

23. Kivinen M., Cox T. Russian Modernisation: Structures and Agencies. UK: Routledge. 2018. 210 p. ISBN 9780367321826; 9781138298835.

24. Lankina T. Unbroken Links? From Imperial Human Capital to Post-Communist Modernisation // *Europe-Asia Studies*. 2012. Vol. 64, Issue 4. P. 623–643. DOI 10.1080/09668136.2012.675666.

25. Кантор В. К. «Крушение кумиров», или Одоление соблазнов (становление философского пространства в России). М.: РОССПЭН, 2011. 608 с. ISBN 9785824316162.

26. Коваль Т. Православная этика труда // *Мир России*. 1994. № 3. С. 54–96.

27. Hinderink J. La géographie le sous-développement et la modernisation // *Revue Tiers Monde*. 1975. No. 62. P. 267–293.

28. Канарш Г. Ю. Справедливость, демократия и капитализм: пути модернизации в России в XXI веке. М.: URSS, 2020. 304 с. ISBN 9785971070504.

29. Fuchs C., Seignani S. What is Digital Labour? What is Digital Work? What's their Difference? And why do these Questions Matter for Understanding Social Media? // *TripleC: Communication, Capitalism & Critique*. 2013. Vol. 11, no. 2. P. 237–293. DOI: 10.31269/triplec.v11i2.461.

30. Jenkins H. *Textual Poachers. Television Fans and Participatory Culture*. London, NY: Routledge. 1992. 352 p. ISBN 0415905729; 9780415905725.

31. Sato K. How Information Technology Has (Not) Changed Feminism and Japanism: Cyberpunk in the Japanese Context // *Comparative Literature Studies*. 2004. Vol. 41, no. 3. P. 335–355.

АФАНАСОВ Николай Борисович, младший научный сотрудник сектора социальной философии.

SPIN-код: 4411-2080

AuthorID (РИНЦ): 857720

Адрес для переписки: n.afanasov@gmail.com

Для цитирования

Афанасов Н. Б. Российский цивилизационный проект перед лицом цифрового капитализма // *Омский научный вестник. Сер. Общество. История. Современность*. 2020. Т. 5, № 2. С. 116–123. DOI: 10.25206/2542-0488-2020-5-2-116-123.

Статья поступила в редакцию 23.03.2020 г.

© Н. Б. Афанасов

UDC 101.1:316.722

DOI: 10.25206/2542-0488-2020-5-2-116-123

N. B. AFANASOV

**Institute of Philosophy,
Russian Academy of Sciences,
Moscow, Russia**

RUSSIAN CIVILIZATIONAL PROJECT FACING DIGITAL CAPITALISM

The article offers a point of view on the Russian civilizational project from the perspective of comparing the national features of Russia's development and the global expansion of digital capitalism. The author places the Russian civilizational project in the context of processes that will inevitably have — and already have — the impact on modern Russian society and economy. Digital capitalism is as relevant a phenomenon for Russia as it is for any other modern country. The global context and modernization are inextricably linked. But when we talk about modernization, even in the most general way, we cannot exclude the national peculiarities of its implementation, which say a lot about the country itself and its culture. In the context of the Russian civilizational project, the main issue will be to understand why, unlike other modernizing waves, digital capitalism has so quickly become embedded in the space of Russian economic life and Russian culture. What exactly in our culture created such a fertile ground for the phenomenon? It is likely that the absence of established capitalist institutions played a role in the introduction of digital practices. But, as in every culture, there is also something special about Russian culture that accelerates the integration of society into the reality of digital capitalism.

Keywords: social philosophy, social theory, Russia, capitalism, digital capitalism, Russian civilizational project, modernization, culture.

References

1. Montesquieu Ch. *Persidskie pis'ma* [Les lettres persanes]. Moscow, 1956. 400 p. (In Russ.).

2. Hassan R. *The Condition of Digitally: A Post-Modern Marxism for the Practice of Digital Life*. London: University of Westminster Press, 2020. 212 p. ISBN 9781912656684. (In Engl.).

3. Jovanović M. N. Is Globalisation Taking Us for a Ride? // *Journal of Economic Integration*. 2010. Vol. 25, Issue 3. P. 501–549. (In Engl.).

