The topicality of the research is defined by current interaction trends among states and their people, in the process of which definite ideas and stereotypes about each other are formed. Stereotypes of mass consciousness with a complex historical basis form an "image of the enemy", which could be used as a part of the government's security policy.

The aim of the dissertation is to establish the causes and conditions of "the image of the enemy" forming, and also to reveal its structure and functions in the political space of southern Russia.

The object of the dissertation is an enemy, as a socio-political phenomenon in the society development.

The subject of the research is the "enemy image", as the process of its formation in the political consciousness.

This paper seeks to achieve several goals:

1. to give a definition of "the image of the enemy", to revise the issue of "the image of the enemy" in conflictology;
2. to rank the concept of the "image of the enemy", to describe the dynamics of the conflict, the stages of its development and completion;
3. to study the process of de-escalation of conflicts as a means of stabilizing the regional societies;
4. to identify ways of forming the concept of the "enemy" and the "image of the enemy";
5. to form the concept of "xenophobia" and describe its causes in southern Russia;
6. to describe the ways of "Caucasophobia" forming and reveal the causes of its influence on Russian society; to give a definition of "migrantophobia" and identify the causes of phobias and discrimination of minorities.

**The Scientific Novelty** of research comprises three key points:

- reveals reasons of the "enemy" concept updating in the popular consciousness. It was determined that the living conditions in the country have become more dangerous, and people have become less tolerant.
- by ranking the concept of the "image of the enemy", we can come to the conclusion that despite all the differences in the causes and circumstances of conflicts and wars throughout history there has always been the same set of the "enemy image" - an "archetype" of the enemy.
- the problem of forming of the "image of the enemy" is a part of the broader problem of "us and them", which relates to the field of mass consciousness and is a universal for both social psychology and culture.

The theoretical significance of the dissertation research is defined by the urgency and severity of the problem and the novelty of the scientific results. The practical value of the study is that some elements of the study of the "enemy image" in the political space of southern Russia could be used solving current political problems. Learned material on the concept of the "image of the enemy" suggests that the concept is based on unfriendly, hostile relations and/or actions. Historical memory, any existing stereotypes that society allows people to store and transmit from generation to generation have previously formed a concept of the "enemy" and the mechanisms for its identification. So when there is a danger in the social community popular memory "resurrects" appropriate stereotype "image of the enemy", on the basis of which a new "image of the enemy" is formed.
Learned material on the theory of modern scholars concluded that most of the wars and conflicts have been triggered not by some false representations and negative national stereotypes, but by real economic, political and social reasons, different interests and contradictions. It is established that wrong perception of the world or state policy or separate nation are not the primary and only reasons of current wars and conflicts.