

To the problem of life strategies in the period of socio-economic instability

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The relevance of the article stems from the fact that the individual's lifeworld is not linear, but rather represents the result of the coevolution of traditional, industrial and post-industrial types of civilizations. The formation of the modern global world has become the subject of heated discussion. According to S. Huntington, the world appears to be a "clash of civilizations" or, according to Fukuyama, "the end of history", or a change in the global order of life with the establishment of "humanistic globalism", as V.I. Tolstoy and Y.V. Yakovets believe. In this case the question arises, how to combine global transformation with cultural values? The answer to this question, most likely, lies in the implementation of individual strategies of human activity as ways of cultural identification, reproducing and modifying the value and semantic heterogeneity of culture and civilization.

Keywords: *collectivism, individualism, global civilization, culture, values, life strategies, instability*

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