

**CULTURE SCIENCE**  
**(specialty 24.00.01)**

***Semenova N.B. Economic culture of a personality as a subject of cultural analysis***

It is reflected the specificity of cultural analysis of personality's economic culture. It is defined the notion of the economic culture of the personality taking into account the notion of personality's culture. It is analyzed essence and structure of the individual culture and its place in economic culture. It is considered the structure of the individual culture in a horizontal and vertical viewpoint. It is distinguished the main elements of the economic culture of the person such as motive and activity components, value components, subject and information components. To characterize economic culture of a definite personality within the context of a general culture the notion "culture code" is used. To define the subject of a cultural code and economic culture in particular the notion of mentality is used, the economic segment of which is considered as a system consisting of the following elements: economic knowledge, value orientations and economic behavior settings.

Key words: personality culture, cultural code, mentality, economic knowledge, value orientations, behavior settings.

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