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THE PHENOMEN OF POLITICAL CONFORMISM IN THE ASPECT OF GOVERNMENT`S POWER MANIPULATION

In currently situation in a world, there are no questions about existence such a phenomien like a manipulation. Worse when a deal comes to the manipulation of the government`s authorities on which the lives of people and states depend. Furthermore, it has the biggest negative influence on the lives of habitant. Due to diversity of opinion about what is happening, appears a lot of questions about psychological state of citizens which made it acceptable to have a government`s structure with such an aggressive type of establishment of international relationships which may cause a war. This way, the research of the phenomien of political conformism in the aspect of government`s power manipulation is very relevant and perspective nowadays.

Political power is the ability of one person or group of persons to control the behavior of citizens and society, based on national or national tasks. There are 5 models of political power`s influence: formal (instruments of stipulated ways of action), power model (the influence of a person with more power on people with less power), manipulative (forcing the fulfillment of the interests of the manipulator

without taking into account the interests of the performer), business (step-by-step coordination of interests and needs). [3]

Of the described forms, the most dangerous is manipulative, since people do not realize that they have succumbed to manipulative influence. Social-political manipulation of the human personality relate is the invisible threads of mind control of the population. Manipulation is the type of psychological influence hidden introduction into the psyche of the addressee of the thoughts, ideas and desires desired by the manipulator, contrary to their own. [1]

The prerequisites for manipulation include: the developed practice of delegating a person to the realization of his aspirations, various organizations (including the authorities) and thoughtless confidence in their activities; development, processes of individualization of the individual; weakening of the individual's ties with society; change relations between different social institutions responsible for the protection of the individual, and society; unlimited impact of funds mass media on social life in all its manifestations. [6]

One of the factors of easy implementation of manipulation is the phenomenon of socio-political conformism. As a social phenomenon, conformism was researched by E.From, P.Tilih, G.Markuze, as an attribute of totalitarizm by T.Adorno, M.Khorkhaimer, as a phenomenon of the big social group by G.Tard, S.Moskovichi (as a form of negotiation between an individual and a group during a conflict). According to E. Fromm, conformism is a dynamic phenomenon, that is, it belongs to the dynamic adaptation. Trying to avoid desintegration with environment, a person needs to be involved to some norm of views and ideas to feel involvement, acceptance and recognition. [4]

This is one of the reasons that, in the course of state changes and significant historical events, people did not influence government structures.

One of the most significance works in the sphere studying the phenomenon of conformism is a work of T.Adorno, E.Brynsivka, D.Levinsona, R.Sanforda about Authoritarian personality. They noted nine categories personality, which use to evaluate the degree of authoritarianism: support of logic and values, like everyone else's, cynicism and hostility in relations with other people, exaggeration of the

impact of force, raw sexuality, absence of the ability to intraception of another perception of the world, projectivity, tendency to stereotyped thinking and superstition, authoritarian submission and aggression, such qualities like prejudice, compliance, integration, internalization and identification. These concepts characterize not only a tendency to conformism, but also interaction with social structures, which includes citizen's lifestyle. [5]

Ways to cope this phenomenon is to analyze all the symptoms. Illusion of invulnerability (understanding that not of all decisions is a way to a great results), illusion of morality (do not try to justify the decision with higher values, rationalism (not abstracting from the risks and negative consequences of making a decision), negative attitude to strangers (opponents could be right too), self-censorship (loyalty is not always good), social pressure (do not respond to attempts to force to public opinion), direct pressure (do not respond to the censure of the opinion of the majority), opinion filtering (take into account another points of view), illusion of unanimity (everyone has their own opinion and has the right to have a different opinion from the group), openness (open discussions are the key to successful consensus), group isolation (the more independent opinions the better), staff critics (the presence of a group member who criticizes common ideas), avoid being directive (Don't let the leader's opinion matter too much and don't be afraid to criticize it). [2]

Thus, the study and study of the phenomenon of political conformity, its causes and consequences can help to increase the social activity of the population and make attempts to prevent manipulations of government structures, as well as to increase awareness of the lives of citizens and prevent the development of negative events in the political sphere of states.

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THE CHANGE OF INTERCULTURAL EDUCATION UNDER THE INFLUENCE OF INTERNET ENVIRONMENT — TAKING CHINA AS AN EXAMPLE

1. Background

The integration and innovation of the new generation of Internet information technology and traditional industries represented by cloud computing, big data and new media has not only fostered new industrial growth points, spawned new business formats, created a good development environment for "mass entrepreneurship and innovation", but also profoundly changed all aspects of people's social life.

The emergence of intercultural education has its profound social and historical background. First of all, intercultural education has a long history of practice. Since ancient times, cultural exchanges between countries around the world have included studying abroad, various artistic activities (exhibitions, conferences, performances), visits, academic exchanges, cooperative research, cooperative education, tourism, foreign training, economic activities, migration, etc. It has an obvious nature of cross-cultural education practice, which provides a rich research basis for cross-cultural education theory, and also supports and promotes the common development and