

CULTURAL STUDIES

UDC 003

THE WORD BEFORE AND AFTER BOOK

Typical of today's democratic civilization, active replacement of the book is seen as a natural result of the cultural evolution process. The culture formation in the course of this process can be represented as the acquisition of bilingualism (enrichment of visual perception humanoids by the verbal abilities). Further evolutionary path leads from the mythopoetic verbal-visual phase to the rational, verbal phase, and then to the modern visual-verbal phase. The next cycle of culture is always associated with barbarism as a consequence of the degeneration of the previous civilization. Modern trends reflect an evolutionary regularity — the deletion a book from the proscenium of civilization — reflects the objective process of a search of new efficient code and of cultural forms.

Keywords: cultural evolution, the book, rationality, verbal phase, visuality, efficient code, perception, channel.

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