was transformed. An important characteristic of modern processes of globalization, which influences the legitimation of political power, is the strengthening of development risks. It is emphasized that the social practices of interaction and communication of society (including institutions and social actors) and the power proper are of considerable weight in legitimation processes and in the processes of delegitimization of power.

Keywords: society, government, state, social institutions, social system, values, communication, social actors, responsibility

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