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**Summary**

**Miroshnyk H. The Socio-Rational Regulation of the Human in the Superindustrial Society.** The influence of modern super technologies on the humanitarian sphere is studied. Possibilities of the Info-tech in the control of men’s behavior are analysed. Consequences and risks of intervention in the human psyche with the help of information technology are considered. Keywords: supertechnologies, superindustrial society, info-tech, mind, consciousness.