

**Socio-cultural conditionalism of perception of strange other's appearance**  
**ELENA V. RYAGUZOVA**

Saratov State University  
83, Astrakhanskaya str., Saratov, 410012, Russia  
E-mail: rjaguzova@yandex.ru

The article presents results of the empirical investigation aimed at the analysis of socio-cultural conditionalism of evaluations of personal characteristics of a stranger by adults, based on stranger's appearance, indicators of expression and style of appearance. 60 females aged 25-30 years old took part in the investigation. The following diagnostic toolset was used: Cattell's 15 Personality Factors Test and semantic differential method. It was revealed that the dominant role in evaluation of appearance is played by peculiarities of expressive repertoire of a personality and specifics of appearance style. The following regular pattern was uncovered: if style of appearance and expression are typified as components of image-role, then the strange Other is attributed with typical properties of this image and is provided with subjective characteristics of an image-role, which are established in culture and learnt by personality in the course of socialization. It was found out that perception of the strange Other based on the photograph, identification of his/her personal characteristics and evaluation of appearance have socio-cultural determinants.

*Key words:* social perception, strange Other, appearance, socio-cultural determinants