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Summary

Trubinkova O. The Processes of Dehumanization as Realities of the 21st Century Society. The article is dedicated to consideration of the processes of dehumanization, which take place in the modern society. A number of factors which generate dehumanization of a personality is determined, namely technological, economic, social, cultural, and ecological. The consequences of influence of the marked factors on a person are analyzed. Keywords: dehumanization, virtual reality, mass medias, consumerism, anomie, alienation, mass culture.