

DISASTERS AND MASS MENTALITY

Kalin Gaidarov

Abstract. *In recent decades mass-mentality and mass behavior was transformed from scientific problem in practical issue for the functioning society. The reactions of the people in the scene of natural, social and technogenic disasters must be known, to be able to manage the risk of social catastrophes. Statistical data from the recent years show stable maintenance of high levels of the count of the disasters, both globally and in Bulgaria. Mass media and the Internet allow us to observe critical situations far beyond the boundaries of the society in which we live. All this puts the psyche of individuals and communities under constant pressure, which affects their emotional, cognitive and social functions. Contemporary man must be armed with the appropriate means to resist this trend by maintaining its psychosocial resilience.*

Keywords: disasters, mass mentality, individual psychic reactions, psychosocial resilience
