

PHILOSOPHY

V.V. Gabeev

(Gorsk state agrarian university, Vladikavkaz, Russia)

Search of identity in modern world

Modern globalized culture loses the moral roots, which makes it stable and not prone to various negative changes. The old morality is rejected and pluralistic-chaos world creates a simulacrum, negative, print morals, but distorts the content. It is stated the main reason for the sharp universal search for identity. It is alleged that the unification lies in pseudo-morality and leveling of moral values was the cause of all the outburst and all kinds of identities in the world.

Key words: identity, morality, ethics, social values, simulacrum, meaning of existence, thinking, ways of thinking, civilization, globalization.

November, 20, 2015
