

*Доповіді пленарного засідання*

**Philosophical foundations of the study of the ethos phenomenon**

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If yesterday the apologists of the society of global economy, culture, politics tried to prove the globality of the processes taking place in the world, today their ideas have really found confirmation – the world is in a global social crisis. It is because of today's events that it becomes clear that among all the dangers that threaten society – economic, technological, terrorist, medical, etc. – the most important danger is the possibility of disintegration of society, statehood. Thousands of years of history can be destroyed instantly, previously united communities split into irreconcilable enemies. In these situations, usually post factum, the actors of social mise-en-scène are asked sacramental questions – why?, what was not taken into account?, was it possible to prevent such collisions? The proposed research involves searching for answers to such complex questions. We are sure of the urgency of the problem and the possibility, if not to find all the solutions, to get closer to the answer – what to do in order to preserve one's own identity, both state and spiritual, cultural, metaphysical, in the chaos of loss of social subjectivity. Introducing the concept of "metaphysical identity" into academic circulation, we wanted to emphasize that it is not always possible to formalize the characteristics of social communities. The central concept of our study is an unfairly little used concept in the conceptual frameworks of ethnological and ethnographic theories – ethos, which should be understood as habits, mental states, all that is metaphysical, which distinguishes it from the natural, corporeal. According to the latest population census, there are more than 130 ethnic groups in Ukraine. Each of them is the bearer of a peculiar cultural code – ethos, and elements of the latter are not only formalized phenomena in academic science, but also epiphenomena. This question is an invariant for most European countries, which are faced with the problem of the invasion of new ethos into the ethnic picture of the world in such countries as England, Germany, and France. The social health of the state largely, if not entirely, depends on harmony between ethos. For the quantitative interpretation of this harmony, the study introduces the concept of «scale of complementarity», in the framework of which ethos is supposed to be evaluated in the context of their positivity (positive complementarity) or negativity (negative complementarity), despite prejudices regarding these categories and the theory of sociogenesis in general. To a large extent, these prejudices are based on the ideological commitment of the author, but we do not doubt the certain creativity of the analyzed concepts, despite prejudices against these categories and the theory of sociogenesis in general.

The result of this kind of research will be new methodological constructs updated by modern social problems for the academic understanding of challenges that disrupt the conventional status quo and allow a more adequate assessment of the situation from within the mosaic field of ethos that coexist both in Ukraine and in the world, and if not harmonized, to eliminate possible and real social conflicts and tensions.