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## **FORMATION OF PERSONAL ENVIRONMENTAL AWARENESS IN THE CONDITIONS OF THE NEW SOCIO-CULTURAL ENVIRONMENT**

Актуальність вивчення проблеми екологічної свідомості зумовлена загостренням екологічної кризи, негативними явищами, які притаманні сучасному соціокультурному середовищу. Для того, щоб вирішити ці проблеми сучасній людині потрібно перш за все змінити своє ставлення до навколишньої дійсності, зокрема до природи.

Визначено, що під екологічною свідомістю людини розуміють окрему форму свідомості людини. Екологічна свідомість представлена сукупністю певних поглядів, думок та емоцій, що відображають специфічний спосіб ставлення до природи, в основі якого лежить відповідне співвідношення конкретних потреб суспільства/групи/людини та природних можливостей.

Охарактеризовано екологічну свідомість людини з позиції чотирьох психологічних напрямків, а саме: напрямку, в якому екологічна свідомість людини розглядається як передумова формування її екологічного світогляду; напрямку, який розглядає екологічну свідомість як складну психічну структуру, що, передусім, висвітлює ставлення людини до оточуючої дійсності, діяльності інших суб'єктів, суспільства в цілому, а також наслідків цієї діяльності; напрямку, в якому екологічна свідомість тісно пов'язана з екологічним мисленням людини, її творчим потенціалом; напрямку, в контексті якого екологічна свідомість визначається як найвища особистісна цінність. Цей напрямок називається аксіопсихологічним.

Описано особливості взаємодії людини з природним середовищем з урахуванням норм і правил, існуючих у суспільстві і споживацької спрямованості індивіда.

**Ключові слова:** свідомість, екологічна свідомість, екологічна відповідальність, екологічне мислення, екологічна культура, соціокультурне середовище.

The urgency of studying the problem of environmental awareness is due to the aggravation of the ecological crisis, negative phenomena inherent in the modern socio-cultural environment. In order to solve these problems, a modern person must first of all change his attitude to the surrounding reality, in particular to nature.

It was determined that a person's ecological consciousness is understood as a separate form of human consciousness. Ecological consciousness is represented by a set of certain views, thoughts and emotions that reflect a specific way of relating to nature, which is based on the appropriate ratio of specific needs of society/group/person and natural opportunities.

The ecological consciousness of a person is characterized from the standpoint of four psychological directions, namely: the direction in which a person's ecological consciousness is considered as a prerequisite for the formation of his ecological worldview; a direction that considers environmental consciousness as a complex mental structure that, first of all, illuminates a person's attitude to the surrounding reality, the activities of other subjects, society as a whole, as well as the consequences of these activities; the direction in which ecological consciousness is closely connected with the ecological thinking of a person, his creative potential; direction, in the context of which environmental awareness is defined as the highest personal value.

The features of human interaction with the natural environment are described, taking into account the norms and rules existing in society and the consumer orientation of the individual.

**Key words:** consciousness, ecological awareness, ecological responsibility, ecological thinking, ecological culture, socio-cultural environment.

**Introduction.** In the socio-cultural environment, an individual is socialized, assimilating the norms, rules, values and laws, technologies and scientific information recognized in society. The level of development of society, the quality of life of its members, etc. will depend on what the socio-cultural

environment "promotes" and whether the norms recognized by society become significant for each individual.

The modern socio-cultural environment is characterized by the fact that it increasingly raises the problem of human interaction with the natural environment. There is a need to form and develop environmental awareness and change activities and lifestyles in accordance with environmental protection and nature conservation principles.

As for environmental consciousness, it is closely related to the worldview concept of the relationship between consciousness and existence, the epistemological paradigm of fundamental knowledge of the world. In other words, environmental awareness is a person's desire to live and function in a clean environment.

The process of Ukraine's accession to the European Community involves fundamental changes in environmental education, environmental awareness, and the organization of environmental activities. The need for such changes is explained by the fact that environmental awareness is a key to a high level of development of the state. Ukrainians and EU citizens equally feel the high impact of environmental factors on the quality of life, and environmental problems have a direct impact on the lives of citizens both in Ukraine and in the world, especially given the events that have taken place in Ukraine since 2022 and continue today. All of this has affected the socio-cultural environment and put forward new requirements for it, some of which relate to rethinking the attitude of modern man to nature, the formation of environmental responsibility and environmental culture.

