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**J. ORTEGA Y GASSET'S PHENOMENON OF CRISIS
AND EMERGENCE OF THE MASS-MAN**

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The purpose of the study is to analyze J. Ortega y Gasset's concept of crisis. In particular, an attempt was made to identify the causes of crisis and possibilities of overcoming them both in terms of European outlook and Western civilization in general. Spanish philosopher believes that a radical cause of modern crisis is strengthening of social power of the masses, which he defines as the «revolt of the mass».

Despite the fact that he lived in the early 20th century, his ideas are still relevant. The issues that he touched upon in his book «Revolt of the Mass» (1929) can be characterized as «the rebellion of folly», «the rebellion of futility», «the rebellion of greyness». These signs are most evident in the spread of fundamentalism, absolutism, fascism, bolshevism, uni-dimensional thought, social and moral nihilism, rejection of the «other», etc.

The investigation is aimed at studying what are the causes of global crisis occurrence according to the Spanish philosopher. What are the reasons that it has become permanent? Who is «the mass-man»?

Ortega y Gasset believes that the causes of the crisis should be found in the excess associated with radical increase in human population. What was available to the minority became accessible for the majority. Such processes have led to the decline of spirituality, the rethinking of culture, and have given rise to a new type of person, i.e., «the mass-man». Political, environmental, cultural, ideological and migration crises have become a part of our daily lives. The phenomenon of «not thinking» and «not hearing» of another reached its climax precisely in the mass-man. Philosopher doesn't refer to a specific social class; he states that the mass-man could be from any background. A new person combines the feeling of omnipotence and uncertainty at the same time. Masses interfere with everything and they always interfere violently. Ortega y Gasset concludes that modern masses believe they have rights but no obligations.

«The mass-man» is a psychological phenomenon rather than a social or cultural one. It threatens the existence of European civilization. «The crowd suddenly became visible and settled in the best places in society. Previously, if it existed, it remained unnoticed, occupied the background of social scene; now it has stepped forward to the ramp and became the main character. There are no leading heroes anymore: there is only a choir».

J. Ortega y Gasset's concept of the uprising of the masses and the emergence of the mass-man has become one of the most influential social theories in explaining the roots of modern world crises. The danger of forming a mass society is that it does not have its own vision of the future, but is based on achievements of previous generations. Therefore, the mass-man is a savage surrounded by the benefits of civilization. It is in such realities that the transformational role of philosophy comes to the fore. Thus, the revival of philosophy and, in general, «thinking» is a condition for the return of man to his dignity. Philosophy plays an important role in overcoming the humanistic crisis.

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**SYNTACTIC STYLISTIC MEANS BASED ON THE REDUCTION OF THE ORIGINAL
SENTENCE MODEL IN DAVID MITCHELL'S NOVEL "CLOUD ATLAS"**

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Depending on the type of transformation that occurs with the original model some researchers distinguish between such three groups of expressive means of syntax as: 1) reduction of the original model (e.g. ellipse, nominative sentences); 2) expansion of the original model (e.g.