

», « [0, с. 120].
» [0, с. 27].
[...]: 7, с. 97].
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[...: 3, с. 23].

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«Coca-Cola»

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Summary

Shliahova O. Axiology of Development in the Era of Globalization.

In the era of globalization, which has affected all dimensions of human existence, the space of everyday life is a special variant of the physical space. This is a certain fragment of the landscape, in which the routine of human activity unfolds. Every person's life is «filled» with personally important and valuable things and practices that testify to the ability to choose and reveal the individual's personality. The specificity of the choice and assimilation of values in the conditions of globalization lies in their close connection with the geopolitical, cultural, and even economic processes. The values of everyday life often become an indicator and an engine of change. They point not only to the nature of change, but also to their character and direction. The value factor reflects the extent to which the surrounding world is due to human, the measure of «subjectivity of being». In addition, it is important that the repetition and routine of everyday life serves as a way of assimilating and measuring the expression of the axiological orientations of globalization. Moreover, in such a situation it is rather difficult to judge clearly what is happening: globalization is usurping the measurement of everyday life, or everyday life gradually mastering globalization. The conducted research gives all grounds to accept not only the first but also the last assumption. However, in these conclusions, this problem does not exhaust itself. Perspective remains the pursuit of such a scientific analysis of the temporal categories of everyday life, which may lead to the opening of new perspectives on the axiology of everyday life in a globalized world.

Keywords: everyday life, globalization, life, everyday practices, axiology, values.