**Analysis of research and publications.** Today, the problem of environmental awareness is increasingly attracting the attention of various scholars, which is due, in particular, to the peculiarities of the environmental situation, the search for methods and ways to develop a conscious attitude of a person to the environment.

Ecological consciousness as a subject of ecological psychology has been studied by various scientists (O.V. Bilous, O.V. Greze, V.P. Onoprienko, A.A. Furman, T.F. Yurkova). Supporters of deep ecological psychology (J. Macy, A. Naess, J. Seed, D. Sessions, M. O'Connor, A. Nine, S. Hall) have been working on the revival of spiritual content in the relations between the human-nature system. Over the last decade, a significant part of psychological achievements has been devoted to the coverage of environmental values and their connection with the professional orientation of the individual.

It is worth noting that the works of some scholars are devoted to the components of environmental consciousness, in particular, epistemological, axiological and practical (V. R. Bganba, A. Schweitzer); other authors tend to believe that human environmental consciousness contains aspects that determine the values, motives, attitudes and attitudes of an individual towards nature (I. D. Zverev).

In addition, the psychological literature presents different directions in understanding environmental awareness. In the context of these areas, environmental awareness is perceived as: a prerequisite for the formation of a person's ecological outlook (V. Ignatova, A. Kuznetsova, V. Nazarenko, A. Ursul); as a complex mental structure that, first of all, highlights a person's attitude to the surrounding reality, the activities of other subjects, society as a whole, as well as the consequences of these activities (V. Skrebets, V. Moliako). The third approach is associated with the development of human ecological thinking, the creative potential of the individual, which determine the development of human ecological consciousness (V. O. Moliako, V. O. Skrebets, Y. M. Shvalb, V. N. Exaryan). Within the axiopsychological direction, human ecological consciousness is considered as the highest personal value, which is on a par with humanity, humanity, civilization, and morality (O. V. Rudomino-Dusyatska, K. A. Romanova).

Thus, the existing concepts do not solve the problem of the nature of environmental consciousness, its structure, factors and conditions of formation, etc. The types of environmental consciousness of the individual also require some clarification, since they determine the nature of practical activities of a person with the surrounding world. In addition, the peculiarities of the formation of environmental consciousness of the individual in the new socio-cultural environment require a detailed study.

**The purpose of the article is to** determine the peculiarities of the formation of environmental awareness of the individual in the new socio-cultural environment.

**Summary of the main material.** The **environmental** consciousness of a person reflects various aspects of human interaction with the environment. A person's subjective attitude to nature, the development of certain strategies for interacting with it is formed on the basis of a person's knowledge of the world, the laws and properties existing in it [3, p. 108]. It is thanks to environmental awareness that human environmental activity is regulated, which in turn allows us to determine its place in the

environment. And the person perceives the environment in the context of the unity of his or her cultural and natural environment.

The psychological literature presents different approaches and understandings of the problem of environmental consciousness. In general, consciousness, in the context of the philosophical paradigm, is understood as the highest level of human reflection of reality, which is characterized by the isolation and elevation of man as a kind of superreality, as a carrier of special, unlike all others, ways of interacting with the world, being, etc. Given this, a significant number of scholars point to the need to study the phenomenon of environmental consciousness as a separate form of social consciousness. They note that environmental consciousness is linked to a certain level of theoretical knowledge, and therefore has common features that are characteristic of any form of social consciousness. From the standpoint of categorical analysis, environmental consciousness is seen as an independent form of social consciousness (along with political, religious, scientific, etc.). According to V. Skrebets, consciousness, like thinking, can be determined by the content and direction of the dominant attitude of a person (or people) to reality. In this understanding of the essence of environmental orientation, it is in relation to the environmental content of the mental reflection of reality that we can speak of environmental consciousness. [2, c. 451].

