

Levels and Criteria of Individuality Evolution

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The article presents data regarding theoretical analysis of implementation of the two major approaches to the term “individuality”, which were adopted by Soviet and post-Soviet ideology. The author developed level-based structure of the theoretical model – “Person-oriented concept of happiness”, which allows to incorporate both versions, where the first version is hierarchically subordinate to the second version. Decrease in negative moral implications, which the term “egoism” contains, in its turns allows to apply the neighboring term “individualism” as an adequate characteristic of life style of and individuality and values that he/she has. The article shows that individualism, which is viewed within the framework of the author’s conception, as the highest stage of egoism, loses the greater part of its semantic ambivalence and obtains exceptionally positive meanings. Implementation of levels and criteria of the Person-oriented concept of happiness allows to significantly promote the solution of methodological contradictions, or get rid of them completely, as they exist between various approaches to definition of the term “individuality”

Key words: individuality, individualism, personality, egoism, individual potential, self-realization.