

PHILOSOPHY
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Davidov O.B. Transformation of collective identities in terms of globalization

The problematics of identity becomes now the central problem of a philosophical discourse on society. The processes of evolution of collective identity in political, cultural and ethnic contexts during epoch of a modern and postmodern times are considered in a synchronic paradigm. As opposed to attempts of reduction fundamental of collective identity proves in terms of propagation particular paradigms of identity. It is made an attempt to explicate dialectics of processes of identification in interrelation of global and local contexts. The methodology of the analysis interrelation of influence of political and philosophical factors used by the author at studying genesis of identity allows to reveal new aspects of globalisation processes in the modern world which causes crisis of individual and collective identity. The special attention is paid to the phenomenon of glocalisation, as to the process of formation new identity, providing ample opportunities design of a postmodern social reality.

Key words: identity, identification, national, modern, postmodern, globalization, crisis.

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