

THEORY AND HISTORY OF CULTURE

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Summing up the experience of mercy in the representation of different socio-cultural forms, it is reflected substantial dynamics of charity as the concept of culture. In European culture, at various stages of its development, "pseudomercy" regularly reproduced the forms that are correlated with the understanding of the true charity - from religious to secular, unchurched. The alleged mercy occurs when kindness is not done for the sake of another, and for the realization of self-interest - political, economic, etc. In modern culture all kinds of pseudomercy correspond to definite forms of social and cultural practices.

Key words: charity, "pseudomercy" culture, forms of representation.

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