

PHILOSOPHY
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Antonov D.A. Topical aspects of social identity problem

The purpose of the article is to demonstrate current aspects of the society identity problem and specify future research tasks in the field of the given topic. The article shows that the society identity problem supposes a differentiation of societies, which can be carried out on various grounds, including a nature of their sociality. In this connection, distinguishing societies of individualistic and collectivistic types is rather profitable. It is proved however, that admission of existing distinctions between societies is insufficient for solving of specified problem. Topical is taking into account fundamental philosophical traditions – dialectic and metaphysical (nominalistic and realistic metaphysical traditions are marked out), within the frame of which the identity is recognized and relevant theories of identity are created. Moreover, insufficiently studied term of “society identity” is introduced, application of which in researches allows developing of intension of «society identity».

Key words: society identity, individualistic society, collectivistic society, dialectic methodological tradition, nominalistic methodological tradition, realistic methodological tradition, theory of knowledge, society identity.

***Siberian state
technological university***

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