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### Преемственность культурного наследия в условиях технологической трансформации: философская рефлексия о соотношении традиций и инноваций

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**Аннотация.** В данной статье анализируется проблема сохранения культурного наследия в условиях стремительной технологической трансформации, которая оказывает значительное влияние на культурные ценности и практики. Автор проводит философскую рефлексю на тему соотношения традиций и инноваций, исследуя, как технологические изменения трансформируют культурное пространство и идентичность. В рамках данного исследования рассматриваются механизмы взаимодействия между инновационными процессами и традиционными культурными формами, а также их влияние на социокультурную динамику. Особое внимание уделяется вопросам преемственности и адаптации культурного наследия в условиях глобализации и цифровизации.

**Ключевые слова:** культурное наследие, преемственность, технологическая трансформация, традиции, инновации, философские основы, рефлексивный анализ.

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Research article

### The continuity of cultural heritage in the context of technological transformation: a philosophical reflection on the relationship between tradition and innovation

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**Abstract.** This article analyzes the problem of preserving cultural heritage in the context of rapid technological transformation, which has a significant impact on cultural values and practices. The author conducts a philosophical reflection on the relationship between traditions and innovations, exploring how technological changes transform cultural space and identity. This study examines the mechanisms of interaction between innovative processes and traditional cultural forms, as well as their impact on sociocultural dynamics. Special attention is given to the issues of continuity and adaptation of cultural heritage in the context of globalization and digitalization...

**Key words:** cultural heritage, continuity, technological transformation, traditions, innovations, philosophical foundations, and reflective analysis.

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## Introduction

In today's world, where globalization and technological change are accelerating the transformation of cultural and social norms, traditional values are under threat of extinction. However, despite this, they remain an important source of identity and societal resilience. Philosophers and scholars are actively discussing and rethinking these values, seeking to understand their role in shaping individual and collective consciousness.

## Research methodology

Studying the ethical foundations of these values is key to understanding their significance. Traditional values not only reflect cultural characteristics but also form moral guidelines that help people make decisions and build relationships. In a context of rapid change, it is important to preserve these guidelines to ensure stability and continuity. In his work "Foundations of the Metaphysics of Morals," Immanuel Kant emphasized: "Man must act in such a way that his actions can become a universal law." [1]. According to I. Kant, a person's actions should be guided by maxims (rules) that could become universal laws. That is, each person's actions should be such that they could become the norm for everyone without contradiction. This idea implies that a moral act should not be selfish and limited by the interests of one person. It should take into account the interests and rights of others and also correspond to universal moral principles. In the modern world, this idea is more relevant than ever. We live in a time when the actions of each person can have far-reaching consequences for all of humanity. Furthermore, modern society faces numerous ethical dilemmas related to technological developments and cultural differences.

In his work "Utilitarianism," John Stuart Mill argued: "The only thing that makes a man's actions moral or immoral is their effect on the happiness of others" [2]. He substantiates the principle of utility as the primary ethical principle. "Utility is not merely the happiness of the majority, but also the harmony of the soul, where freedom from suffering becomes a bridge to the greatest enjoyment of life" [2].

## Results and discussions

Thus, studying the ethical foundations of traditional values allows us to gain a deeper understanding of their role in shaping moral guidelines and their significance in the face of rapid change. Traditional values such as respect for elders, honesty, and fairness serve as the foundation for many cultures and societies, defining norms of behavior and interaction between people. These values have evolved over centuries, reflecting the accumulated experience and

wisdom of previous generations. However, in the modern world, where artificial intelligence (AI) and technological innovations are rapidly reshaping social structures and norms, traditional values may be under threat. On the one hand, AI has enormous potential to improve quality of life, automate processes, and solve complex problems. On the other hand, it also poses new ethical dilemmas related to issues of privacy, fairness, and responsibility.

Artificial intelligence can analyze large volumes of data and make decisions based on algorithms that don't always take human emotions, cultural contexts, and moral principles into account. This raises concerns that traditional values may be replaced by other approaches based on efficiency and optimization. Consequently, it becomes necessary to find answers to the following questions: How can we maintain a balance between innovation and the preservation of traditional values? How can we preserve the continuity of traditions and the uniqueness of cultural heritage in the era of artificial intelligence and innovation, which can both enrich and transform cultural values and practices?

In the philosophy of N.A. Berdyaev, we find reflections on the role of culture and traditions in the formation of the human personality and society. In his opinion, culture, as a phenomenon, has a special spiritual and sacred essence. It is not simply the totality of the material and spiritual achievements of humanity, but also the bearer of the highest values, ideals and meanings. Culture is an expression of the inner world of man, his desire for self-knowledge and spiritual perfection. In this sense, it goes beyond pragmatic goals, acquiring sacred significance, since "it was conceived around the temple and in its organic period was connected with religious life" [3, p. 411]. The connection with religion gives it special spiritual depth and significance. The basis of culture is the cult of ancestors, reverence for graves and monuments, as well as sacred traditions and legends passed down from generation to generation. These elements form a cultural heritage that connects times and preserves the memory of the past. "Culture," writes N.A. Berdyaev, "is always proud of the antiquity of his origins, his inseparable connection with the great past." [3, p.249].

