

SOCIAL OUTLET IN THE FORM OF GOSSIP**SONYA ILIEVA**PROFESSOR DSC
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ABSTRACT: THE GOSSIP IS A SOCIAL PHENOMENON ACCOMPANING THE HUMAN SOCIETY FROM HIS VERY BEGINNING UNTIL TODAY. SHE IS A „SOCIAL OUTLET” /ACCORDING PROF.STOYAN MIHAYLOVSKI’S DEFFINITION IN THE BULGARIAN SOCIOLOGY/.**KEY WORDS:** GOSSIP, SOCIAL OUTLET, SOCIAL CONTROL, PUBLIC OPINION

THE stories of love and amended, wars and natural resources for power and betrayals, crimes and punishments are always fed gossip and masterpieces of world art and literature. By the Greek singers - Rhapsodies, compose poems for the consolation of the Ionian kings Homer's "Odyssey" to "Madame Bovary" of Flaubert, "Crime and Punishment" Dostoevsky and "Buddenbrooks" by Thomas Mann and get to Agatha Christie, almost all famous stories of world literature are created from the same fabric which is gossip. Common to all writers is that they teach no words but whole stories, or just gossip, processed talented and even genius, in appropriate artistic form, because in most cases literary works are exquisite letters, fiction - fiction, deception, whatever is and gossip! But bad things in literature and gossip are told not to joy or pleasure, and to make a judgment, order or warning. Maybe we should recognize that gossip is not a literary genre, as some claim, and that literature is just one aspect of gossip.

BUT only literal does reflect gossip? Ancient people had their heralds that they carried the news in different parts of their communities. They had storytellers and troubadours. In Ancient Greece and Rome, Pompeii information written on the walls, which were not always formal. A little known fact is that one of the bombarded with volcanic ash houses in Pompeii lived "... a woman who loved men, but not her own ..." / written on the wall of the house /. This is a historical proof of gossip over the centuries. The more nasty is "information" about someone, the more palatable for people's ears. And if we look back at history - so is it not all gossip, but in many cases have changed the course of historical events and the development of societies. The stories of Othello and Desdemona, Romeo and Juliet, for Casanova, King Arthur, his faithful friend Lancelot and rumors about his relationship with the wife of Arthur wonderful Guiniviar - These are some images described in the literature and their lives are excited generations. But these generations were interested, not less than the life of their authors and gossip about them.

ACTUALLY gossip were an integral part of the lives of all peoples and societies throughout the ages. As, however, are more educated, so are more subtle and sophisticated gossip and has developed an art for their delivery to the correct addressee.

AND the typical image of Chudomir about Bulgarian gossip? Have you read Choudomir? "It is not my job, Sijke, and I am not of them, but the outcasts her serving girl telling Bona Kevin, and she say to our Kiza Sabchovata. But and it is heard that it was not good." It is nit her job of the heroine of Chudomir, but her hobby is to "poraztrebva" the society to maintain order, to arrange good and bad, to expose defects to "fix" other people's flaws, to give measurement characteristics and gossip becomes a form of control over society, part of which is the very character Chudomir's heroine. /Ilieva, S., Sofia, 2009/

FROM a sociological perspective, gossip is a social outlet.

THE term "social outlets" is the share in the treasury of world sociology. It was introduced by sociologist Stoyan Mihaylov and forgotten after social changes since 1989. The author describes them as [4] "constant companion of social development ... and are primarily related to the functioning of social management." It connects with the concept discontent of the people of emerging contradictions in the public system and against social control, which is an integral part of social control. In the light of the relationship discontent - social outlet gossip can be placed in the content of the term "social safety valve" for many reasons, most of which is explain below.

