

SYMBOLUM

Terra Mater Materia

A cura di
DIANA DEL MASTRO e ANGELA GIALLONGO

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SYMBOLUM
TERRA MATER MATERIA

A cura di
Diana Del Mastro e Angela Giallongo

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INDICE

Introduzione.....	7
DIANA DEL MASTRO	
Alle radici della forma: il suono e il ritmo primordiale della Terra.....	9
TEODORO BRESCIA	
I simboli taoisti della materia e dello spirito: alle radici della filosofia perenne.....	29
MARIADOMENICA LO NOSTRO	
Il risveglio della Madre Terra.....	51
KATJIA TORRES	
Indicios de cultos matriarcales preislámicos recogidos en <i>el Corán</i>	75
ANNEMARIE KROKE	
Regredire al materno per progredire.....	95
TARSHITO	
Terra (Unione), Mater (Offerta) Materia (Pellegrinaggio).....	103
ANGELA GIALONGO	
La Terra come metafora del femminile nel medioevo.....	113
PATRIZIA CARAFFI	
Terra e cielo. Le donne albero, gli alberi delle donne.....	141
DANIELE CERRATO	

Miti e Simboli matriarcali in <i>Accabadora</i> di Michela Murgia.....	163
EVA MORENO LAGO, MERCEDES ARRIAGA FLÓREZ	
Il simbolico materno in <i>Carmin rojo sangre</i> di María Rosal.....	179
MERCEDES GONZÁLEZ DE SANDE La simbologia nell'ambientazione dei romanzi di Adriana Assini.....	197
GENNARO VALENTINO	
Ritorno a <i>Bagheria</i> . Il ricordo della terra natia.....	225
FERNANDA MANCINI	
A mo' di emblema.....	239
LAURA MARCHETTI	
La fiaba come voce profonda della natura.....	243
MARIA LEO	
Le symbole de la pomme au cours du temps et des âges.....	267
SEBASTIANO VALERIO	
Leopardi, Pascoli, Pirandello e le colpe di Copernico.....	295
MARINO ALBERTO BALDUCCI	
La Donna Nera e Francesco D'assisi nella Divina Commedia.....	313
CEZARY KORZEC	
Nostra sorella madre Terra: una rilettura evangelica dell'antico concetto nel <i>Cantico delle creature</i> di san Francesco d'Assisi.....	333

ANDREA SCHEMBARI

La terra vista dall'acqua. Mito e identità
negli approdi in Sicilia di P.L. Courier e J.W. Goethe..... 345

ANDREA DEL GUERCIO

L'arte della terra..... 357

CARLA DELLA PENNA

Symbolism Versus Reality:
The Meaning of the Word "Land" for the Migrant 369

ANGELO RELLA

La terra è in pericolo?
La letteratura di genere la salverà!..... 385

RUSUDAN MAKHACHASHVILI, YULIYA SHTALTOVYA

Digital Terraformation: Cyberspace Ontology, Anthropology and Gnosis
.....441

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DIGITAL TERRAFORMATION: CYBERSPACE
ONTOLOGY, ANTHROPOLOGY AND GNOSIS

Cyberspace stands as an integral ontological entity, pertaining to the triadic coordinates of Terra-Mater-Materia. As such, it is a unique environment in need of cognition and perception ways reinvention via philosophic, cultural, social, linguistic approaches, providing unlimited opportunities for human intellect and language development. The cyberspace presents a functional ontological and cognitive model of Reality, the linguo-semiotic manifestation of the latter taking place concurrently and prospectively within cognition and research grasp.

Cyberspace has been gradually separated into an independent existential whole, within which electronic and digital media serve not only as a means of transmitting information or interaction, but fulfill their own world-building, symbolization and logogenerative potential. Computer Being is a multi-dimensional synthesis of reality, human experience and activity, mediated by digital technology, instrumental to the development of 'homo

digital' (digital native). Modern computer technology as part of the technosphere (and respectively - the noosphere) take up more space in the public consciousness and functional activity of digital native mankind.

Given the conceptual identification system of ontological and linguistic-mental complex structures to determine reality constructs, computer being and its innovative verbal shell can be located within the set of the following categoric coordinates:

- A specific type of substance - material and ideal reality together of all forms of development (being|**materia**);

- A zone of integrative anthropogenesis (**mater**);

- Implementation environment for "post-humanistic" trends of anthropogenesis (**digital terraformation**);

- A segment of the noosphere (**technosphere**);

- A system of multi-level, countervailing social relations, Mediating in new collaboration and communication (**democratized sociosphere**).

- A psychosomatic and emotional plane, the sphere of spiritual experience (**creativity capacity, spiritual liberty**);

- A worldview, model of the world, picture of the world (**logosphere**).

Logosphere is perceived as a synthetic linguophilosophical concept that means: 1) a multitude of speech units that are the phenomenologically exhaustive implementations of abstract (substant, conceptual) and empirical (factual, objective) elements of different areas of life (Bakhtin M., Yu. Lotman., E. Pauerannen); 2) integrable area of mind-speech continuum of a (linguistic) culture in general and specific (linguistic) cultures (R. Barth, G.D. Gachev, N.V. Bardina, A. Losev).

The interdisciplinary nature of the study provides for rethinking traditional linguistic perspective and semantics research tools of English innovations lingual paradigmatics.

