
Apollo's call and educational capacity of society

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The analysis of the historical development of educational sphere revealed one of the main growth drivers in this field. To study and characterize it, we introduce a new socio-philosophical concept - Apollo's call. The article defines the totality of social conditions that determine the shape of existence and dynamics of knowledge as "social knowledge ensuring". We reveal the structure of social knowledge ensuring and describe the determination forms of knowledge development process. Moreover, we show that when society socially ensures new rational knowledge, adequate to the needs of this knowledge development, the latter can be progressively developed further. The conclusion is that Apollo's call is one of the main determinants of socio-cultural dynamics.

Keywords: *Apollo's call, educational capacity of society, social ensuring of knowledge, educational innovations, university tradition, mentality of educational, administrative elite.*

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