

• ” ,
 , —
 (,), chikarkova@mail.ru

(fin de
 ci cle)

« ».

(,).

, ,

,

.

: , , , ,

.

Chikarkova M.Yu., Doctor of Philosophy, Professor, Department of philosophy and social sciences, Chernivtsi Trade and Economics Institute KNTEU (Ukraine, Chernivtsy), chikarkova@mail.ru

Transformation of anthropocentric consciousness in the magic discourse of modern mass–culture

Magical component is «implicated» in the modern mass–culture. A new wave of interest to magic associated with the first by the crisis of Modern humanistic consciousness of the Renaissance, which sought to disavow the values of Christian humanism. In place of the medieval «consecrated man» comes a «self–deification» man who appreciates itself be the credibility of which is lost.

And our culture is becoming a civilization. Mass–culture sublimates into sight game character and the «religion of pleasure». Man having to manipulate everything that surrounds it. Our contemporary aims to be not only a master of his own fate, but

the fate of other people and manipulation by «gods and demons» that represent elements of material nature. Especially dangerous is the fact that it takes place at an audience of children (the Harry Potter films etc.). Today's adults are addicted to fantasy and cartoons, and a blurring of the boundaries between childhood and adult cultures leads to infantilization of society.

Keywords: anthropocentrism, magic, religion, neopaganizm, mass-culture.

• ” , —
(,), chikarkova@mail.ru

de ci cle) – fin
«
».
(
).
, . . . , ,
:
« » .
— (),
, ,
.
: fin de
ci cle, «carpe diem» –

‘ ‘

· ‘ ‘

·

‘ ‘ ‘ ‘

—

‘

·

‘

‘

‘

‘

‘

‘

·

‘ ‘ ‘ ‘

· « » ,

‘

[5].

‘

‘

[2;4;10;15].

].

·

·

«

» [8],

‘

‘

‘

·

‘

‘

‘

‘

‘

‘

‘

·

·

‘

‘

‘

‘

‘

‘

·

«

»

‘ « »

[7, .28].

(),

(»),

» [12, .447–448].

» , « »

, « ».

,

,

,

,

,

».

».

».

»

» [3, .12].

,

[1, .50].

» [1, .50–51].

» [12, .451].

,
» [16, .60].

,
« ».
—

.
:
!

(), . «

,
» [13, .33]. « »

, , ,

.
« » [3, .13].

, — , « »

, .
(

« , » «

»). :

« », .

, .

« — , ,

, ;

[...]» [14, .19]. ,

: «

!», « ?»

. , —

, ,

, ,
« ».

» [11, .39].

— — . , « » ,

« » ,

« » . . .

, . — .

, , . — .

, . — .

« » .

, , .

, ,

3. . . . /
 // . – 2006. – 6. – 3–20.
4. . . . /
 – : , 1999. – 151 .
5. . . . : – .
 : . 09.00.06: « » / . –
 , 1992. – 28 .
6. . / . // . – 2005. –
 4. // :
 <http://www.noti.ck.ua/paper.php?year=2005&vip=4&rub=62>.
7. – . / – . –
 .: « », 2004. – 336 .
8. . . . /
 . . // : . . – .:
 , 1999 // <http://gask.countries.ru/?pid=89>
9. . . « ...» / . . //
 . – 2008. – 1. – 3–18.
10. . . . :
 . : . 09.00.13 « , . ,
 » / . – / , 2004. –
 19 .
11. . . / . . . – :
 – . – , 2003. – 100 .
12. . : XII–XX . / . . – .:
 , 2005. – 584 .
13. . / . – .: –
 . – , 1959. – 936 .
14. . . / . . . – :
 , 2001. – 480 .

15. . . / . . //
 . – 2004. – 2. – .165–175.
16. . . /
 // . – 2006. – 10. – .55–68.

References

1. Blumencranc M. V poiskach imeni i lica. Fenomenologia sovremennogo landshafta / Michail Blumencranc // Voprosy filosofii. – 2007. – 1. – .47–60.
2. Brudnyj A.A. Magia kak fenomen individualnogo i massovogo soznania / . . Brudnyj // koldovannaja realnost (ir afrikanskoj mentalnosti). – .: Izdatelskaja firma «Vostochnaja literatura» R N, 1994. – .61–73.
3. Gadzhiev .S. ss . if. Gosudarstvo / maludin Serazhudinovich Gadzhiev // Voprosy filosofii. – 2006. – 6. – .3–20.
4. Grechishnikov S.E. gia kak sociokulturnyj fenomen / S.E. Grechishnikov. – luga: GUF blizdat, 1999. – 151 p.
5. Grigorenko A.J. Filosofskij analiz magii: vtorefer. ... d–ra filosof. nauk: spec. 09.00.06: «Filosofia religii» / ndrej Jurievich Grigorenko. – SPb, 1992. – 28 p.
6. Grishchuk S. Spadok tshchaslyvoi ludyny / S.Grishchuk // Novyny tyzhnia. – 2005. – 4. // Rezhym dostupa: <http://www.noti.ck.ua/paper.php?year=2005&vip=4&rub=62>.
7. Jego Sviatejshestwo Dalaj–Lama. Etika v novom tysiacheletii / Dalaj–Lama. – .: Izdatelskij dom «S fia», 2004. – 336 p.
8. Jeriomina Zh.J. gia kak psevdoreligia v sovremennoj massovoj culture / Zh.J. Jeriomina // Voprosy kulturologii: Sb. aspirantskich rabot. – .: G , 1999 // <http://gask.countries.ru/?pid=89>
9. Kiselev G.S. «Po obrazu i podobiju...» / G.S. Kiselev // Voprosy filosofii. – 2008. – 1. – P.3–18.
10. rkov . . gia kak binarnaja sistema I jejo vlijanie na process formirovania mirovozzrenia sovremennogo cheloveka: vtorefer. ... kand. filosof. nauk: spec. 09.00.13 «Religieviedenie, filosof. antropologia, filosofia kultury» / ichail leksandrovich rkov. – Rostov n/D, 2004. – 19 .

11. Matveev G.M. Mifojazycheskaja kartina mira / G.M. Matveev. – Cheboksary: Izd–v Chuvash. Un–ta, 2003. – 100 p.
12. Mushemble R. Oчерki po istorii Djavola: XII–XX vv. / Mushemble R. – .: Novoie literaturnoje obozrenie, 2005. – 584 p.
13. Rassel B. Istorija zapadnoj filosofii / Bertran Rassel. – .: Izd–vo polit. l–ry, 1959. – 936 p.
14. Rassel J.B. Koldovstvo i vedmy v Srednije veka / J.B. Rassel. – SPb: urazia, 2001. – 480 p.
15. Svechnikov V.S. Magichnost massovogo soznania / V.S. Svechnikov // Chelovek. – 2004. – 2. – P.165–175.
16. Epshtein . Eros civilizacii. Ironia zhelania i konec istorii / ichail Epshtein // Voprosy filosofii. – 2006. – 10. – P.55–68.