The study is founded on the principles on the multidisciplinary study of complex dynamic moduli of linguistic phenomena and entities, due to methodological

context of postmodern paradigm of the second half of XX – the beginning of the XXI century, in general (J.-F. Lyotar, M. Heidegger, U. Eco, Derrida J., H.-G. Gadamer, J. Deleuze, I. Hassan) and linguistic science in particular (R. Barth, U. Eco, A . Coquelin).

Mosaic, simulative and multi-dimensional nature of the research module defines prioritized methodological context, allows to identify the substantive nature of English computer innovation (ie the ability to serve as a comprehensive phenomenological cognate to the corresponding elements of existential sphere), which is provided and implemented by complex identification of multi-substrat interaction (language, time-space, essential, anthropometric and social) settings of English innovative computer being logosphere. As an operational methodological framework for the study of EICL, given the typological characteristics of an innovative logosphere as object and subject of linguistic research (ie - profound synchronous density rates and the results of the parallel development of verbal, onthological and anthropological continuum of CB (D. Crystal, M. Heim, M. Levy), a logocentric approach to understanding global semiotic

integration of macro-and microstructure English innovative computer being logosphere is incorporated, meaningful structural substant principles and orientation of the object being studied in the realm of modern English linguoculture.

The work combines modern linguistic theories of nomination, neology, terminology and derivation with linguophilosophical views on the language system (Aristotle, M. Bakhtin, M. Heidegger, V. f. Humboldt, E. Husserl, A.F.Losev, R. Barth, M. Mamardashvili, A. Potebnya).

Theoretical issues of wholistic, multidimensional language modeling and the reality of its individual areas (one of which within the framework of English linguoculture at the beginning of the XXI century is the area of advanced computer technology) determined the interaction of a number of concepts that consistently connect ontological system features of sophisticated reality objects, attribute their reception and interpretation (in the field of individual and collective mind), implementation, consolidation and relay the results of the interaction of these features. In this regard, a fundamental

dimension of life is defined as a heterogeneous hyperonymic concept that can summarize the polydimensional signs of world order:

- A world that exists; world that is not subject to direct reception, but is in reality;

- The imaginary, unrealistic world (for example, the idea of perfect, mythological images);

- A reality that exists objectively, independently of human consciousness (nature, objective laws of world order);

- A common mode of existence of human society, culture and civilization. Accordingly, the main interactive forms being are:

- Solid Being (material, ideal, substant);

- Biological Being (living);

- Subjective Being (epistemic, cognitive);

- Anthropic Being (cultural, social).

Thus, we can see that within the paradigm of Western traditions, the foundation of theoretical and conceptual perspective parameterization wholistic reality modeling is the synthesis and anthropometric ontological principles. Plane integration of

aforementioned principles can be considered the system of psychomental epistemic concepts that are part of the semantic field of the term "world view" and its multisubstrat and hierarchically heterogeneous derivatives.

That way, world view is identified as a wholistic set of philosophical knowledge of the world, which formed during the evaluation results of reality by the knowledge subject. The subjects or bearers of the world picture is are individuals and social or professional groups, and ethnic or religious communities. The subject forms a picture of the world based on their own feelings, perceptions, ideas, forms of thought and consciousness. Accordingly, the picture of the world because of accumulation of subjective experience, knowledge of world order, based on feelings, beliefs, perceptions and thinking of the individual and the human community, dictates rules of behavior, meaning system, which affect the formation and generalization of concepts. Thus, we note that mapping framework in the system of modern

humanities determines the definition of these leading features of this concept:

- System images (and links between them) - visual representations of the world and man's place in it, information about the relationship between man and reality (man and nature, man of society, a man with another man) and oneself,
- Attitudes of people, and their beliefs, ideals, principles, and knowledge of, meanings and spiritual guidance.

Any significant changes in worldview entail changes in a complex system of these elements.

As an integral product of civilization, Computer reality, however, is gradually separated into independent existential whole. According to researchers, the Internet - a phenomenon peculiar as a "World IV", within which electronic and digital media functions not only as a means of transmitting information or interaction, but fulfill their world-building and sense0building potential.

Due to geopolitical objective preconditions (globalization, informatization of global community, Americanization of world culture) on the edge of the

centuries modern English is the most dynamic and productive means of verbal communication and implementation of new computer technology areas (mainly, according to the system of domestic and foreign research in the field of English of the late twentieth - early XXI century - American and British English).

As an essential product of civilization, modern computer reality has been isolated into an independent existential whole. It limits the electronic media serve not only as a means of transmitting information or interaction, but discover their own world-building, sense-building, and, consequently, linguogenerative potential. Thus, the computer being can be defined as a complex, multidimensional field of synthesis of reality, human experience and activity mediated by the latest digital and information technology. Given the conceptual identification system of ontho-mental and linguistic-mental complex structures to determine reality constructs, English computer being and its innovative shell can be located within the set of the following conceptual coordinates:

- A specific type of substance - material and ideal reality together of all forms of development - being;
- A zone of integrable anthropogenesis;
- Implementation environment for "post-humanistic" trends of anthropogenesis;
- A segment of the noosphere (the technosphere);
- A system of multi-level, countervailing social relations – sociosphere;
- A psychosomatic and emotional plane, the sphere of spiritual experience;
- A worldview, model of the world, picture of the world.

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