

**ТРАНСФОРМАЦІЯ ЦІННОСТЕЙ  
У СУЧАСНОМУ СУСПІЛЬСТВІ ТА НАУКОВОМУ ПІЗНАННІ**

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» [3, .274].

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1. . . . « . . . » [1, .25].
  2. . . . « . . . » [1, .25].
  3. . . . « . . . » [1, .25].
  4. . . . « . . . » [1, .25].
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  2. . . . « . . . » [1, .25].
  3. . . . « . . . » [1, .25].
  4. . . . « . . . » [1, .25].
  5. . . . « . . . » [1, .25].
  6. . . . « . . . » [1, .25].
  7. . . . « . . . » [1, .25].

#### **Summary**

**Semikolenov V. Transformation of Values in Modern Society and in Scientific Cognition.** Transformation processes that take place in modern informative society are considered in the article. An author understands values as options that determine the human and cultural measuring of the phenomena of social reality. It is shown that in the world of modern high-tech consumption information very often does not envisage the presence of moral choice, forms the new type of consciousness and fragmented sense of identity. Changes that take place in area of culture determine the change of the valued structures of scientific cognition in turn, and vice versa. Considering science the inalienable constituent of life of modern society, an author spares separate attention to the analysis process of change values in scientific cognition and consideration of constituent axiology of scientific paradigm. Keywords: values, superindustrial society, scientific cognition, paradigm, identity.