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*In real learning in high school should take into account the dynamics of science, focusing not only on the development of knowledge, but also taking into account the socio-cultural context. The ideology of vulgar technokratizm detrimental impact on education. The uniqueness of the personality is revealed not in its narrow professionalism and in the broader context of daily activities, that is, in the world of culture. The core of culture is philosophical culture, which both aired penetrates and comes in a wide variety of phenomena of human culture. Person to form a philosophical culture, it is important to go through several stages in their physical, emotional and mental development, establish appropriate quality that will raise it to a higher stage of evolution. The University should help in the education of those qualities. Need to higher educational establishment items were included in the socio-cultural context. To do this, expand rather than narrow the humanitarian training of future specialists.*

**Key words:** *knowledge, social and cultural context, technocratic approach, humanization, dehumanization, spirituality, lack of spirituality, alienation, identity, culture, philosophical culture, humanities.*

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