

**PHILOSOPHY**  
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***Chelidze E.I. Mass culture in postmodernism epoch***

It is considered the grounds for a positive assessment of mass culture. Postmodernism and popular culture are closely interrelated. The article estimates mass culture as contradictory as the assessment of post-modernism. Today it has become clear that the attitude toward popular culture as a completely "non-genuine" evidence of its approach to the criteria already passing epoch, since the rehabilitation routine, the rejection of universal standards, multipolarity, and ambiguity of the modern world dictate a more tolerant attitude towards it. Mass culture in the context of postmodernism appears as a representative of the cultures of polistylistic era, has the right to equal existence with other forms of culture. Popular culture certainly has a culture, is a value, satisfies the critical needs of modern man.

Key words: culture, mass, post-modernism, the values of pluralism.

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