SPIRITUALITY - INTEGRITY OF SPIRIT MANIFESTATIONS IN PEACE AND PEOPLE

Abstract: In this article spirituality is considered - the totality of manifestations of the spirit in the world and man

Keywords: sociology, culturology, journalism, society, spirituality

ДУХОВНОСТЬ - СОВОКУПНОСТЬ ПРОЯВЛЕНИЙ ДУХА В МИРЕ И ЧЕЛОВЕКЕ

Аннотация: В этой статье рассматривается духовность - совокупность проявлений духа в мире и человека

Ключевые слова: социология, культурология, публицистика, общество, духовность

In sociology, culturology, and even more often in journalism, "spirituality" is often called the unifying principles of society, expressed in the form of moral values and traditions, concentrated, as a rule, in religious teachings and practices, as well as in artistic images of art. Within this approach, the projection of spirituality in the individual consciousness is called a conscience, and it is also asserted that the strengthening of spirituality is carried out in the process of preaching, enlightenment, ideological-educational or patriotic work.

In Marxism, spirituality is associated with ideology. In the conditions of an ideological vacuum, there is always a crisis of spirituality as a crisis of confidence and disunity. This phenomenon under the name of anomia was described by sociologist Durkheim. Traditionally, spirituality is identified with traditional religiosity, however in modern sociology and social philosophy the "secular"
version of spirituality is called social capital. The level and state of spirituality of society are influenced by many factors. As if this did not seem unexpected, but one of them is advertising in the media. Being an instrument of influence on consciousness, propagating a certain lifestyle, advertising, depending on its content, either carries a certain charge of spirituality, or destroys it, propagating arrogance, disrespect, consumer attitude to life.

Spirituality is the tradition of taking care of oneself, surrounding people, the surrounding world, passed on from generation to generation. Spirituality is brought up in the family. The stronger the family, the stronger the bond between the generations, the higher the chances of educating a spiritually developed person in it. Spirituality is the property of the soul, consisting in the predominance of spiritual, moral and intellectual interests over the material.

Spirituality and materiality are two sides of the same coin, and therefore with the help of spirituality one can assess the degree of expression not of one but of two value orientations - spirituality and materiality, since they are in inversely proportional dependence. All other value orientations somehow or other line up around the axial value orientation, that is, they gravitate toward either spirituality or materiality. It is not accidental that the needs for directing the object are most often divided into either material or spiritual. Thus, there is one kind of axial value orientations - spirituality - materiality. Spirituality and materiality are in inverse proportion.

The concept of "materiality", as a rule, is not used independently, but as an integral part of the word combinations: "material needs", "material interests", etc. Materiality is the continuation of the biological material nature of man. In animals with all the diversity of instincts, there are two main:

instinct of self-preservation, which has two forms: food, defensive;
the instinct of reproduction, which has two forms: sexual, parental.

To implement the instinct of self-preservation in each animal laid the regulatory mechanism, based on the emotion of pleasure. An animal satisfying its
need, enjoys - the pleasant emotion to which it aspires. The desire for pleasure is the most important regulator of the whole life activity of an animal.

All means are good for the animal, when it fights for the opportunity to enjoy pleasure and biological dominance. In the animal world there are no concepts: "it is bad to take someone else's", "you can not lie and cheat", "you can not commit adultery," etc. On the contrary, if one is gaping, one must take his prey. If by means of cunning it turns out to take a prey of the competitor, the nature favors such copy. The desire for theft is generally inherent in the nature of animals. An animal often steals just to carry out the process of theft, even when it is not hungry. And it is necessary to commit adultery as much as possible. These are the laws of the development of all life. An animal that does not follow these laws is doomed.

Materiality and, accordingly, material needs are related to man and animal, because material needs are the continuation of the biological nature of man. Therefore, in human nature there is always dishonesty, materialism, theft, sexual unbridledness. And it is not accidental that many thinkers connected material needs with the animal nature of man, and material needs always had a somewhat negative connotation. For example, V. Novodvorskaya believes that scientists have come to believe that the motivations of a person in his labor and political activities are leadership and greed. And exactly 98% of Homo sapiens are guided by this. Limits animal impulses spirituality - a phenomenon inherent in a single animal on Earth - a person. Often, analyzing spirituality, talk about morality, morality, humanity. Spirituality is directly opposed to materiality. Materiality is hedonism plus careerism, so spirituality is anti-hedonism plus anti-careerism. Anti-hedonism is asceticism, we'll talk more about anti-Careerism.

**Used sources:**