

искусства, создание новых. Влияние физики на культуру связано не только с открытиями в науке, обеспечивающими технико-технологические приложения науки во всех сферах человеческой деятельности, но и с тем, что физика даёт понимание устройства мира, определяя важнейшие категории культуры – материи, пространства, времени, движения, причинности и др.

Развитие физики во взаимосвязи и взаимодействии с культурой подтверждает единство и целостность культуры, демонстрирует роль и значение науки в системе культуры.

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TENDENCIES OF THE DEVELOPMENT OF GLOBAL WORLD CULTURE: SPIRITUAL PARADIGM AND EDUCATION

Тенденції розвитку сучасної культури розглядаються через призму становлення глобального світу. Мозаїчність сучасного сприйняття нової фази розвитку людства може бути пов'язана через вивчення і реалізацію інтегральної моделі освіти. Відзначається, що існують необхідні історико-культурні передумови подібної моделі, що містяться в пам'ятках духовної культури людства.

Ключові слова: *глобальний світ, парадигма духовної культури, гармонізація культурного простору, егоїстична природа людини, принципи поручительства, інтегральне утворення.*

Тенденции развития современной культуры рассматриваются через призму становления глобального мира. Мозаичность современного восприятия новой фазы развития человечества может быть связана через изучение и реализацию интегральной модели образования. Отмечается, что существуют необходимые историко-культурные предпосылки подобной модели, содержащиеся в памятниках духовной культуры человечества.

Ключевые слова: *глобальный мир, парадигма духовной культуры, гармонизация культурного пространства, эгоистическая природа человека, принципы поручительства, интегральное образование.*

Trends in the development of modern culture are considered through the prism of the formation of a global world. The mosaic of modern perception of the new phase of the development of mankind can be linked through the study and implementation of the integral model of education. It is noted that there are necessary historical and cultural preconditions for such a model, contained in the monuments of the spiritual culture of mankind.

Keywords: *global world, paradigm of spiritual culture, harmonization of cultural space, egoistic nature of man, principles of guarantee, integral education.*

The stringent interconnection of globalization has created social cultural crisis that origins in universal human nature. The bulk of both ancient and modern knowledge demonstrates that the global interconnection unfolding before our eyes is evidence that we have reached a new phase in the process of the sequential revelation of a unified, universal system of which human beings must incorporate as integral parts [1, 2]. Also there are sufficient scientific evidences, that contradiction in formation of world cultural space is connected with human wishes and intentions. One of the directions of theoretical descriptions and recommendations for practical overcoming of recent critical state of culture of the global world is identification of the root of the global crisis as the innate egoistic nature of human. It should be noted, in order for human beings to exist in a state of homeostasis within the emergent tightly coupled integral system, an ego-driven worldview must be replaced by an inclusive and altruistic worldview. It should be noted that such a representation of human nature dates back to the ancient universal sources of world culture, which include The Bible, the Talmud and others. Their study and comparison with previous and subsequent sources of spiritual development of culture is very significant. In particular, these sources currently include books that disclose the wisdom of Kabbalah [2, 3].

Studies prove their impact on the emergence of a new paradigm of cultural development, which allows their adapting for the reeducation of humanity in this era of global crisis. It is emphasized that the system of human interaction termed mutual guarantee that provides an elegantly simple prescription to enable human beings to harmonize our innate egoistic nature with the integral system we can no longer escape. This original research synthesizes and adapts theoretical principles of conceptual kabbalistic knowledge into an overarching contemporary educational theory and structured educational system [2, 3].

Harmonization of the cultural space assumes the importance of the possible only if the universal laws of the universe are established and adopted, including all the cultural forms of modern civilization in the unity of their material and spiritual components. Global culture is becoming one of the basic concepts of theorizing in science and at the same time a constructive element of influence on the formation of a coherent perception of the phenomena of perception of being. We understand the universal nature of perception, as an adaptation to the universal laws of being and development of the universe.

