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## **Gustosology and its role in Social and Industrial progress of society**

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The complex scientific and academic subject called Gustosology (from Lat. Gustos - taste), in other words the science of taste, is designed to promote the harmonious development of a personality, preparing himself/herself for the life in the contemporary world. Its main task is to give a comprehensive, systematic description of the basic forms and manifestations of beauty in all fields of human life and their reflection in the aesthetic tastes of a person. Aesthetic taste is the basis for choosing lifestyle not only for a separate person but also for social groups, nation and society as a whole. Aesthetical taste in its personal reflection in one hand influences a person's style of life, choosing a profession, educational level and self-respect issues. In the other hand, the mass aesthetical taste of the citizens determines the economical ideals of a country, its human policy, that depends on values, etc. In other words, aesthetical taste impacts all the spheres of a person's and society's life and Gustosology as a form of directed educational activity is to serve the social and industrial progress of society