

**Narrative Dimensions of the Social Attitudes Creation in the Human Awareness.
Selected Problems of the Fabular Sociology**

Abstract

The article shows the basic relationships between the two concepts commonly used in the mass stimulation: i.e. narrative and plot. At the same time, the concept of applying both concepts in sociology was presented, but in the form of a complex concept. Due to the possibilities of research implementations, the narrative has its own specific in mass stimulation. Therefore, it is also a significant methodological problem related to the scope of conceptual designations. The starting points are theoretical considerations arising from literary studies and communication psychology. The subject matter on the basis of Polish sociology is of a precursory nature. The article is a contribution to the development of this topic in the future.

Keywords: sociology, narration, story, mass stimulation, human awareness.