**«Political culture and personology»**

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***In the distant backgrounds:*** there is of doctoral thesis "Normative-value nature of the comprehension of reality" (protected at the Philosophical Faculty of St. Petersburg State University), which includes a model normative-value systems, stages of institutionalization, the role of personological factor. 5 books on the philosophy of culture and identity, including published in the United States.

***In the near backgrounds of:*** Value-normative model of political culture, which generalizes the concept of human development (R.Inglehart), a typology of civic culture (Almond-Verba), its critics, the concept of ethos (L.Boltanski) and typology of power by A.Kozhev. The model fits well with international databases by G.Hofstede, World Value Survey program. It allows to build a profile of political cultures, including using quantitative methods.

Model stages of the identification and positioning of the individual. The concept of personality as autoproject and brand.

***The achievements and actual problematic*** are presented in more than 50 publications, including:

*Books:*

Political culture. M.: Yurayt, 2015; Russian Political Culture: Features and Prospects. St. Petersburg: Aletheia, 2015; Body of Freedom. St. Petersburg: Aletheia, 2006;

*Key articles:*

Normative-values model as a basis for political planning and political marketing. // Political engineering in the space of social communications. M.: Russian State Humanitarian University, 2013, p.100-107 (in Russian); Political culture: the problem of the study and typology. // International Journal of Cultural Studies. № 1 (14) 2014, p. 5-20. (in Russian); Political culture as a challenge to interdisciplinary: Russia on the axes of value-normative model for sociogenesis. // Political Science Yearbook 2014 / RAPS. M .: Political Encyclopedia, 2014, p.248-264. (in Russian); Ethos of justices and types of power // Philosophical sciences. 2015, № 2, p.24-42. (in Russian)

Sociogenesis factors: human, too human in the political culture. // Person, culture, education. 2011, № 2, p.5-14. (in Russian); On the nature of freedom. // Problems of Philosophy. 2006, № 4, p.19-28. (in Russian); Personality as autoproject and brand: some consequences. // Philosophical sciences. 2009, № 9, p.30-50. (in Russian); Trust and civic identity as factors for the consolidation of Russian society. // Philosophical sciences. 2012, № 11, p. 76-88. (in Russian); Modernity and subjectivity. // Society and power. 2013, № 3, p. 116-122. (in Russian); The distinction between political science and political discourses about ethnicity. // Ethnic Processes in the global world. St. Petersburg: Asterion, 2014, p.8-17. (in Russian).

***Prospects for the development and application profile:***

- Characteristics of the features and dynamics of national political cultures.

- Comparative analysis of political cultures.

- Investigation of the features of the political culture of the mass society of consumption; Political circumstances of the situation post-secular.

- Profile fits well and provides tools for the development of political morphology.

- Instrumentation for political planning and political marketing.

- Comparative analysis of personological factors in the dynamics of political processes, the personal political projects and brands