

PSYCHOLOGICAL STRUCTURE OF SOCIAL PERCEPTION

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ABSTRACT

The article presents an integrated model of human psychological knowledge. It is represented by a matrix of objectification of social perception. Psychological objectification forms are differential by the epistemological formula of semiotics and levels of psychological knowledge. For these reasons, we consider the transformation of the psychological content of the mental process of social perception.

Keywords: Social perception, psychological knowledge, identification, association, interpretation, reflection, display, expression, evaluation.