

## Socio cultural conditions for the birth of postmodernism

Elina A. Usovskaya

*Belarusian State University, Minsk, Republic of Belarus, elina-rain@mail.ru*

*Abstract.* The article is devoted to the issue of socio-cultural conditions for the emergence of postmodernism. Despite numerous studies of various aspects of postmodernism, there remains quite a lot of controversial and little-researched questions, including the reasons for its origin as an independent phenomenon in the culture of the twentieth century. The author focuses on the need to distinguish between the concepts of "postmodern" and "postmodernism", their content and time boundaries. The genesis of postmodernism is considered in the context of changes in the world community after World War II. It is stated that the emergence of postmodernism is associated with the transformation of world outlook in the European and world civilization. Important theories for the formation of the discourse of postmodernism as a critical direction of socio-cultural thought were theories and concepts, at the center of which there were issues of the Western civilization crisis, the formation of a consumer society, totalitarianism, mass depersonalizing of people, intercultural communication. The author notes the existence of a connection between the appearance of postmodernism and the social movements of the 1960s.

*Keywords:* postmodernism, postmodern, criticism, worldview, socio-cultural conditions, World War II, totalitarianism, social movements, consumer society

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### Введение

Научные исследования, предметом которых является постмодернизм, сегодня не так актуальны, как десять – двадцать лет назад. Постмодернизм в виде культурного феномена и научной концепции нередко подвергается критике и не всегда характеризуется как явление положительного характера. Более того, в противовес или