In N.A. Berdyaev's philosophy, culture is presented as a phenomenon with a spiritual and sacred essence, a bearer of the highest values and ideals. In the age of artificial intelligence and innovation, it is important to preserve the continuity of traditions and the uniqueness of cultural heritage, lest we lose touch with our roots and devalue spiritual values.

Ancient culture, with its high value and aesthetic significance, represents a unique phenomenon, accumulating the finest achievements of a people over the centuries. Who can deny its role as a repository of spiritual wisdom, moral imperatives, and aesthetic ideals, fostering a sense of identity and connection to historical heritage? Culture thus serves as a link between the past and the future, ensuring the continuity and evolution of cultural traditions. Isn't it amazing how it connects us with our ancestors and inspires new achievements? These ideas are reflected in the works of philosophers such as Plato in *The Republic* [4], where he views culture as a means of cultivating virtues and shaping a harmonious personality.

Not only by enriching the lives of individuals but also by significantly influencing the development of society as a whole, culture contributes to the preservation and enhancement of cultural heritage. This process can be viewed as the systematic accumulation and transmission of cultural values, which helps preserve the uniqueness and diversity of a nation's cultural experience.

In the context of reassessing the importance of cultural heritage in shaping collective consciousness, it's worth turning to Hegel's philosophical insights, presented in his seminal work, *The Phenomenology of Spirit* [5]. Hegel argues that culture represents a dynamic process of a people's self-awareness, which not only reflects its historical development but also serves as a platform for philosophical understanding of reality. Cultural heritage, therefore, can be viewed as the accumulation of spiritual and material values that are formed during the historical evolution of society. It serves as a tool for a nation's self-knowledge, allowing it to understand its place in the world, its achievements and mistakes, and to develop specific worldviews and ideological guidelines.

Philosophical ideas embedded in cultural heritage play a key role in this process. They contribute to the formation of a collective consciousness, creating shared understandings of the world, humanity, and its place in the universe. These ideas not only reflect historical realities but also shape new paradigms of thought that can have a significant impact on the future development of society.

Consequently, cultural heritage is an integral part of the process of shaping collective consciousness. It serves not only as a mirror reflecting a people's historical journey but also as an active tool facilitating their further development and self-improvement.

Thus, ancient culture, as an integral part of human heritage, represents a complex system integrating historical, philosophical, and aesthetic aspects, making it an important object of study and preservation for future generations. Shouldn't we make every effort to preserve and enhance this priceless treasure for our ancestors? These thoughts find echoes in the works of Hannah Arendt in *The Life of the Mind* [6], where she emphasizes that culture is the foundation for human freedom and creativity, as well as in the works of Karl Jaspers in *The Origins of History and Its Goals* [7], where he considers culture a key element in understanding human history and identity.

Rapid technological advances, particularly in fields such as artificial intelligence, genetic modification, and biotechnology, raise complex questions about the permissibility and limits of their application [8, 98–107]. These technologies open up new horizons and opportunities, but simultaneously pose serious ethical and philosophical challenges for society. How can traditional values, such as respect for life and nature, be preserved in a context where technology can lead to unforeseen consequences?

This issue is complex and multifaceted, touching on various scientific and philosophical aspects. Firstly, it is closely intertwined with ethical and moral dilemmas, as well as with the problems of defining and redefining values. It encourages people to reflect on their actions and their impact on both their own existence and the lives of others. In this context, it becomes necessary to find a balance between personal freedom and responsibility to society, as well as between innovation and the preservation of cultural heritage. Secondly, it represents a complex task requiring a deep understanding of the processes occurring in the natural and social spheres. Scientists are faced with the need to develop and implement technologies that not only minimize negative impacts on the environment but also harmoniously integrate into existing social structures without contradicting traditional values and beliefs [9].

Although technological progress is rapidly changing many aspects of life, philosophical analysis shows that traditional values, as the foundation of national identity, continue to exert a significant influence on the perception of innovations and their integration into culture. Despite the fact that technology can transform cultural norms, many societies strive to preserve their traditional values to ensure the continuity and sustainability of their cultural and historical community.

### **Conclusion**

In the context of global technological transformation, the phenomenon of cultural heritage continuity acquires particular significance as a fundamental principle for preserving cultural identity and ensuring intergenerational connection. A philosophical understanding of this process reveals not only the dichotomy between tradition and innovation but also their synergistic relationship, facilitating the emergence of new forms of cultural expression. On the one hand, technological innovations can lead to the loss of certain elements of cultural heritage and the transformation of value orientations, potentially threatening the integrity of cultural tradition. On the other hand, innovations act as a catalyst for the rethinking and adaptation of traditional values, creating the conditions for the emergence of new forms of cultural discourse and symbolic capital.

Thus, philosophical reflection on the interaction of tradition and innovation in the context of cultural heritage continuity focuses not only on potential challenges but also on emerging

opportunities. It emphasizes the importance of maintaining a connection to cultural roots, respecting historical heritage, and the right to creative rethinking and innovatively exploring new paths of development. This is the fundamental philosophical meaning of cultural heritage continuity in the context of technological transformation, which requires further in-depth research and understanding.

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