

Departure from institutionality as an adaptive strategy of NRM in the post-secular society

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The strategy for adapting new religious movements in our country has become a simplification of the structure, a transition to client and audience cult's forms of existence in a modern post-secular society. Within the framework of this article, we try to understand the main reasons for this process. Three factors of the trend of transition to extra-institutional forms of religiosity stand out. Firstly, there is an increase in state control over non-traditional institutional groups, expressed, among other things, in a number of trials. Secondly, there is a negative perception by society of groups with a rigid internal structure and hierarchy; discussion of such groups in the media usually contains pronounced negative connotations. Thirdly, by the demand and interest on the part of the masses for the individually therapeutic and entertaining aspects of the activities of new religious movements.

Keywords: *quasireligion, spiritual community, post-secular society, religion, secularization, new religious movement*

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