

## PHILOSOPHY

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### **The destiny of the individual «Self» in modern culture: the problem of individualizing explanation**

It is considered the idea of individual «Self» expressed in various examples (such as a confession or an autobiography). On the material of Batkin's research «The Renaissance Man» individualistic values has been explained with a number of its distinctive characteristics: to understand the world through one's own private life, proving that a certain «Self» is an its author, exposing the uniqueness of it. Problems (theoretical or practical) of the individual in modern times are also depicted (on sociological and anthropological material).

Key words: individual, individuation, Bauman, Batkin, identity, modern culture, self-consciousness, Simondon.

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