

## Hero as a Cultural Signifier

ELENA V. RYAGUZOVA

Saratov State University

83, Astrakhanskaya, Saratov, 410012, Russia

E-mail: [rjaguzova@yandex.ru](mailto:rjaguzova@yandex.ru)

The article presents theoretical analysis of the Hero's role at personal, social, and cultural levels of analysis. The article examines psychological theories and concepts, which cause problems in the interaction between "I" and "Other". It also shows the perspectiveness of studying Hero's image as an ethical and axiological standard, indicator of cultural level of social development. The article shows that representations of the Hero are transformed under the influence of different factors, but at the same time they always act as a sense bearing meaning, i.e. as a marker of cultural level of social development in a particular historical context. Utilization of a specifically designed questionnaire, based on a sample of 50 people, allowed to reveal the core and peripheral system of social representations regarding the Hero. The obtained structure attests, that textbook perception of the Hero, as a person, whose behavior is linked to extreme modes of activity, is presently complemented by discourses of justice and kindness, which accentuate one's attention on social order, social support, and interpersonal understanding. The applied aspect of the problem under study can be implemented in programs of moral and ethical development and personal self-determination, formation of its harmonious identity, socio-psychological and cultural competence.

**Key words:** social psychology; representation of "I -Other" interaction; subjective perceptions of the Hero; Hero as a modifier of personal development; Hero as an agent of socialization; Hero as a cultural standard; structure perceptions of the Hero.