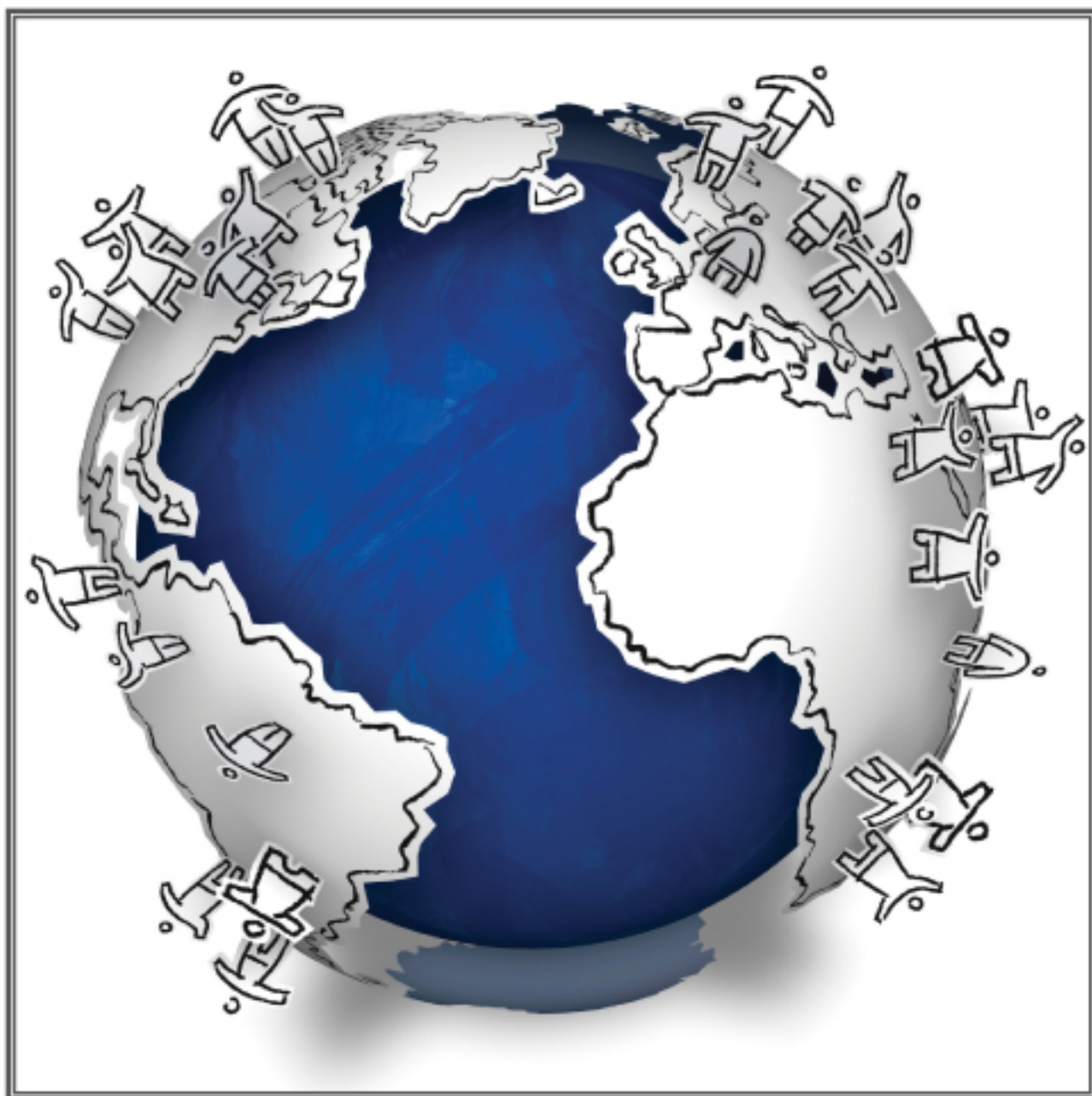


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The one who once tried to solve own personal problems with the help or at the expense of another person - has launched the process of social evolution of human civilization». Undoubtedly, this statement is a bit exaggerated form of the axiom about fundamental significance of human communications and interactions for the social development. At the same time this phrase rather precisely characterizes the fact that mass and stereotype interpersonal relations of people predetermine the evolution of human society in spheres of personal self-expression: organizational, economic, intellectual, cultural, moral, aesthetic.

It should be mentioned that such relations always have evolutionary load - regardless of their contents and moral characteristics. Even such difficult to explain and justify social processes as bloody wars or tyrannical political regimes make their contributions into the development of almost all segments of social life.

Human is amazing: in personal consciousness, guiding lines and deeds we can see seemingly incompatible tendencies related to manifestation of good or evil or combining virtue and guile, love and hatred in the most mysterious way. This circumstance as well as the quality and correlation of internal contradictions predetermine the unique nature of every person. Such originality of every personality has significance only in terms of presence within the social system and perception of specific features of separate person by the potentially unlimited circle of society members.

Even the most blasphemous misdeeds of the criminal not fully deprived of intellect (even undoubtedly perverted one) assume his possible self-awareness through the prism of the social reaction on such deeds. Therefore the majority of large-scale historical events and resonant deeds of certain subjects have the social nature, as they are significantly determined, perceived and adopted by the society and promote social value-related development.

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