It should be noted that the psychological literature presents different approaches to understanding environmental awareness. Thus, within the framework of the first approach, environmental awareness is understood as a prerequisite for the formation of an individual's ecological outlook. Revealing the main content of this understanding of the phenomenon of environmental awareness, it should be noted that its formation is considered as a generalized idea of environmental education. The modern environmental education system should focus on the development of components of the individual's worldview. It should serve as a so-called bridge between the past and the present, transmitting the existing environmental knowledge and culture of the past, supplementing and expanding them with the achievements of the present. The development of an individual's ecological outlook in modern conditions should be supported by environmental education, which aims to develop the ecological consciousness of a "noospheric personality," i.e., to form a person capable of solving global problems, ensuring the survival of civilization and preserving the biosphere.

According to M. J. Bauer, the ecological worldview should be considered as a set of principles, views, assessments and knowledge that, in a generalized way, mean a holistic understanding of the unity of natural and social existence, which form an ecologically oriented life position of the subject.

Thus, the origins of the environmental crisis should be considered from the perspective of worldview and philosophical issues, taking into account technocratic models of education and environmental management, a decline in spirituality, and the emergence of rigid pragmatism in relation to nature. In addition, according to some authors, environmental awareness is a link between scientific and technological progress and wildlife, life in general, because "everything is connected to everything," as the law of ecology states, and the basis of existence is an ecological worldview [5].

From the standpoint of the second direction, environmental consciousness is viewed as a complex mental structure that primarily reflects a person's attitude to the surrounding reality, the activities of other subjects, society as a whole, and the consequences of these activities. Accordingly, environmental consciousness is presented as a set of generalized ideas about nature, beliefs and ideals that reflect and largely determine a person's attitude to nature, its laws, relevant assessments of interrelationships with it, etc. Thus, environmental consciousness is the highest level of mental reflection of the natural and artificial environment, one's own inner world, reflection on the place and role of man in the biological, physical and chemical world, as well as self-regulation of this reflection [2, p. 452]. In addition, the development of environmental consciousness takes place according to the laws of conscious human activity in general, as well as that which is distinguished by its environmental content.

As noted by L. M. Fenchak, environmental awareness is the highest form of reflection of the real environmental situation, which should be responsible for a holistic perception of environmental problems, awareness of the unity of man and the environment, understanding the existence of an internal "self-regulator" of environmentally civilized behavior, a sense of responsibility, a healthy lifestyle, and active environmental protection, which is largely determined by a person's attitude to the world around him or her[2].

Therefore, environmental awareness should be manifested in the awareness of the environmental situation that is formed by the connections and relationships between people that are formed in the course of their activities and are aimed at ensuring optimal conditions for the functioning of the nature-society system. It follows that human activity directly affects the ecological system. It is in environmental activities

that clear patterns and conditions of human relations with nature are revealed. Moreover, in the course of conscious activity, a person develops the relevant substructures of environmental consciousness.

When considering ways to optimize human interaction with nature, it is worth pointing out the need to eliminate the environmental crisis caused by the destructive activities of society, namely the environmental activities of mankind. Environmental activities should contribute to the formation of environmental awareness. This will be possible only if all links of the economic and production process of activity are restructured and changed, if renewable and non-renewable resources are accounted for, and, of course, if measures are taken to protect the environment from industrial and household waste, to restructure all spheres of human activity and needs, taking into account the potential of our planet [3, p. 110].

According to representatives of this area, human attitude to nature is reflected in environmental responsibility. Scientists note that a person's attitude to nature determines the formation of environmental responsibility, which combines knowledge about nature, the impact of human activity on it, and the feelings that a person has for nature. Accordingly, in order for the knowledge about nature acquired by a person to be not "detached" from his or her activities and not to be purely informational and educational, it must be supported by emotional experiences. A person should develop clear views and norms of behavior that would imply a conscious attitude towards nature, careful use of its resources and its preservation. Only then can we speak of a high level of environmental responsibility.

It is worth noting that the formation of attitudes toward nature is influenced by the availability of direct and everyday experience of interaction with it. It follows that the attitude of urban and rural residents will determine the difference in their attitude and interaction with the natural environment. The main characteristics of the urban environment as a factor of socialization are: "accelerated pace of life", technological progress, the desire for comfort and material security; changes in social values and social attitudes. All of this causes urban residents to become "detached" from nature, and the thoughtless use of the "benefits of civilization" leads to the fact that nature as such is not perceived as a value. The growth of the urban population leads to an increase in the number of buildings, high-rise buildings that "crowd out" nature, allowing it to exist only in the form of urban greenery. That is, nature is perceived as a "background" against which buildings look better. All of this leads to a decrease in the level of perception and attitude of urban residents towards themselves as a part of nature, although they are in fact part of it.

