**ABSTRACT**

**SOCIAL PSYCHOLOGY IN HISTORICAL TRANSITIONAL STAGES**

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 In the memoir "Wild Swans" by Chinese-born British writer Jung Chang, social psychology in the face of real heroes involved in the conflicts of life, social psychology, man and his role in society, an integral part of the socio-political period, time, environment the position is analyzed comparatively. The subject of the article are the principles of the historical period and the changing political psychology of social psychology, social and public review. The aim is to study the question of how transition periods affect social psychology in Chinese toponym, to identify similarities and differences, and to analyze them from a theoretical point of view. The internal and spiritual crises, hesitations and truth-seeking of the 20th century have been studied on the example of China. The same topic and problem are explored comparatively, with different and similar viewing models. China and the twentieth century, the status of women in society, polygamy, transition periods, the problems of changing ideology. It is once again clear that a different view of man stems from the ideological tendencies of the existing system.