## **PHILOSOPHY**

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## The specificity of entropic processes in Russian society in the context of the challenges of contemporary reality

It is considered the problems of development of modern Russian society in the light of the concept of social entropy, revealing the prospects of socio-cultural dynamics of Russia from the standpoint of choosing certain alternatives of social development, currently being implemented along the trajectory of Soviet reconstruction schemes and algorithms of social control and construction of his social world. It is explained that the Russian society has maintained a high level of entropy potential and not ready to resist entropic processes, which are largely internal factors derived from the socio-cultural specificity and historical trajectory of Russia's development.

<u>Key words:</u> social entropy, process entropy, anti-entropic potential, social uncertainty, social exclusion, culture of trust.

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