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**About some aspects of the freedom of personal self-determination in the context of social transformations**

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*Self-determination of a person becomes problematic in the modern era. The article analyzes the ongoing socio-cultural transformations, which are largely due to the influence of the consumption process. In the process of the historical transition to a consumer society, the source of self-determination of the individual shifted from the labor sphere to the sphere of consumption. Self-identification of a modern individual is closely related to consumerism. The principle of consumption is one of the dominant features of modernity and determines the individual lifestyle of an individual and integration into groups. Consumption is one of the main sources of self-identification, determined by the consumer role, and not by class. The main tools of self-determination in modern culture are the media, offering an unlimited choice of identities and lifestyles.*

**Keywords:** *personal self-determination, identity, identification, consumption, mass culture, lifestyle, freedom*

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