

**Peculiarities of social perception demonstration of the mass media specialists at the acme point**

Subject: social perception demonstration of the mass media specialists at the acme point, meaningful and stylistic peculiarities of social perception ascribed to the media specialists at the point of professional «acme».

Purpose: determination of the meaningful and stylistic peculiarities of social perception ascribed to the mass media specialists at the acme point, which is a culmination point in the professional development of a personality, done with the help of factor analysis.

Methodology of work implementation: using factor analysis the array of indices was minimized to a smaller quantity of independent factors which enables to interpret psychological variables that highly correlate with each other easily and unambiguously. By the method of principal components with the following varimax rotation of the matrix of psychological variables measured with the help of self-concept determination techniques at an ontogenetic reflexion level, diagnosis of perceptive and interactive competence (modified variant of N. Fetyskin), social and perceptive differentiation of small groups, diagnosis of S. Yefremtsefa's dominant perceptive modality, self-concept of partial and integral emotionalism (L. Bachyna, A. Olshannikova), evaluation of A. Kuznetsov's non-verbal communication, and with the help of level determination of perceptive non-verbal communication factorization enabled to attain an interpreted factor structure.

Results of the work: as a result of our research it was distinguished two factors that, in accordance with a significance level of received results ( $p < 0,05$ ), are enough for the investigation of peculiarities of social perception demonstration traced in mass media specialists at the acme point: the first factor – interpersonal perception, the second – group perception of above-mentioned specialists.

According to the factor analysis results, perception did not receive sufficient load for referring it to a separate factor. In our opinion, it is connected with the fact that perception gains some considerable significance during the period of adaptation in the context of professional formation of specialists.

Conclusions: having implemented an analysis of empirical evidence we distinguished some factors which enabled to determine principal meaningful and stylistic peculiarities of social perception of the mass media specialists at the acme point. Thus, specialists at the acme point are characterized as having high professional competence in terms of perceiving other people which are abilities to understand an interlocutor, evaluate him as a reliable or unreliable source of information and distinguish in the process of social perception the major from the minor to ensure the adequacy of information disclosure concerning any socially significant problem in the materials. Apart from that, according to the factor analysis results, it is obvious that mass media specialists at the acme point have formed professional skills concerning the accurate group evaluation (a social institute, a commercial organization, an enterprise, political club establishments etc.) in the process of social perception and from whence producing of a highly qualified information product as a result of occupational activity of mass media specialists.

Key words: social perception, mass communication, acme point.