THE gossips as social outlets are linked to consumption of accumulated negative social energy and a sense of dissatisfaction and frustration because of certain needs. People react differently to the problems in society. One part relate indifferent to them, others take various practical actions to demonstrate opposition to social management - rallies, strikes, etc., and a significant percentage of people engage with composing and dissemination of gossip, the most convenient way to anonymously seek to restrain the social processes, the behavior of the government or the members of the group to which they belong. In most cases, they misused characterize certain processes, giving false, exaggerated or manipulative explanation of what is happening around them.

BY gossip as social outlet were taken social differences between people - everyone, from every social and professional position involved in the exchange of information, without any barriers and inhibitions, mainly because that the participants in the gossiping in most cases not known. This creates an environment in which everyone can express their thoughts freely, without it hanging over the danger to detect lies or manipulation, which lies gossip that creates or retell. In such an environment gossip spend accumulated in the workplace or in the family tension and negative mental energy. Thus gossip unloaded and refreshes mentally busy social person. Not accidentally there is a difference between the current image of flawless and workforce employee's diligent and balanced parent and the person who has adopted the image of a talebearer – in this his image he is emotional, uncritical and unbalanced, which has found a way to get rid of inhibitions of professional and family responsibilities by gossip.

SOCIAL outlets are compensatory mechanism in society, one of which is gossip. It allows for a kind of restoration of social and psychological equilibrium of the individual in periods when the public or the nearest social circle has its schism or series of schisms. Definitely need to argue that gossip as social outlet is aimed at restoring social equilibrium between the individual and the society. Thanks to the gossip people experience life's difficulties more easily create something as spontaneous spiritual bond between them, which ridicules, exaggerate or magnify the negative phenomena in society that are "released" from the measures of social control.

CONTINUING the topic of gossip are social outlets inevitably leads to one its more contemporary "electronic sound" - finding vents social tensions through the Internet space. It is no secret that most of the social networks are nothing but Internet- "gossip places".

TODAY the Internet [2] has become a mirror reflecting everything that happens in society. Maybe because it gives voice to everyone for everything because it can help build a better informed and average position of things. But provide a platform to anyone who wished, Internet opens huge opportunities for penetration of gossip not only in the state, and on a planetary scale. There are countless social networks that constitute social structures of nodes (representing mostly individuals or organizations), related in specific types of nodes as ideas, views, financial benefits, friendship, traditions, links and other. The idea of "social networking" is interesting users to share information with each other, κ if they offer links to interesting publications on the Internet, but in parallel to increase the number of users of social networks increases the willingness of participants to gossip. The more visited a social network, the more gossip exchanged between participants and attracts a growing number of users. This in turn causes progressive networks to enter the home of any user of the Internet. Opportunities to gossiping on a planetary scale, through participation in social networks is simply not to be missed!

THE social networks provide greater freedom of speech and it determines they are highly developed in all countries - they are a way for quick contacts, immediate exchange of information, including gossip.

SOCIAL networks are gradually replacing the real contact. For anyone not surprising that most people already communicate primarily through a personal computer instead of as a time. All keen Internet users prefer to virtual reality communication. It gives them an opportunity to informally exchanging gossip with which to fill their lives. Important is the reason why a user is included in a social network and what it sees – whether they are actually existing things, facts and events surrounding reality or fictional stories worthy of analysis by critics of gossip and gossip.

IN everyday life can often hear mothers / eternal controller / say, "Do not so – the people will laugh at you"; "Do not do that – what the people will say"; "Be careful because if you once enter in the mouth of people – it is over". And more: "Do not expose to the people", or "Exposing themselves to foreigners". And sometimes, when successful, when not - children and adults, be careful and try not to become the "center of attention", the subject of gossip.

THE gossip do not stop for anything. One of the gossip publications in yellow newspapers is associated with supposedly love affairs to President Parvanov with singer Mariana Popova. The gossip goes by itself singer claimed in journalistic circles. The affair is not something amazing and extraordinary. As they say, has happened and the best presidents John Kennedy, Bill Clinton, Francois Mitterand, Sarkozy ... So gossip is not just a Bulgarian "national sport".

