

is considered one of the main philosophers and ideologists of the Islamic government of Iran, who came to power after the overthrow of the Shah and the destruction of the monarchy in 1979.

**Conclusions.** In conclusion, it should be noted that throughout the history of Iran there were a large number of different philosophical schools and movements that studied various problems of a religious and philosophical nature. Such traditions have been preserved today, as evidenced by the scientific and teaching work of philosopher scientists at Tehran University.

## **XENOPHOBIA AND PSYCHOLOGY – ITS EFFECTS ON SOCIETY**

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Xenophobia promotes self centeredness and discord amongst different races, nation and culture. This is an issue that has to be looked into and tackled. In my own understanding, xenophobia is the fear or dislike for strangers or anything strange. Xenophobic attacks can find its root in the roman and Greek culture, an example was when the ancient Greek referred to foreigners as barbarians, they believed that they were superior to all others. There are several causes of xenophobia such as competition for employment, commodities, housing and so on.

The rate of xenophobic attacks is on the high rise and statistics has it that Africa has the highest rate of attacks. Violent attacks peaked in 2008 and yet again in 2015. Recently, we have heard of an outbreak of the disease called corona virus, there have been predictions that this will further increase the rate of xenophobia due to the fear of contacting this deadly disease in this year 2020. There have been several waves of attack and this issue is actually deeper than we think.

Xenophobia can also be traced to psychology. The suffix “phobia” makes it a topic of debate whether it is a psychological order or not. According to psychology, the causes of this attack can be traced to a traumatic experience or terrorist attack which makes the person react the way he or she does. The symptoms of this attack can be increased heart rate, headaches, chest pain, excessive sweating and many more.

Xenophobia as a social phenomenon is a consequence of traumatic experiences of a society. It has led to loss of many lives and destruction of properties. It has instigated conflicts across several countries. The harm it has done cannot be overemphasized. It is high time we tackle this issue so that peace can be our watchword.

## **INSTAGRAM-FACE OF THE VISUAL AGE**

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**Introduction.** Of particular importance in today's society is the sphere of the visual. The visual image is increasingly replacing verbal messages in the fields of art, politics, ideology, advertising, descriptions of scientific phenomena, everyday communication. One of the phenomena that most clearly illustrates these processes is Instagram.

**Aim.** To explore Instagram as a complex socio-cultural phenomenon that reflects and positions the principles of modern man's attitude to the world and to himself.