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Cultural aspects in the concepts of globalization

O. Snegovaya, N. Dolganovskaya, M. Katicheva

It is revealed various approaches to globalization from the standpoint of the theory and history of culture. The authors identify four basic approaches, discussing forecasts on the future of culture in the context of globalization and development scenarios and the interaction of cultures. The complexity and diversity of globalization does not exclude the implementation of all the presented scenarios. The ideology of anti-globalization does not offer a constructive way out of the globalization crisis of culture. A large-scale and open dialogue is recognized as the most effective strategy for building the future of world culture.

Keywords: *globalization, world culture, linear process, non-linear approach, antiglobalization, dialogue of cultures*

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