4. Shevchenko V. N. *Vozvrashchenie Kitaya na natsional'nyy put' razvitiya v epokhy globalizatsii: znachimost' i vyvody dlya Rossii* [China's return to the national way of development in the era of globalization: significance and conclusions for Russia] //

- Vek globalizatsii. *Age of Globalization*. 2018. No. 3. P. 106–119. DOI: 10.30884/vglob/2018.03.10. (In Russ.).
5. Smirnov A. V. Vsechelovecheskoe vs. Obshchechelovecheskoe [All-Human Vs. Common-Human]. Moscow, 2019. 216 p. ISBN 9785907041240. (In Russ.).
6. Mandel E. Der Spätkapitalismus. Versuch einer marxistischen Erklärung. Frankfurt-am-Main: Suhrkamp, 1972. 541 s. ISBN 9783518105214. (In Germ.).
7. Mandel E. Late Capitalism. London: NLB Atlantic Highlands Humanities Press, 1975. 621 p. ISBN 0902308076. (In Engl.).
8. Jameson F. Postmodernizm, ili Kul'turnaya logika pozdnego kapitalizma [Postmodernism, or Cultural Logic of Late Capitalism] / Trans. from Engl. D. Kralechkin. Moscow, 2019. 808 p. ISBN 9785932555422. (In Russ.).
9. Pavlov A. V. Strannaya zhizn' postmodernizma [The strange life of postmodernism] // Postmodernizm, ili Kul'turnaya logika pozdnego kapitalizma [Postmodernism, or Cultural Logic of Late Capitalism] / Trans. from Engl. D. Kralechkin. Moscow, 2019. P. 7–53. ISBN 9785932555422. (In Russ.).
10. Schiller D. Digital Capitalism: Networking the Global Market System. Cambridge: The MIT Press, 1999. 320 p. ISBN 9780262194174. (In Engl.).
11. Saffronov E. Kak akseleratsionizm prevratilsya v platformennyj kapitalizm [How Accelerationism Became Platform Capitalism] // Logos. *Logos*. 2019. Vol. 29, no. 3. P. 279–289. (In Russ.).
12. Weiss A. Review: Digital Capitalism: Networking the Global Market System by Dan Schiller // *Enterprise & Society*. 2000. Vol. 1, Issue 1. P. 224–226. (In Engl.).
13. Srnicek N. Kapitalizm platform [Platform capitalism]. Moscow, 2019. 128 p. ISBN 9781509504909; 9785759817864. (In Russ.).
14. Tchubarov I., Sechenova E. Levaya kritika v epokhy platformennogo kapitalizma [Leftist criticism in the era of platform capitalism] // Logos. *Logos*. 2019. Vol. 29, no. 6. P. 275–308. DOI: 10.22394/0869-5377-2019-6-275-304. (In Russ.).
15. Dean J. Kommuniyam ili neofeodalizm? [Communism or Neo-Feodalism?] // Logos. *Logos*. 2019. Vol. 29, no. 6. P. 85–116. DOI 10.22394/0869-5377-2019-6-85-114. (In Russ.).
16. Lepsky V. E. Sistemnye osnovaniya perekhoda ot tekhnogennoy tsivilizatsii k sotsiologicheskoy tsivilizatsii [System Bases for Transition from Technogenic Civilization to Socio-Humanitarian] // Problemy tsivilizatsionnogo razvitiya. *Civilizational Studies Review*. 2019. Vol. 1, no. 1. P. 33–48. DOI: 10.21146/2713-1483-2019-1-1-33-48. (In Russ.).
17. Magun V. S., Rudnev M. G. Bazovye tsennosti possiyan i drugikh evropeytsev (po materialam oprosov 2008 goda) [Basic Values of Russians and Other Europeans (on the materials of 2008 year enquetes)] // Ekelektronnaya biblioteka. *Grazhdanskoe obschestvo v Rossii. Ekelektronnaya biblioteka. Grazhdanskoe obschestvo v Rossii*. URL: https://www.civisbook.ru/files/File/Magun_Rudnev_Bazovye.pdf (accessed: 12.02.2020). (In Russ.).
18. Fedotova V. G. Kontseptsii kul'turnykh i sotsialnykh povorotov i ikh evristicheskiye vozmozhnosti [Concepts of Cultural and Social Turns and Their Heuristic Opportunities] // Znanie. Ponimanie. Umenie. *Knowledge. Understanding. Skill*. 2019. No. 3. P. 32–43. DOI 10.17805/zpu.2019.3.3. (In Russ.).
