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*Anticipating technocultural changes in the thought of José Ortega y Gasset.*

**Abstract**

We live in times of profound technocultural changes that affect the twenty-first century society. This rapid acceleration of civilization was foreseen by one of the greatest philosophers of culture of the last century, Jose Ortega y Gasset. In his deliberations he analyzed social, cultural and economic dynamics of the transformation of the world caused by technology and industrialization. He predicted present changes in today’s global economy, passing from industrialism to networking and informationism, while pointing out the greatest imperfection of the world, which is a crisis of human identity.

**Key words:** technocultural transformation, mass culture, mass man, consumerism, media