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## **TECHNOLOGIES AND THEIR IMPACT ON MAN**

*Relevance of research topic* is caused by the fact that the level of development of science and technology increases the possibilities of manipulating people, which threatens the elimination of individual personality traits. There are various changes of a psychological nature, distortion of moral norms. These facts raises the question about the prospects of individual human existence, the human right to individual life.

*Purpose of research* is the disclosure of the problem of man's depersonalization; to study the problem of lack of understanding of own uniqueness by analyzing works of philosophers, who dealt with the topic was mentioned; based on the proven facts to find out solutions of the problem.

The connection of humans with technical systems has amplified human dependence on technology, which is becoming a tool of a direct influence on his mind. Now we cannot easily give a definite answer to the question «Who is exactly under control? ». It's common knowledge that in any longtime culture, including Antiquity, there was no desire to reveal the dignity of the individual opinions, taste, talent, and lifestyle. With the Renaissance an affirmation of the principle of uniqueness and originality of each individual begins. In addition, in the epoch of Marxism believes that every man is a unique individuality, and at the same time it carries some ancestral essence. In today's informational society the person's own opinion loses any significance for him; he will begin to focus on the views of society. Man consumes a lot of intellectual products: how to make friends, how to make a million and even how to become happy in such a cruel world. Man sees himself as a kind of technical device which can be programmed. Technology of impact implies an algorithm that works for all. Thus, the freedom to create themselves in such a society appears rather as the freedom to follow already existing standards.

Face of men in such a society will be always drawn to the screen and he won't see the real world. People will begin to act mechanically counting and selling. Herbert Marcuse, in his book «One-Dimensional Man» said that a few people dictate our notion of freedom through advertising. They leave us with only one way to be happy – to buy. The fact, that the solution of the problem is a rejection of technology, is wrong. It is already impossible at this stage of the introduction of technology in society. James Martin said that today it is easier to destroy our planet than to eliminate the caused damage. It is necessary to choose and develop those technologies that are in harmony with nature. That is why those technologies should be created or improved that help a person to determine the goals in life and to improve himself.

In conclusion we state that the result of substitution of individual values by general ideas is suppressing a particular person, transforming society into the totality. In order to solve the problem of this kind a new understanding of the existing reality is required. Technologies should give men faith in their ability, in the possibility of knowing their place in this world, their tasks, vocation and mission.

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