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МЕСТО СОЦИОЛОГА В СОВРЕМЕННОМ ОБЩЕСТВЕ

***Аннотация:** статья посвящена профессии социолога, которая вызывает много вопросов, споров в общественном сознании. Автором проанализированы место дисциплины в системе научного знания, видимые и невидимые стороны профессии, уникальность, особенность и востребованность профессии.*

***Ключевые слова:** социолог, социология, общество, исследования, анализ.*

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THE PLACE OF THE SOCIOLOGIST IN MODERN SOCIETY

***Abstract:** the article is devoted to the profession of a sociologist, which raises many questions and disputes in the public mind. Place of discipline in the system of scientific knowledge. Visible and invisible sides of the profession, uniqueness, peculiarity and relevance of the profession.*

***Keywords:** sociologist, sociology, society, research, analysis.*

Every profession has its own unique direction. So the profession of a sociologist is special and unique in its own way. It is the peculiarity and uniqueness of the profession that helps its owner to train in himself the qualities that allow him to become a true professional in his field.

In modern society, certain processes are constantly taking place that entail the reaction of people – individuals, entire groups of people; changing moods and behavior. It is the study of these processes that people whose profession is called a sociologist

are engaged in. The field for study is huge. Therefore, modern sociology is waiting for new brave researchers.

A sociologist cannot stand still – you have to keep up with society and new trends. We are talking about both public sentiment and fresh ideas, as well as research methods, the latest technologies that can be applied in the work.

As our society matures and thinks more and more about itself, the profession of a sociologist becomes more and more in demand, popular and promising. Sociologists work in various areas of research. Based on the area in which this specialist works, he has his own name: marketer, analyst, advertising manager, brand manager, political scientist, social psychologist and so on. In whatever field of activity a sociologist is involved – everywhere he will need knowledge of the methods of conducting sociological research, the basics of engineering or social psychology, as well as skills in planning social development.

Who needs the profession of a sociologist and where is it in demand? Currently, the profession is quite common, and the skills of these specialists are in significant demand. In most cases, these are consulting companies or think tanks, state, municipal, media, marketing and PR agencies and just marketing departments of large enterprises. No large company can do without this vacancy. A sociologist collects information and analyzes certain market segments, thereby increasing the demand for a certain group of goods.

Never before has an election campaign been carried out without sociological research. The opinion of voters is always carefully studied, and only then the election strategy of the headquarters is chosen. It is sociologists who, through a survey of the population, reveal all the expectations, fears and wishes of society. A sociologist can identify the cause of a negative phenomenon in society and develop a plan to improve the situation.

Sociologists are real soothsayers: based on the analysis of statistical and personal data, they are able to predict the outcome of political battles, predict the development of events in society.

A sociologist can be defined as a person who has a constant, inexhaustible interest in human actions.

To search for information and conduct sociological research, a sociologist will need organizer skills, erudition, independence, analytical and critical thinking. To conduct an interview or gather an audience, you need not only sociability, but also a creative approach to business. A sociologist is often compared to a psychologist, and for good reason. He must be able to listen and understand his interlocutor, do not forget about tolerance and empathy.

As a scientist, the sociologist seeks to be objective, to exclude his own preferences and prejudices, to refrain from normative judgments. He must operate in terms that have a precise meaning, i. e. he must be very careful with terminology.

The profession of a sociologist is a profession of predominantly mental work, which is more associated with the reception and processing of information. In the work of a sociologist, the results of his intellectual reflections are important.

Thus, a sociologist is a profession that is invisible at first glance, but extremely important for our society. Thanks to sociologists, new products appear in stores, newspapers and magazines raise relevant and exciting issues, and talk shows are shown on television that touch on the most burning topics.

As long as we live in society, the demand for the profession of sociologist will not disappear. Sociology, both as a profession and as a science, does not stand still. Specialists have long learned to involve the latest technologies in their work, such as neural networks and others. Therefore, we can say that the profession of a sociologist has quite clear prospects for the future.

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