

Homo sapeins,

" [2, .310]. "

" [2, .299].

" [2, .328].

[.: 7].

1870

" [2, .303], -

[7, .11-12].

Levis,

: 10

" [10].

... ; " [15, .128-129].

... (" " , - " , - " ,

" " ,

" [5]. "

" [13, .15].

": () [.: 14].

" [7, .4],

[...: 11].

[4,

.249]. Homo ludens [...: 9] – homo absurdus – [9, .86].

in abstrakto

" [3, .118-119].

[...: 9].

" [1, c.37].

[...: 11].

Homo sapiens.

Homo Sapiens

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Summary

Unhurian I., Tsyntyla O. Anticulture as of Self-Destruction or Adaptation of Person to Sociocultural Reality? The article investigates influence of pseudo-culture and anticultures on a person and his identity. Pragmatism, commercialization, eclecticism, templates of culture creation process brought down intellect and creative potencies and converted a person into mechanical performer and consumer of cultural actions and practices. The deformed, hedonistic-individual moral disfigures eternal orientation of axiology of person, transforms a pseudo-culture into anticulture, creation - in anticreation, that accented to deviation, antihuman, washing out the borders of anthropological identity. An anticulture, from one side, destroys a person, from his implicit agreement to self destruction, moral, intellectual and emotional degradation as a result suppression of traction to creation and primitivization of creative potencies. With other, anticulture is a reaction on a sociocultural reality, by the means of adaptation, self-definitions and survivals of modern human. Keywords: person, personality, culture, creation, anticulture, pseudo-culture, mass culture, identity, consumerism, society, axiology.