As for rural residents, given that they are much closer to nature, they have a more respectful attitude towards it. However, it would be a mistake to say that people in rural areas are environmentally oriented. After all, the benefits of civilization have penetrated almost all strata and places of human settlement. And very often, facilitating activities leads to problems in nature. For example, the emergence of various pest control agents, violation of land cultivation technologies, and excessive consumerism have led to the fact that even though people in rural areas are closer to nature, they have begun to forget about it. Therefore, the achievements of scientific and technological progress have both positive and negative consequences for the formation of an ecological attitude towards nature.

Thus, V. O. Moliako, having analyzed the problem of the individual's attitude to one of the largest man-made disasters - the Chernobyl accident, identified territorial zones that are directly related to the attitude of a person to the situation that befell Ukraine and shook the world in 1986. According to V. Molyako, these zones coincide with the zones of radioactive contamination, and therefore are divided into: a zone of despair; a zone of continuous hidden panic; a zone of increased anxiety; a zone of alertness; a zone of preoccupation that occurs episodically [1, p. 10]. The peculiarity of each zone is that they reflect different understandings and interpretations of the events and consequences of the Chernobyl tragedy. This, in turn, influenced the subjective ability to assess and analyze the environmental situation, choose one's own strategy of action, etc.

Within the framework of the third approach, the development of a person's environmental awareness is determined by the development of his or her environmental thinking, creative potential, etc. Accordingly, the development of the formation of environmental awareness is considered in the context of the following aspects: a) greening of public consciousness and promotion of environmental thinking; b) development of the creative potential of the individual from the standpoint of the ecology of society.

Considering the greening of science, it is worth noting that it is manifested in the growing number of scientists who, in a technocratic society, are increasingly defending nature, pointing to the possibility of environmental crises and the need to combat environmental unculture, conduct environmentally literate management, develop short- and long-term environmental programs, etc. As for the concept of "greening of culture", it is understood as the development of the consciousness of every person who seeks to create the most favorable conditions for the development of all forms of public culture, the appropriate social

climate that would allow anyone, not only gifted members of society, to freely express their creative potential. The ecologization of public consciousness realizes the ecological potential of society, which determines its ecological well-being. At the same time, the only way to green public consciousness is to promote environmental knowledge [1, p. 18].

When characterizing ecological thinking as an indicator of a person's maturity, it should be borne in mind that the theoretical distinction between different types of thinking is conditional. The modern interpretation of the concept of combining man and nature is that a person should become a highly moral, harmonious personality. It is the conformity of a person to his or her inner nature that leads to his or her agreement with the outside world. The more the subject realizes himself as a part of nature, only relatively opposed to it, and realizes nature itself as a whole, the more holistic and harmonious he will become.

It is worth noting that environmental awareness includes, first of all, knowledge about the interrelationships between humans and the environment, awareness of their importance for maintaining a sustainable balance between them. Environmental awareness should be considered as a process that ensures that a person understands and evaluates his or her ability to use these relationships to meet his or her own needs and determine the limits of anthropogenic impact on the environment [5]. According to the representatives of this area, the type of consciousness under study is represented by a body of knowledge and a person's own understanding of his or her ability to influence nature, determine the goals of such influence, evaluate options for intended behavior in the ecological environment, predict the consequences of such behavior, and recognize oneself as part of an ecological system. Environmental awareness can be seen as a reflection in human consciousness of the processes of interaction between humans and the environment, on the one hand, and between society and the environment, on the other, in those aspects of biological and social life that are caused by purely natural factors. Thus, environmental consciousness is presented as a complex, self-regulating (i.e., able to change goals, functions and links) system that is formed to solve problems that have an environmental content and is aimed at stabilizing or changing the relationship with nature and its objects that arise in the process of satisfying human needs. Environmental consciousness is realized through thinking, emotions, feelings, motives, interests, positions, deeds, actions and activities [5].

