MENTAL REFLECTION OF CONTEMPORARY CULTURE

Annotation. The paper presents a brief analysis of the value foundations of modern society. Mental reflection of culture is presented in the form of a mental image of a modern man, which forms new communication channels in the changing socio-cultural reality. The formation of the mental image of a person in modern society is influenced by well-known channels of socialization, with the help of which the assimilation of the spiritual values of the previous ones takes place by the modern generation.

Key words: culture, society, communication, mental reflection, anthropocultural crisis.
The modern period of development of society is characterized by transformation of vital values\(^1\). In society there are clear signs antropomotoryka crisis. These are unemployment, decrease in creative and intellectual activity, manifestation of suicidal tendencies, decline in labor culture (its socializing component), transformation of traditional spiritual culture and social consciousness. Such facts, in fact, are a mental reflection of the culture of modern society.

As is known, the mental reflection of culture includes the following characteristics: - this is the formation of the mental image of a person of modern culture; - the ability to adequately reflect the socio-cultural situation in society. The formation of the mental image of a person in modern society is influenced by well-known channels of socialization, with the help of which the assimilation of the spiritual values of the previous ones takes place by the modern generation.

Under any violating such forms of transfer of distorted mental image. For example, the labor culture in modern society has ceased to be a channel for the transfer of labor and communication skills. Today, people in society work more than they do. The creative and pedagogical functions of work are lost. The value of manual labour is lost. The work was a sphere in which the person passed the "basics" of socialization. Accordingly, the image of a successful person is changing, which is filled with more and more one-sided, more pragmatic and utilitarian values.

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Mental reflection is also influenced by people's communication skills. In principle, it is well known that human consciousness is influenced by speech and communication. It is only in fiction that Tarzan learned to write and speak several

languages in his youth, despite the fact that he was deprived of human communication from childhood. In real life this is impossible. History known cases Mowgli with children, found among wolf in France, in India. All found children suffered from dementia and did not give in to education and training. That is, language and direct communication with other people are necessary for the development of human consciousness. Such specific human qualities as (consciousness, speech, and work) are formed in a person only in his lifetime in the process of assimilation of the values of culture created by previous generations.

The human psyche, as we know, includes at least three components: the outside world (nature, its reflection); full brain activity; interaction with people, active transfer to new generations of human culture, human abilities. It should be noted that a number of features characterizes the mental reflection of the culture of modern society:

- the desire for comfort, which, in turn, generates a person who is not capable of creation and does not have practical skills to survive outside a specific social environment. Here we clarify: to want to live comfortably-not bad, but to strive primarily to material success can lead to the above.

- the emergence of people who "avoid" direct communication, as indirect forms act as their main language tool, without which they are not capable of interpersonal interaction. People in today's society often can not Express their thoughts and emotions, respectively, can not broadcast the experience of previous generations.

The process of acculturation takes place both on the conscious and unconscious levels, manifesting itself in different spheres of the traditional space of culture. Unified culture is refracted with the desire of local society to self-identification. Progress associated with the introduction of new technologies in all spheres of human life is faced with the desire to "not dissolve" in the modern globalizing world.

At the present stage, we are faced with the instrumental-consumer attitude of man to the world. The activity of man, his willingness to rework the "natural" and natural to "artificial" and rationally ordered led in the field of technosphere to unlimited

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technological growth and environmental crisis in a socio-cultural region — to the constant political experimentation and the denial of the normative role of value systems. The parallel between human activity in the external and internal worlds and the gradual growth of the negative results of this activity shows that the reason is common for the threat of destruction of the biosphere and the threat of dehumanization.

Globalization of culture in the modern world challenges traditional values, ethnic identity and traditional institutions of socialization and translation of the experience of previous generations. We observe the decline in the role of traditional values and the adoption of Western ethical patterns in communications, the transformation of ideas about proper human behavior. The experience of the past is considered as an atavistic model of behavior that is not suitable in the information society. The values of hedonism, narcissism, egoism, individualism predominate in society, which lead to the primitivization of thinking.

Already today we see a lack of concentration of attention among young people and the lack of critical thinking, the ability to analyze the incoming information. It is possible to draw a parallel between the technological development of modern society and the biological degradation of young people, the leveling of traditional ethnic culture, its adaptive abilities. A. A. Kleshchenko notes: "the connection with the General social anomie that generates an existential vacuum (spiritual emptiness) to various kinds of extreme forms of leisure activities is Undeniable"3.

Thus, we note that in the modern world there are significant changes that have occurred in society, which are firmly implemented through the emotional and sensual components of culture and have both positive and negative functions.

Sources used:
