

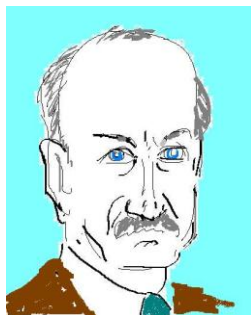
THE PROBLEM OF ECOLOGICAL VALUES INTERIORIZATION IN TALCOTTE PARSONS' PERSONALITY SYSTEM SCHEME

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Talcotte Parsons

One of the main problems of successful social implementation of ecologic and economic programs and projects with achieving expected positive results is the socio-psychological problem of individual excepting the values the researchers appeal and try to develop.

Very often, those programs end with the conclusions and theoretical evidences, what should be done and do not answer the question, how or what should be the mechanism of implementing ecological values into social acts or day-to-day human behave. The concentration of production and population, urbanization took place in industrial society. Values system with orientation on efficiency, rationality, and business optimization etc. without regard to consequences of such values with natural environment needs is formed. Modern society, which attained the high level of scientific and technological cognition and development, is unable to apply this knowledge to the primary world population needs satisfaction.

Thus humanity attained a critical limit, and created the real existence threat. Powerful economic development based on scientific and technical progress appeared to be destructive for biosphere, environmental development level have worsen, natural resources are being exhausted, poverty grows, all spheres of public life degrade, moral values are lost. But exactly morally reasonable and creative human activity should be the main factor of our world sustainable development, with satisfaction of all human needs (material, social, cultural, ethical, ecological, etc.). The essence of sustainable development conception lies in the field of natural recourses rational exploration aimed to biosphere recovering possibilities and normal living conditions for present and future generations. Realization of this approach needs the understanding of human place and role in the system Person-Nature-Society. Ethical norms and principles of individuality with consuming attitude to nature in industrial or post-industrial society should be transformed in terms of eco-systemic and environmental values individual perception process synchronically with social and individual needs and interests forming.

That is why it could be useful to solve the ecological, cultural, economic and social current questions taking into consideration socio-psychological factor – the level of personality. We propose to look on this question from the concept of interiorization in connection with T. Parsons' scheme of Cultural, Social and Personality Systems coordination.

Interiorization can be defined as the process of individual exception of external (social, cultural, ecological) values, perception them with fixing into the personality system of individual actors.

This concept is proposed to analyze from the Parsons' Social Act Structure theoretical position.

Parsons' theory declares that a social system is made up of a large number of separate actors interrelating with each other under circumstances that can at least be characterized by physical or environmental features, "actors who are motivated in terms of a tendency to the "optimization of gratification" and whose relation to their situations, including each other, is defined and mediated in terms of a system of culturally structured and shared symbols" (Parsons 1).

Therefore, Parsons' social system is only one third of the whole. Completed system of social interactions is made up of :

- social system;
- personality systems of individual actors;
- cultural system.

Each of the systems is independent and indispensable.

Parsons claimed that social roles are created artificially, through the permanent recurrence of this or that behavioral pattern that is formed under the influence of established or institutionalized expectations. Proposing that individuals can perform several diverse roles simultaneously, he than developed a notion, that roles can balance each other while carrying out expected functions to fit in a social order. As a result, some roles are combined in various social structures and institutional formations, such as educational, medical, economic or legal establishments. This phenomenon is practically useful, since it allows society to operate efficiently.

So, when programming and implementing ecological programs one should take into consideration the analysis of the mechanism of individual perception and ecological norms or values interiorization.

Thus, it is recommended to provide 3-levels analysis – the mechanism of values interiorizing on social, cultural and individual systems level.

Nowadays, most theoretical and even practical models of economic ecologization are directed to Cultural ("What should be done?"), Social ("Where and sometimes How should it be done?") System level, although more scientific attention should be paid to the question "For Whom should it be done?" that is the level of Personality System, where the main accent is stressed on the individual or social actor as the object of researches and scientific projects.

Parson viewed social processes as those occurring under well-structured control. Every change in society is provoked by the need for order and clarity of established roles and expectations. Human nature is disposed to fit into a structure. Action scheme of reference, which is primarily concerned with individual's orientation in a given situation, is described by Parsons as "the scheme, that is relative to the units of action and interaction, is a relational scheme. It analyzes the structure and processes of the systems build up by the relations of such units to their situations, including other units" (Parsons 1).

So, in ecological politics it is important to create (to program systemically) such social situations in which individuals would not only somehow relate to the ecological imperatives but also act due to interiorized in their consciousness ecological values, and those co-relations and actions would be on high social priority.

According to Parsons, the process of socialization is significant because it serves as an instrument for transmitting and thrusting the conventional standards and morals of society to the individuals belonging to the system. The process is, moreover, encouraged by the positive and negative reinforcement of role performance that does or does not satisfy generally accepted expectations. If social norms and values are not adjusted to the set roles, and stability is not gained, structure may break up and either die, or transfer into a new system.

Such Social, Cultural and Personality Systems coordination approach with stress on implementing activities on ecologic values interiorization on personal level, due to formed social and individual expectations, should be the main point of view in environmental system and sustainability development programming.

References:

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