

## PHILOSOPHY

*Andrey M. Rudenko, Elena B. Ivushkina, Evgeniy N. Moskalev*

*(Institute of service and entrepreneurship (branch of Don State Technical University in Shakhty).  
Shakhty, Russian Federation)*

### **Transformation of the value of the family institution under the influence of mass media in modern national conditions**

It has been analyzed the problem of comprehensive transformation of the value of the family institution in modern domestic conditions under the influence of mass media, in which network communications play a leading role. Informatization and virtualization of the modern era allows mass media to influence the destruction of gender stereotypes of men and women, contribute to the emergence of Internet addiction, divorce, deformation of marital and child-parent relations. The authors come to the conclusion that in order to solve this problem, a purposeful social policy of the state is necessary, aimed at strengthening the factor of family orientation to traditional universal values, quality education and the formation of a culture of correct value attitude to network communications.

Key words: family, family crisis, family value, woman, child, person, difference, modern culture, Internet influence, network communications.

---

*January 29, 2020*