19. Pavlov A. V. Parallaksy lisy: k opredeleniyu predmeta i granits sotsial'noy filosofii [The Parallaxes of Fox: Towards Definition of Subject and Status of Social Philosophy] // Sotsiologicheskoe obozrenie. *Russian Sociological Review*. 2018. Vol. 17, no. 3. P. 149–172. DOI: 10.17323/1728-192x-2018-3-149-172. (In Russ.).
20. Fedotova V. G. Modernizatsiya i kul'tura [Modernization and Culture] // Znanie. Ponimanie. Umenie. *Knowledge. Understanding. Skill*. 2012. No. 4. P. 139–147. (In Russ.).
21. Kanarsh G. Yu. Spravedlivost', demokratiya i kapitalizm: pyti modernizatsii v Rossii v XXI veke [Justice, Democracy and Capitalism: The Ways of Russian Modernisation in XXst Century]. Moscow, 2020. 304 p. ISBN 9785971070504. (In Russ.).
22. Kanarsh G. Yu. Trud i ekonomicheskaya kul'tura v kontekste possiyskoj modernizatsii [Labor and Economic Culture in Context of Russia's Modernization] // Filosofskie nauki. *Russian Journal of Philosophical Sciences*. 2015. No. 10. P. 9–22. (In Russ.).
23. Kivinen M., Cox T. Russian Modernisation: Structures and Agencies. UK: Routledge. 2018. 210 p. ISBN 9780367321826; 9781138298835. (In Engl.).
24. Lankina T. Unbroken Links? From Imperial Human Capital to Post-Communist Modernisation // *Europe-Asia Studies*. 2012. Vol. 64, Issue 4. P. 623–643. DOI 10.1080/09668136.2012.675666. (In Engl.).
25. Kantor V. K. «Krushenie kumirov», ili Odolenie soblaznov (stanovlenie filosofskogo prostranstva v Rossii) [«The Downfall of Idols», or Surpassing of Temptations (The Formation of Philosophical Space in Russia)]. Moscow, 2011. 608 p. ISBN 9785824316162. (In Russ.).
26. Koval T. Pravoslavnaya etika truda [Orthodox Ethics of Labor] // *Mir Rossii*. 1994. No. 3. P. 54–96. (In Russ.).
27. Hinderink J. La géographie le sous-développement et la modernisation // *Revue Tiers Monde*. 1975. No. 62. P. 267–293. (In French).
28. Kanarsh G. Yu. Spravedlivost', demokratiya i kapitalizm: puti modernizatsii v Rossii v XXI veke [Justice, Democracy and Capitalism: Ways of Modernization in Russia in 21st Century]. Moscow, 2020. P. 304 p. ISBN 9785971070504. (In Russ.).
29. Fuchs C., Sevignani S. What is Digital Labour? What is Digital Work? What's their Difference? And why do these Questions Matter for Understanding Social Media? // *TripleC: Communication, Capitalism & Critique*. 2013. Vol. 11, no. 2. P. 237–293. DOI: 10.31269/triplec.v11i2.461. (In Engl.).
30. Jenkins H. Textual Poachers. Television Fans and Participatory Culture. London, NY: Routledge. 1992. 352 p. ISBN 0415905729; 9780415905725. (In Engl.).
31. Sato K. How Information Technology Has (Not) Changed Feminism and Japanism: Cyberpunk in the Japanese Context // *Comparative Literature Studies*. 2004. Vol. 41, no. 3. P. 335–355. (In Engl.).

AFANASOV Nikolai Borisovich, Junior Researcher,
Department of Social Philosophy.
SPIN-code: 4411-2080
AuthorID (RSCI): 857720
Address for correspondence: n.afanasov@gmail.com

For citations

Afanasov N. B. Russian civilizational project facing digital capitalism // *Omsk Scientific Bulletin. Series Society. History. Modernity*. 2020. Vol. 5, no. 2. P. 116–123. DOI: 10.25206/2542-0488-2020-5-2-116-123.

Received March 23, 2020.
© N. B. Afanasov