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Aksenova, V.I. Management of communication processes in the modern society in the context of socio-cultural identity crisis: a socio-philosophical analysis

The analysis of the management of communication processes in the context of socio-cultural identity crisis, which requires social and cultural reproduction of modern society, the essence of social and cultural unity is revealed as a process and the result of institutional, role and sense of interpenetration of the social system, the implementation of socio-cultural integration of communication prerequisites as becoming dialogic identity, the essence of socio-cultural communication is seen as unity of communicative action, communicative relationships and communicative organization, which is a communication-based network of social and cultural integration of society.

Key words: *management of the communicative process, socio-cultural unity, socio-cultural identity, dialogic identity, socio-cultural communication, social and cultural integration, communication-network society.*