

## SOCIAL SCIENCE

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### **What is the result of ideas deficiency?**

Lack of ideas is a characteristic feature of modern Western society. It has lost the understanding that there is a "common good" and common value orientations (K. Aham). Society has become a "risk society" (U. Beck). But the ideas are the sociocultural attractors that determine the direction of development of the system. Their deficit leads to an increase of entropy in the system. In such situation, the formulation of "modernization project" is vital for the preservation and development of the society. The theoretical justification of the possibility of social construction give microsociological approaches in sociology: interpretive sociology by M. Weber, constructivism by P. Bourdieu, theory of cultural dramatizations by L. Ionin.

Key words: modernization project, anomie, entropy, social construction, sociocultural attractor, social capital.

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