

PHILOSOPHY

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On some aspects of the apathy notion transformation in the context of consumption society

It is analyzed the transformation of the concept of apathy in modern society. Having made a long path of development from an ethical ideal, heroic dispassion to indifference and inner emptiness, apathy is one of the specific features of society in the era of consumption. Starting from the XXth century, the concept of apathy is filled with negative content. Apathy takes on the character of specific fatigue or “happy apathy” caused by emotional satiety, and comes down to an indifferent perception of events.

Key words: apathy, consumer society, personality, alienation.

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