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# THE MASSES AND THE INDIVIDUAL: A SOCIAL AND PHILOSOPHICAL ANALYSIS

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## Abstract

*The article presents the connection between the roles the individual and the masses play in the social and cultural dynamics. We review psychology of the masses, mechanisms of mentality shaping, and the ways and limits of how social consciousness may affect personal development of an individual*

## Keywords

*The masses, the individual, crowd, social relations, society, socialisation, behaviour*

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