

Socialization, motivation, social relationships and attitudes

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Summary

The influence of socialization and motivation in the process of forming attitudes mediates both social relations and social development. The first process frames our perceptions of the world from how we understand social processes and relationships, through the admission of new and different from our own understandings and knowledge, to our choice of strategies for dealing with different life situations. Motivation is crucial in the importance of our personal motives and needs in the formation of our attitudes, behavior and relationships.

Despite the impact of media and political elites in the process of imposing a new relations and practices, sustainable role plays the discursive processing in the social environment of the individual, established ideas, individual interests and needs guided by them.

Keywords: social relationships; public attitudes; social networks; opinion leaders

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