In culture-historical terms, there is a need to clarify the key points of the emergence of a human, subjective-collective attitude to nature and the human being, as the beginning of the formation of an artificial nature within inartificial nature. The diversity of the manifested cultural entities in human civilization is considered by us as a necessary condition for

understanding and overcoming the rejection of the unity of the modern society cultural space.

A necessary means of achieving harmonization of relations in the cultural space of a global society is the development and implementation of a system of integral education [4]. Otherwise, how else can we bring changes to the life of every person and the whole society at the beginning of the third millennium? Integral education becomes a constructive-creative imperative of the spiritual culture of a new era.

In the implementation of the instrumental, methodical part of integral education, the initial moment is to overcome the traditional opposition for culture of the 20th century to the egoistic and altruistic worldview paradigm. On this basis we compare the egoistic and altruistic paradigm of culture. Herewith, it is very important to hasten the achievement of the qualities of altruism within human society as a systemic antidote to our current state where individuals stand alone, focused on their individual well-being, thus continuing the state of global general crisis. Achieving the level of harmonious development of the world (global) culture can be reached through the establishment of the right balance between these areas of development of human needs, desires, and the choice of tangible values of life. The special research can help to define the prescriptive advice relevant to the global crisis based on the universal principles of understanding of Existence in its multilevel representation, including human dual nature. Above mentioned and other documental sources of the development of the human spiritual culture

and comments to them serve as the basis for today's history-cultural implications. They allow showing how this multifaceted crisis with its ongoing colossal damage is an inevitable yet essential step in the evolution of the human species, leading us gradually but consistently toward a better collective existence.

Integral Education (IE) method is distilled from the history-cultural reconstruction of the universal understanding of laws of nature and was aimed specifically at our generation. The conditions of global crisis manifesting today necessitate the propagation of this wisdom to the masses, which have evolved sufficiently to be capable of the internal discernments necessary for individual and collective transformation according a result of people feeling themselves as integral parts of a single global society [5]. Globalization has indeed become a “dark tunnel” engulfing humanity, and the Integral Education method appears as the “*Light at the End of the Tunnel.*”

The research in this direction presumes formation of the major practical tools of the Integral Education method, which provide immediate relief skills for people struggling to cope in the global era [6, 7]. The processes, implementation, and benefits of the IE Workshop, Roundtable, Reflection, and gamification techniques are described as tools of the Integral Education method. The principles of mutual guarantee as IE elements can provide means to prevent human egoism from clashing with the force of nature, which is intrinsically altruistic. Integral Education system is represented as a method to educate

humanity for integration within the universal interconnected system of nature. Proposed archival research study of universal knowledge is both formative-analytical and prescriptive. It allows examining and identifying the interrelationship between the two fundamental forces of nature (egoistic and altruistic).

Therefore, bridging increasing global cultural crisis is connected with the need for developing theory of implementation of integral education methods. The Integral Education method is designed to prepare humanity for its new global condition by applying the aptitudes of the human ego to a wider global view, to succeed and attain ever-higher achievements on a global scale.

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МЕДІА В ФОРМИРОВАНИИ ПРОСТРАНСТВА СОВРЕМЕННОЙ КУЛЬТУРЫ

Для розгляду основних об'єктів і процесів медіапростору пропонується використовувати антропологічний підхід. Він розглядається як основа філософського аналізу медіа-простору, що включає його генезис, зміст і перспективи. Наголошується, що дослідження останніх років виявили суттєве оновлення конструктів аналізу медіа, що є підставою медіаповороту в описі залежностей «світ-медіа-людина».

Ключові слова: простір культури, медіа простір, антропологічний підхід, конструкти медіа досліджень, суб'єкт медіа, цінності культури.

Для рассмотрения основных объектов и процессов медиапространства предлагается использовать антропологический подход. Он рассматривается как основа