

## PHILOSOPHY

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### **Philosophical analysis of cultural identity in conditions of technogenic civilization**

The problems of cultural identity in the conditions of a technogenic civilization are considered. It is shown that modern civilization is characterized by the acceleration of technological processes, the digitalization of everyday life and the transformation of forms of communication, which leads to the erosion of traditional mechanisms of cultural continuity. It is emphasized that in these conditions, cultural identity ceases to function as a stable system of meanings rooted in historical experience and collective memory, and increasingly acquires the character of mobile and contextual education.

**Key words:** culture, tradition, thinking, communication, norm, creativity, symbol, technique, personality.

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