
Summary

Tsuprenko Z. Postmodern Society: Modernisation, Innovations and Viability. The evolution of viability as the ability of living systems – animal species as well as human societies – to maintain their own vitality beyond the bounds of animal species and human societies' hardiness (resilience) is theoretically reconstructed. The essence of vitality of human communities is revealed as their re-emerging through constant reproduction of socio-cultural conditions for generic human being. The meaning of socio-cultural innovations for ensuring the innovative character of techno-cultural creativity, which aim is to provide the matching of postmodern society's techno-technological development with the regularities and necessities of Nature is analyzed. It is shown that the real social innovations are such socio-cultural practices which bring human cultural communities beyond the civilization bounds of their sociality. Keywords: viability, vitality, hardiness (resilience), creativity, innovation, modernisation.

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**УПЕРЕДЖЕННЯ АГРЕСИВНОСТІ
В КОНТЕКСТІ СУЧАСНИХ ІНФОРМАЦІЙНИХ ПРОЦЕСІВ**

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Summary

Kolomiets O. Agression in Terms of Current Information Processes. In the article the prejudice of aggressiveness is examined in the context of growing of the degree of freedom of communication sides. The role of cultural knowledge is highlighted in overcoming of ethnocentric approaches, preventing the negative effects of cultural interaction and informational abuse. Trends of cultural and informational processes, the expansion of Western culture and their impact on the value-semantic field of personality are analyzed. Reasons of informational and communicational inequality are outlined. Are suggested ways of creating intercultural competence, tolerance, overcoming informational imperialism, aggression, intercultural tension and conflict. Keywords: aggressiveness, freedom, communication, tolerance, egocentrism, informational abuse, informational imperialism, intercultural tension.