

## PHILOSOPHY

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### **Information reality as a context of formation of the digital generation**

It is considered the phenomenon of information reality. On the one hand, it is represented as a turning point in the history of Russia. And on the other hand, the issue is shown as a context for the formation of a generation characterized by high involvement in information and communication processes. The attention is focused on the socio-cultural and value orientations that penetrate into modern Russian society due to cultural diffusion. The modern information reality is considered from the position of the synergetic approach described in the scientific works of V. Bransky, S. Klyuchnikov, V. Stepin. It proposes the context of considering the construction of information reality as a social bifurcation, as interpreted by V. Bransky. The identification of the preconditions for the formation of information reality allowed us to determine its essential characteristics and to consider social reality as an object of influence of Western trends on local society. Understanding the external and internal factors that influence the social system, understanding their nature, allows us to assess the opportunities and threats to the axiosphere of Russian society and the generation of young Russians.

Key words: information reality, information society, digital generation, globalization, social crisis.

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