

SOCIO-ECOLOGICAL MONITORING AS AN INDICATOR OF ECOLOGICAL CONSCIOUSNESS

A. Verbitskaya, N. Kozelko

*Belarussian State University, ISEI BSU,
Minsk, Republic of Belarus
nasty.a.verbitskaya.18@mail.ru*

The relevance of this study is that interaction with natural objects can stimulate a person to analyze their personal characteristics, emotional reactions, behavior in relation to this natural object.

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At all times, people's attitudes to each other and their relationship to nature have been an indicator of the value orientation of society, explaining the characteristics of culture and the historical process. Now it is becoming obvious that to reveal the underlying mechanisms of the development of the "society – nature" system, revealing the status of value orientations, moral imperatives in mastering and transforming nature is of fundamental importance.

Social and environmental monitoring is a system for tracking the changes taking place in society and in the public mind associated with the emergence of a real threat of environmental disaster, based on research and analysis of the interaction and mutual influence of environmental and social processes and mass perceptions of them [3].

The purpose of socio-environmental monitoring is to obtain quickly information on the state of public opinion on environmental problems and possible methods for resolving them, as well as to identify the interconnections and mutual influences of environmental problems and social processes. To achieve the goals of the most complete assessment and objective forecast of the state of the social environment, a comprehensive accounting and analysis of the diversity of relationships in the system is necessary. In a socio-ecological monitoring study, the indicator set of characteristics of the state and dynamics of society expands to the extent that it covers not only social processes, but also all aspects of the relationship between society and nature. The object of the study of socio-environmental monitoring is society and its environment [4].

The system of socio-environmental monitoring should ensure the receipt of relevant sociological information that meets the needs of the concept of sustainable development:

- details of the study of socio-ecological processes and phenomena;
- efficiency in identifying the dynamics and general trends of changes in these processes and phenomena;
- simultaneous study of all social actors according to their role in the development of socio-environmental processes;
- the ability to change the nomenclature and frequency of measuring sociological parameters during the development of specific socio-environmental situations;
- ensuring the application of new methods of environmental and social assessments and justifications, and so on [1].

The value of socio-environmental monitoring consists, first of all, in that, in addition to recording fluctuations in the population's orientations, it also makes it possible to determine the effectiveness of specific measures to influence factors such as the orientation and intensity of appeals to environmental topics [2].

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