COMPLEX METHODOLOGICAL FUNDAMENTALS FOR THE STUDY OF SOCIAL PRIORITIES

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The research of methodology of social phenomena and processes, as well as social priorities, is based generally on "social cognition".

The methodology is developed as research way where movement rules are well checked, results are verifiable and deserve confidence. There are different methodological positions within the frames of which the own ways of reaching the truth were elaborated. There is no unique correct methodological platform which may serve as a basis for study of any phenomenon.

So, for example, for the research of modern state of social priorities issue, the application of methods of sociological research, content-analysis, social psychology techniques, analysis of indications in mass media, legal documents, popular literature, etc., will be scientifically justified. If the research attention is mainly devoted to the historical variants of social priorities configurations, than comparative historical methodologies, hermeneutics etc., should be addressed.

Thereby, even different sides of the same phenomenon require application of diverse methodological tools. In this article our task is to describe methodological diversity of social priority problem research and, what is the most important, to consider the general theoretical statement which is the natural background for consistent application of various coherent semantic approaches.

Naturally, when the complicated phenomenon is considered, then no one is in doubt about adequacy, for instance, of observation and experiment methods application. Methodological techniques of analysis and synthesis in any way do not prevent the researcher from comparativistics and modeling. Still at the level of theoretical methodological statements everything is not so obvious. Taking the pass of, for example, Marxists methodology, it is not possible to apply adequately the methods of any metaphysics direction. In case the researcher supports sensualists' methodology, then the methods of rational philosophy may not be implemented without limitations. Examples of such may be continued further, but it is not our key task. It was mentioned in order to demonstrate how dangerous for the research results may be a desire to balance on the brink of theoretical approaches.

Being a specialist in social philosophy and history, the author may stand by application of the methods from these areas of knowledge. Psychological and social theories are used by us as material considered as taken for granted and not discovered separately. Being aware how knowledge in this area is gained we do not pretend on independent research in psychology and sociology. For us the conclusions of sociology and psychology are the peculiar construction material and supportive semantic equipment. Abuse of unusual tools, unfortunately, recently gained popularity due to the postmodern direction of pluralism and lowered the importance of philosophical search. From this perspective we intend to apply exactly social philosophical methodology tasking ourselves with issue how strongly theoretical fundamentals of social philosophy were transformed during last decade.

Generally the methodology of social priorities study may become the most efficient in case the phenomenological and communicative directions lay in its background. The nature of examined phenomenon determines the research methods. The nature of priority refers us not to the objective reality, but to the problem of "perceive". The phenomenology directs out attention not on *the way* we see something, but on *what* we see. Communicative philosophy makes evident the mechanics of establishing certain trends of social orientation.

Set by us mode of priority problem understanding also actualizes those

theoretical directions which study the way of elements interaction in big complex integrities. General dimension of world vision in post-nonclassical philosophical precept determines for us the entire area of researches. Having granted the broadest outlines for social priorities phenomenon analysis, let turn to justification of more precise frames of methodological fundamentals in its (phenomenon) consideration.

The notion of intersubjectivity originated from phenomenological tradition and included into specific phase of its development being borrowed by communicative tradition, actively functions in methodological field of modern social philosophy. The notion of social priority is based on the phenomenon of being-with-one-another, building of life world, as well as on complicated multilayer space created by rational and out-rational ways.

For our methodological position the notion of intersubjectivity constitutes a particular cementing item which expands the fundamental unity of theoretical trends used in this work for treating of methodological background in social priority phenomenon study. We address the intersubjectivity not only because it is common for important for us theoretical trends, but also it indicates exactly that turning point of social philosophical knowledge which is the most fruitful for understanding of priorities' nature.

The priority's nature issue contains a certain paradox. Being an independent power influencing people's behavior, the priority has no other source, then activity of many people. The nature of priority is a result of people's activity and at the same time it is a power, which manages and guides such activity. Consequently, the study of social priorities determines the research attention to human relationships.

Focusing research attention on the nature of "connection" between people creates certain "ethical" turn in philosophy, i.e. attention focus on the definition of "connection". "Ethical" turn means the change of attention from studying object by subject to the space "between" them, to relation between subjects. An "absolute observer" disappears from sight line; hence the object and the subject are in dynamic connection.

Particularly this way of thinking actualizes the intersubjectivity notion. In fact,

it represents the essence of turn point in modern science, which is called as post-nonclassical. In post-nonclassical science the specific axiological turn is identified, or, as some researchers stated, "human orientations" are revealed. In epistemological dimension of post-nonclassical science the definition of "understanding", which is applied even in natural science, enters in the foreground. Human orientation in epistemological dimension is proved out in dialogical (in broad sense) statement. One can even speak about some sort of dialogical ontology which feature is overcoming of unilateralism of subject-object relations, change of orientation from "object" to "relations". The cognition has moved from static image to dynamic view mode.

Study on social priorities requires establishing of comprehensive methodology; consequently the complexity of object research has necessitated its many-sided consideration.

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