

## PHILOSOPHY

*Philip E. Prusov*

*(Don State Technical University, Rostov-on-Don, Russian Federation)*

### **Formation of the hero's cultural identity in the context of an independent way of thinking as a phenomenon of spiritual culture**

The spiritual culture of the heroic image as an element of collective memory is studied. The analysis made it possible to identify the mechanisms of identity formation and understand how culture comprehends its own historicity and value foundations. It is shown that heroism in spiritual culture is revealed as an actual form of understanding human existence in a situation of loss of stable cultural foundations. It is argued that the modern cultural and social concept of spiritual culture describes the transition from traditional heroic ideals to the values of individual life, security, pragmatism and avoidance of excessive risks, which makes it possible to identify the limits of modern identity and identify those losses that accompany the rejection of the heroic as a significant cultural resource.

**Key words:** collective memory, identity, consciousness, historical experience, value orientation, civilization, post-heroic culture, society.

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