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The role of image in people's perception of each other

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ABSTRACT

The article focuses on the concept of image and the characteristics of image in direct perception of people. Studies devoted to the concept of image (substantial state) and the process of its formation are described. The psychological characteristics of the image in people's perception of each other are studied.

Keywords:

Image, perception, personality, social-psychological views, personal characteristics.

Modern social psychologists argue that all knowledge is a mental reconstruction of what actually exists. This reconstruction is carried out by the subject based on his experience, needs, intentions. Only when the individual is included in the cognitive process, it is possible to understand how people can know the same thing, if each of them constructs its image individually. Social cognition, which occurs in the process of interaction, includes a mandatory communicative process, that is, a process of constant information exchange. The image of social cognition is developed together, but at the same time, people are different from each other, and therefore each of them exhibits a unique style of social cognition.

In general, it should be said that perceiving another person means perceiving his external features, relating them to the personal characteristics of the perceived person and interpreting his actions on this basis. The idea of another person is self. closely related to the level of self-awareness. The need for a person to be a person becomes a condition for the formation of the ability in other people to see him as a person who is necessary to communicate unity, commonality, continuity, methods and results of activities and establish mutual trust, without

which it is difficult to hope for the success of the common work. .

The need to be a person, the need for personalization ensures the active inclusion of a person in the system of social relations, practice, and at the same time is determined by these social relations. A person who actively participates in joint activities, seeks to add his "I" to the minds, feelings and wills of others by introducing them to his interests and desires, and receives information about success through feedback. satisfies the need for personalization with This means that distinguishing oneself as an individual in this way, by achieving a differential assessment of oneself as an individual, the individual sees himself as a necessary condition for his existence in society, because it produces a universal result, which makes him as a whole allows to save. The need to be a person arises on the basis of the socially formed possibility of performing appropriate actions - the ability to be a person. This ability is the individual embodiment of the objective-social norms deeply accepted by the person, the influence of the ideal representative of other people on him, as well as his own "suprasitive" performances. Like any ability, it is given to the subject as an individual, which distinguishes

him from others by his exclusivity and, in a certain sense, sets him against other people. as an opportunity to convey one's originality, originality, similarity, to appeal to them.

In foreign psychology, the concept of the characteristics of people's perception of each other as a component of the socio-psychological aspects of the image is occupied by the works of such well-known psychologists, created on the basis of the ideas of behaviorism, psychoanalysis, cognitivism and other schools, such as A. Adler, E. Bern, W. James. , J.R. et al. Caprara, A. Maslow, G. Allport, C. Rogers, D. Servon, B. F. Skinner, Z. Freud, E. Fromm, C. Horney, T. Shibusani, Jung, and others Everyone's world is centered around him¹. Having a status allows a person to expect and demand a certain attitude from other people, and the attitude towards a person is often determined by the position he occupies, regardless of his personal qualities. Each person places himself as an object within a symbolic environment. It is important to understand what a person considers himself to be, because most of what he does logically follows from such a definition. A person's self-concept is, of course, a direct reflection of what he is or what he does.

Thus, noting that there are significant differences in the accuracy of the first impression of the same person in different people, it is necessary to emphasize once again that this accuracy depends not only on the capabilities of the person acting as the subject of knowledge, but also on the person who is evaluated by the first impression. also related to its characteristics. Undoubtedly, its essence is expressed in the manifestation of the individual, but in order to really reveal and understand this essence, you need to see the individual in all his main connections with reality, that is, in work, in knowledge and in communication.

As can be seen from the above, people's knowledge of each other is a mandatory aspect of their interaction and a condition for each of them to regulate their behavior in accordance

with the conditions and the tasks to be solved. Images of feelings, ideas, and concepts formed in a person about other people, which contain information about these people and give the opportunity to act appropriately in relation to each of them. Although a person's self-knowledge is always formed on the basis of repeated comparisons and comparisons with other people, it appears and constantly develops, in turn, knowledge about other people affects their formation, their evaluation, their attitude to them as a component of their image. Thus, the knowledge of each other that determines human interaction has the same characteristics at a general level, that is, in knowing the truth, it is characteristic of a person in general is and has its own characteristics.

At the level of a person's reflection of the objective world, his knowledge, as correctly stated in social philosophy, is characterized by objectivity, consistency, integrity, generalization, structure. All these features are manifested with special power in the process of knowing and reflecting another person. The interaction of a person with a person is subjective-subjective, unlike his interaction with an inanimate object or a living being that lacks consciousness and self-awareness. All this is an important basis for the study of image as a socio-psychological phenomenon.

The first of these trends is that knowledge about phenomenology, laws and mechanisms is gradually expanding, which express the meaning of the psychology of knowing each other by people and become the object of researchers' attention. At the first stage of targeted work in this field, psychologists mainly studied the characteristics of human perception and the formation of the concept of the personality of this person in people who interact with him. Thus, it was observed in a comparison of the characteristics of people's perception of a human face and a mere object (A. M. Zimichev, V. N. (R. A. Maksimova, V. N. Panferov, I. A. Shikhina), in

¹ Jorayeva S.N Personality characteristics describing the image of a teacher. Journal of pedagogical skills

junior schoolchildren and adolescents (G. F. Guseva, V. N. Kunitsin, M. P. Tikhonova, G. G. Finnikova) changes that occur in the perception and understanding of another person in preschool age were revealed.), in senior school age (R. A. Maksimova, V. N. Panferov, I. A. Shikhina). (S. V. Kondratieva, A. A. Rusalina), in old age (A. A. Bodalev, V. N. Panferov, etc.). At the same time, other works appeared that reveal the influence of the profession taken by a person on the perception of other people and the emerging concepts of their personality (A. S. Egorov, A. M. Zimichev, V. M. Razdobudko, etc.)².

In addition, an attempt was made to study the psychological conditions that reveal the characteristics of age and professional standards and stereotypes that affect a person's perception of the appearance of other people and the socio-psychological interpretation of this appearance (A. A. Bodalev, V. N. Kunitsyn, V. N. Lozovtseva, V. M. Senchenko and others). As you can see, the image has characteristics similar to a stereotype: clear emotional assessment, stability in representatives of different social groups, schematic. What is associated with the establishment of the image is that the formed image affects the readiness to perform certain actions in relation to the evaluated object. However, in our opinion, the image has a number of properties that allow us to talk about it as a separate mechanism of social perception. An image is a specially constructed image for potential students and all participants of the holistic pedagogical process that meets their expectations and needs. The image is initially determined by the fact that it is schematic and incomplete, as well as by the positive direction of emotional evaluation.

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