## PHILOSOPHY

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## Personal freedom in post-modern philosophy and culture

Self-transcendence of individual freedom in modern European and Russian sociocultural reality is analyzed. It is shown that the assertion in the postmodern culture of the existential of life and death, friendship and love, struggle and otherness in the conditions of preserving the singularity, one-timeness, irreversibility and momentariness of human existence – all this replaces the modernist ideals of reason, progress, priority of tradition, norms, order, honor, duty and conscience, the victory of the common interest over the private. Cultural innovations lead to the formation of humanism of a new quality, which embodies the fullness of the human presence in the context of its uniqueness in a freely flowing present. The conclusion is made that the postmodern asserts the idea that human freedom should be viewed from the perspective of a new ontology of a person, connected with the concept of a self-dissolving person who is able to understand and accept life from its origins. Human freedom in postmodernity is a process of self-determination, manifested as a response to evictions from the internal and external world in the unity of the reactions of chance and expediency in the context of permanent sociocultural transformations.

*Key words*: freedom, culture, postmodern, self-transcendence, self-dissolving person, cultural self-embodiment, self-determination.

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