Culture for Sustainable Future: In Search for a New Paradigm

*Jelena Duric*¹, *Ljiljana Rogac Mijatovic*²

¹Institute for Philosophy and Social Theory, University of Belgrade, Serbia
²University of Arts, Faculty of Drama Arts in Belgrade, Serbia

The interpretation of sustainability in culture that is predominantly based on economic profit seems essentially non-sustainable. Searching the concept of sustainable future requires connecting values of different spheres into the whole system, namely, the integration of economic, environmental and human values. This value system needs designing sustainability that includes different kind of economy, namely, that incorporates sustainable concept of de-growth. These ideas are important in the envisioning global survival, as they are supported by the ancient anthropological wisdom that disappeared within modernization paradigm. Its "colonization of imagination" and "monoculture of mind" forces us to think that the neo-liberal concept of progress has no alternative. However, there are decisive arguments that sustainable culture should rely on re-establishing its continuity with nature and the natural principle of self-renewal, which is based on respect for diversities and their harmonization.

The main research question is What are the parameters of culture which could lead towards sustainable future of the society at large scale? The authors will deal with the topic mainly on theoretical level through amplification approach. The research is thus qualitative. The empirical part of the research is based on media content analysis, but the core issues are dealt within the categories of philosophy.

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