It is worth noting that human activity can only be said to be environmentally friendly if people begin to perceive themselves as part of the natural environment. Such an understanding and attitude towards nature and towards oneself, in particular, can become a new stage of human evolution. In this context, it is appropriate to emphasize that the actions that are reflected in the lives of entire generations form the basis of the socio-cultural reality, which is actually the basis of environmental awareness and the basis for the formation of environmental culture. This is confirmed by the fact that very often, in their attitude to nature and the environment, people are guided by long-standing habits and actions that their parents or other relatives used to take. Moreover, there is a certain "selectivity," a kind of "screening out," because a lot of valuable knowledge about nature and respectful attitudes towards it is forgotten, while consumerism only grows with generations. Nowadays, most people treat nature as a source of satisfaction of their needs or as something that prevents them from satisfying them. And people who try to make their lives environmentally oriented and conscious in their attitude to nature are often considered strange and face skeptical and mocking attitudes from others. This once again demonstrates the existence of a crisis in the formation of environmental awareness of modern people.

In the fourth axiological direction, human environmental awareness is seen as the highest personal value, on a par with other values.

According to M. M. Filonenko, folk natural history traditions are of particular importance in the formation of human environmental awareness [4]. This is due to the fact that the Ukrainian epic is full of careful and careful attitude to nature, so it should be used in environmental education. Accordingly, in the author's opinion, the development of environmental awareness is possible only if each subject is guided by the peculiarities and traditions of his or her nation. The combination of spiritual and ecological categories contributes to the creation and disclosure of the Ukrainian mentality, because based on the accumulation of practical experience, each person acquires new values, personal meanings, and forms an axiological worldview. According to M. Filonenko, environmental awareness should be developed from childhood. In adulthood, depending on the specific purpose of environmental activities, the subject will be dominated by one or another type of environmental consciousness [4, p. 390].

It is worth noting that within the framework of the axiological approach, an important role belongs to writers, publicists, scientists who, through their active work, scientific, journalistic, and artistic works, highlight the problem of the destruction of national traditions, cultural monuments, and who strive to revive

the historical memory of mankind. This manifests the development of a "cultural" trend of environmental awareness, which is primarily related to the existence of a deep need of the people to feel their "roots" and perceive a close connection with nature through creativity.

The axiological approach allows us to introduce the quality of paradigmaticity into the understanding of the formation of environmental awareness. In the modern world, not only scientific and cultural thinking is endowed with paradigmatic quality, but also all human activity, activity related to the development of environmental awareness [2, p. 458]. In this regard, we can talk about socio-cultural paradigms, which are presented as a set of beliefs, value orientations and prescriptions adopted by society in a certain historical period of time, characterizing a specific mindset, worldview, way of activity and development of society. In addition, each paradigm contains symbolic generalizations, philosophical components, and schemes for solving specific problems relevant to the formation of environmental awareness.

The value sense of modern environmental awareness implies an understanding that the level of development of environmental awareness increases the importance of creating waste-free technologies and environmentally friendly production. But on the other hand, people have a clear understanding that in order to prevent an environmental catastrophe, certain scientific developments are needed, as well as a willingness to make them public, the ability to discover new cognitive techniques, etc. to develop environmental awareness and culture in the process of environmental activities of society.

Different forms of consciousness are distinguished based on certain features and characteristics, which include: the presence of "own", specific subject of reflection, which in this case is the environment, nature, etc.; specific nature of reflection; performance by a person of a certain social function that is not destructive; and direct connection with the legal and value-semantic basis of society [3]. Thus, environmental awareness is fully consistent with these grounds and can be considered an independent form of social consciousness. Moreover, environmental consciousness raises the question of the survival of human civilization, which is the most important ontological issue of philosophy, and its solution is closely related to the formation of human environmental culture.

Summarizing the understanding of the problem of ecological consciousness within the framework of various scientific fields and based on the current realities in which human and nature interact, it follows that the difficult ecological situation that has developed today around the world, and in particular in Ukraine is due to the dominance of the pragmatic type of environmental consciousness and its various subtypes, in terms of which nature is an object of human goals and needs, and the environment is only human property, which can be freely disposed of by humans, despite the significant damage it causes.

