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**Summary**

*Petrushenko O. Positive Utopia in Terms of Contemporary Civilization Process. Modifications of positive utopia in modern time are analyzed in given article. The utopian consciousness is used in separate sphere of life activity. It is proved that in contemporary society utopian consciousness gets features of pluralism, partial, and relative character, active using of simulacra, et .* **Keywords:** positive utopia, utopian consciousness, pluralism.

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**ПАРАДОКСИ ЄВРОПЕЙСЬКОЇ ПОЛІТКОРЕКТНОСТІ**

“Adora, quod incendisti, incende, quod adorasti”<sup>1</sup>.  
*Archebiscup Remigij*

( ) .

PC

PC

( ) .

«

» ( 12185 28.04.2010 .),

[6].

<sup>1</sup> « . . . . . » –

«politically correct» (1793 «PC») «Wikipedia»  
 PC 80- [11, . 168]. PC  
 PC  
 », « «Merry Christmas»  
 «Happy Holidays»;  
 [3]. PC  
 PC  
 PC.  
 « LGBT  
 LGBT  
 » [12].  
 XVI.  
 «Reppublica» : « -  
 » [5].  
 [8, . 2].  
 « ”) . ( -  
 : [2,  
 . 205].

<sup>1</sup> LGBT –

(1929 .)

» [2, . 207].  
« »

« »,  
[4, . 18].

« »  
[10, . 129].

« »  
[4, . 20].

*libertinism*

« »  
» [ 5:13].  
: «

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...» [ 2:16] <sup>1</sup>.  
[7, . 165].  
: «  
» [ 3:28-29].

1948 « », 10  
[10, . 20].

« », 2.  
“ ”.  
(customer)

«LaStampa”  
[1, . 12].

- 1) ; ;
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<sup>1</sup> ;  
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».

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#### Summary

**Savelyev V., Povtoreva S. Paradoxes of European Political Correctness.** The article examines the European innovations known as politically correct (PC). It consists of illumination from the linguistic definition concerning the race or gender characteristics, religious and political orientations etc. At the end of 20<sup>th</sup> century the introduction PC to all spheres of European culture takes place. This situation leads to separation of the European culture from its Christian sources and values. The article deducts the methods of totalitarianism PC uses. The author believes that Christian Church cannot adapt to globalization's world and its absurd innovations. The world must change on the Christian universalism and ecumenism positions. Probably, in this case the mankind will put the chance to avoid the global catastrophe. **Keywords:** European culture, politically correct (PC), globalization, gender morality, religion.