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Summary

Manchul B., Zazuliak O. Philosophical Interpretation of Consumerism in Terms of Contemporary Society. The article examines the economic and social aspects of public consumption and analyses philosophical and cultural conditions of establishment and spread of consumerism. The authors determine the role of science, philosophy and media in shaping the paradigm of global consumption. **Keywords:** consumerism, future shock, ageism, anti ageism, oniomania, hedonism, neuromarketing, drugstore.