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**Self-understanding of ethno-cultural identity in the post-Soviet space (based on the study of Russians, Adygs, and Armenians of Krasnodar region)**

Self-understanding of ethno-cultural identity is a mastering process of the normative-value potential of ethno-cultural tradition by a person and a building their own meanings within this tradition.

Author studied the self-understanding of ethno-cultural identity through the image of the "ideal representative of the ethnic group", the image of "a typical representative of the ethnic group," the value gap in the evaluation of the image of the "ideal representative of the ethnic group", and the image of "a typical representative of the ethnic group". In the study students from Krasnodar, Maikop, and Sochi took participation. The total sample equals 919 respondents. As a result of the empirical research, it was revealed that the categorical structure of ethnic self-consciousness of the studied ethnic groups consists of three main factors: ethno-cultural normativity, according to which ideas about the images of the ideal and typical representatives of the ethnic group differ; gender differences, including ideas about masculine and feminine features; traditionality, associated with ideas about the features that define the historical continuum of ethno-cultural tradition.