BUT the people have always found ways to resist the malicious gossip. For example, the American organization "Words can heal", which is supported by some senators and artists such as Tom Cruise, Whoopi Goldberg and Bette Midler, distribute leaflets in the US, helping in the fight against gossip. The brochures advise everyone to say: "I promise to think about the words you use. I will try to figure out how gossip hurt people and will try to exclude them from my life."

WHETHER gossip will die out once and for all, if in any society successfully working in such an organization? Whether they are a simple transmission of distorted information concerning the famous and not so famous people or expression of malice between colleagues, friends and neighbors? The answer is clearly "no." This is because the gossip part of the system of social control in society and as human societies have always gossip will "lubricant" for complex society mechanism for better or worse [1].

THE gossip are a particular social phenomenon which is inherent in all times and for all categories of people. As a social and psychological phenomenon scientifically gossip subject of research by many scientists including the J.-N. Kaepfeter [3], Olport D. and L. Postman [5] S. Anthony [6] R. Rosnou and G. Fine [9] and others. The gossip is a mysterious whispers with vague and uncertain origin, nor gossip, nor fiction or sensation, neither truth nor lazha. No it brings from ear to ear and more or less affect us. The more people are informed, the more plausible it seems.

THE social image of Gossip Girl in our society is loaded with many negative feelings. Even when you want to offend or hurt someone tell him gossip or gossip. Not only women gossip, and men. Some even argue that the representatives of the male sex are more likely to discuss, rumors. No one who does not discuss other. In each one of us sleeps a gossip as some to deny it.

THE gossip is a form of social control. It forms public opinion, which in most cases is constructed from unconfirmed information [3]. Very often a person is facing a giant gossip that so "obviously" gossip that you can simply laugh. However, we accept them, instead of reject them because they have such a "lubricant" for public machine. To defeat the gossip stories required to be able to think, to reason, and if today there is no sense of it, because so much we were tired perform any mental activity that trust everything he says no matter what it is and what the consequences will leave on us or on those around us. In this sense, we can not say for gossip that is something inferior and evil because we have fun and entertain, not make us strain thought processes, because gossip gives us food for something nice and easy to digest. Something smells both vanilla, but also fried meatballs from a neighbor's balcony. Nowadays people are robotic, daily life is somewhat gray, boring and monotonous. Maybe that's why gossip in power. They operate our handling and decorate our lives [5].

DISTRIBUTED among a large group of people gossip begins to resemble a virus [1]. In the same way as virus and gossip cause infectious diseases - it damages the relationship between people collapsing trust between them.

BETWEEN a virulent virus and "gossip virus" could make the following parallels:

1. The virus is bacteria that cause infectious disease.

IT can not be seen with the naked eye, but ill body - makes him sick, weak, incapable of work. When you enter in our body, it takes our resistance forces, causing fever, vomiting, fever and can even lead to death.

AS the disease virus acts on the body and "gossip virus" acts of people - makes us to be "socially ill" violates our relationships collapse trust between us and creates an unhealthy environment.

2. The virus is transmitted through personal contact.

When you're close to someone who is infected with a virus such as the flu, and you can get infected without even know it. Similarly transmitted and gossip. This happens when people gather in small groups. Then they are tempted to discuss this or that and not feel this way are infected with "gossip".

3. Where a disease caused by a virus can be demonstrated while heal the sick quarantined - to prevent the outbreak.

SIMILARLY gossip and should be placed under spiritual quarantine - to be avoided until you learn to control his tongue.

The gossip is something like "social viruses" that attack society when it is sick. The more weak and feeble public body, the stronger the viral attack. I.e. as society is in antagonistic contradictions that rend it, so viruses, rumors multiply and attack him. They the gossips, often attack to such an extent that it is necessary "amputation" of certain public areas of the individuals who rise to them in the body. In this sense, the gossips are useful - they challenge the society which must take radical moves to rescue her. Otherwise, the outcome would be lethal.

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