## PHILOSOPHY

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## The influence of the traditional and innovative on spiritual and moral life of modern society: problems and contradictions

It is provided a philosophical analysis of the influence of traditional and innovative on the spiritual and moral life of modern society. The specificity of the traditional and innovative influence on the value spiritual and moral orientations is considered. The author argues that tradition and innovation should be understood as organically interdependent phenomena. It is concluded that everything that was innovative, verified by time, practical activity of people, successful experience, and what is passed from generation to generation, becomes traditional. But when tradition opposes innovation, each person must have common sense to understand that in this case can be opposed to the new innovation, which does not always bring a positive result.

Key words: spiritual and moral traditions, spiritual and moral innovations, modern society, renewal of society.

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