SOME PROBLEMS OF MODERN RUSSIAN IDENTITY FORMATION

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The paper reflects the problems of modern Russian identity. Author discusses the phenomena of Russian coexistence with cultural and social points of view. Post soviet social reality needs in new applications to problem of co-existence. The necessity to determine the place of Russian civilization in world community is related to some fundamental challenges of modern époque. The paper presents the review of identity elements and their role in Russians self-understanding. Problem of complicity observed in globalization context, the possible regeneration of Russian civilization as prestige zone has been discussed.