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## EDITORIAL

### CULTURE AND ETHICS IN THE 21<sup>ST</sup> CENTURY

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A recurring concern in culture research is the temporal stability of culture and cultural differences.

Ethical principles are often presented as universal, immutable rules. However, ethical issues must be placed in a socio-cultural context for ethical responses to be filtered through the specific orientations and beliefs of the target group.

However, value and ethical systems are filtered through a cultural lens. Therefore, ethics - part of culture - will be perceived, understood and applied differently in different cultural contexts. So, the ethical conduct of individuals and organizations is part of and interconnected with society and culture.

Although we are in the 21st century, it is wrong to consider man as completely rational.

Behavioral economists and evolutionary psychologists have demonstrated that most human decisions are based rather on emotional reactions

Human individuals have extremely limited knowledge of the world and, throughout history, have come to know less and less.

The illusion of knowledge has a big drawback. The world is becoming increasingly complex, and people do not realize how little they know about what is happening around them. Therefore, people who know almost nothing about viruses still propose policies regarding the approach to the pandemic. People rarely realize their ignorance because they surround themselves with like-minded people. Most of the opinions of individuals are determined by groupthink rather than individual rationality,

Like all our other senses, the sense of justice has ancient roots. Human morality has been shaped over millions of years of evolution,

Even if they sincerely wish this, most individuals are no longer able to understand the great moral problems of the world due to the complexity of the contemporary world.

It has been frequently said lately that we live in a new, dangerous era of "post-truth" and that lies are all around us. Propaganda and misinformation do not represent an "invention" of the 21<sup>st</sup> century. What is specific to this century is only the huge volume of false information that distracts our attention from the relevant ones.

In addition to changing economic conditions, globalization in the sense of increased contact between societies is also likely to affect the evolution of national cultures

Although for a large part of humanity the COVID 19 pandemic appeared as a new phenomenon, unprecedented in the history of mankind, the reality is completely different. Pandemics have appeared periodically for thousands of years, the type of host and the number of deaths being different. It can be seen that the pandemics had a large geographical extent, almost as much as the entire globe.

The way they were approached and explained by the population did not differ much throughout history, despite the extraordinary evolution of science, especially medicine.

People have always tended to explain these phenomena through unscientific theories. Even the evolution of the level of general education of the population did not bring essential changes in the attitude of the population.

Collective memory is short, even shorter when we are talking about periods that transcend generations.

It seems that cultural dimensions are stable over time and despite the increase in the general level of education, ethical values have remained constant throughout human evolution.

The 21st century has brought to our attention two major events: the Covid 19 pandemic and the war in Europe. People's reactions to these events show us that in fact there is "nothing new under the sun".