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Серия включена в «Перечень ведущих рецензируемых научных журналов и изданий, в которых должны быть опубликованы основные научные результаты диссертации на соискание ученой степени доктора и кандидата наук», по экономике; по истории; по философии, социологии и культурологии

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УДК 304

## From West to East: Two Branches of the World's Elite

**Olga A. Karlova\***

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*The subject matter or the article is research of the antinomy «intellectual – intelligent» in historical retrospective and prospective review.*

*Keywords: intellectual, intelligent, utilitarianism, universalism, pragmatics, rationality, creativity, creative, spirituality, morale, Utopia, ideal.*

The main philosophical disputes of the day are devoted to the problem of understanding of modern cultural ideals. It is not occasional. The etymology of notional words has become a subject matter of scientific research, the significance of notions being preserved in them according to law of mythology. «Culture» is originated from the Latin word «colere» that meant «to till the land», «grow» – and it can be interpreted as «growing ideals and norms». Even though this explanation is not full, it can be taken for the myth name of the notion «culture».

Actuality of the cultural antinomy «intellectual – intelligent» becomes vivid to any researcher of the new young generation's ideals brought up in the informational society of Postmodernism. The tendency exposed by sociologists is controversial to Russian Self-conscience that has a 200-year tradition and so it demands serious discussion and comprehension. In particular, can one speak of a tradition if 45 % of young interviewees by no means want to follow their parents' steps? This nihilistic

attitude to the previous generation's ideals can hardly be defined as a traditional conflict between «fathers and sons». This is resulted from the gross socio-cultural movement in modern Russian society going through super urbanization, super migration, sharp stratification of the population according to income and possibilities that cause great flexibility in understanding the idea of perfection and norm and young people's denial to follow the social norms transmitting by the senior generation. Unlike them, brought up on the figurative antinomies «Bazarov-Kyrсанov», «Oblomov-Stoltz», the heroic examples of Mereshev and Gagarin – modern students do not appreciate personal examples since the characteristic feature of the post-Soviet students is anti-authority. Nowadays they are indifferent to the ideals transmitted through literature, video, cinematography, religion. The necessity of special educational measures in this process is not discussed here, but the main tendencies in building ideals for the youth – among them the greatest are consideration of the project of

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