It is paradoxical that nature and its resources have long been the subject of human aspirations, and even in the modern world, where there is a more or less clear distribution of natural resources and territories, there are still people or countries that want more. But in an effort to conquer, to get a bigger "piece" of natural resources, people destroy them. And the desire to live better, to achieve a much higher level of economic, social or political development leads to an aggravation of environmental problems, a decrease in the duration and quality of life, etc.

Of course, there is no such thing as a conflict-free development of societies, as various social conflicts have always been caused by power, social status, values, ideology, level of material well-being, etc. But over time, the environmental crisis and deteriorating living conditions have been added to this list. Previously, this struggle was carried out using only force, wars, etc. Later, the struggle for resources began to take place in the social and cultural spheres. Today, the conditions of fierce economic competition lead to the fact that not only land and access to the sea are scarce, but there is also a certain lack of information about strategic resource reserves, social or technical development of space, geopolitical plans or environmental risk zones, etc. In addition, socio-environmental conflict is often artificially constructed by opinion leaders or the media.

Every year, social and environmental conflicts are growing in intensity, and their resolution often comes at the expense of nature and its resources. But the capacities of ecological systems are limited, and every step towards reducing the capacities of ecosystems can cause social conflicts. The formation of environmentally unfavorable zones and areas of environmental disaster leads to the emergence of public organizations and movements that try to attract the attention of society and political forces, influence public consciousness and change it in order to solve environmental problems of our time. This is exactly what we have seen in Ukraine over the past few years, as the environmental problem has become extremely acute for Ukrainians since 2022. The consequences of military operations have led to a multitude of environmental problems, some of which are irreversible and cannot be corrected. And given that the

environmental situation is getting worse every day, it is very important to transform and form environmental awareness in every person, rethink their own place and attitude towards nature, change the vectors of their activities with a focus on environmental friendliness.

The psychological aspect is important in the formation of environmental awareness in the modern socio-cultural environment, where the development and change of the human psyche in relation to nature plays an important role. People need to change their consumerist attitude to nature to an altruistic one. And organize their lifestyle and activities in such a way that nature has the opportunity to regenerate itself.

It is clear that a certain, mostly consumerist attitude towards nature has been formed over time. And modern man, being "involved" in the scientific and technological process, blinded by his own selfish needs, does not always analyze the consequences of his actions or inaction. And it is the complex conditions of the socio-cultural existence of society that often serve as a guideline and marker that indicates the existing problems and the need to solve them. Therefore, it is obvious that it is the environmental crisis and the decline in the quality of life that has become the impetus for the development and, although very slow, but still the formation of environmental awareness [3].

Therefore, it is advisable to note that further normal development of humanity is possible only if we change our attitude to nature and its riches, rethink the place and role of man in the "man-nature" relationship, harmonize their relationship and interaction, and form an ecological personality and ecological society. And this is possible only through the social construction of environmental awareness through the dissemination and assimilation of environmentally relevant information, the appropriate orientation of the institution of education and upbringing, and the awakening of public initiatives. After all, environmental problems are not only environmental problems, but also extremely important social problems, problems of human existence, etc.

**Conclusions.** Thus, environmental awareness means a high level of reflection by an individual of the surrounding reality, the environment, which ensures harmonious coexistence and interaction between man and nature. The formed environmental awareness of the subject allows him/her to perceive the world around him/her and himself/herself in this world as an element of a single ecosystem, and the purpose of interaction with nature is to maximize the satisfaction of both human needs and the requirements of the entire environment. Ecological awareness ensures that a person understands the development of an individual and nature as a process of co-evolution that is beneficial for both parties in a harmonious unity.

With regard to the formation of environmental awareness in the new socio-cultural environment, it is the existing norms and rules that are enshrined in society that will determine the vector of society's movement in terms of building an ecological way of life and activity for both individuals and society as a whole. And difficult conditions of society, crises become a catalyst for rethinking the existing way of life and understanding the need for change, in particular, with regard to interaction with nature.

**Prospects for further research** are seen in an empirical study of the impact of war on the formation of environmental awareness of the individual, determining the features and factors of environmental awareness at different age stages.

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