Мова. Культура. Комунікація: поширення інтегративних тенденцій у сучасних дослідженнях мов і літератур

Матеріали VIII-ї Міжнародної науково-практичної конференції (28–29 квітня 2017 р.)

Чернігів 2017

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DEFRAGMENTING THE WORLDS: M-LOGIC IN VERBAL MODELING

The phenomenon of verbal modeling is considered within the conceptual and methodological framework of mythic logic. Alternative realities are regarded as verbally mediated systemic informational transformations. Defragmentation is addressed as systems' nature-oriented upgrading and tuning
Key-words: *myth, system, defragmenting*

Verbal encoding of informational quanta resulting into generating alternative realities involves operating a number of inchoative axioms traditionally associated with myth. At various stages of cultural development respective mythic construals become the bases of secondary myths thus expanding the variation of the primary allegedly iconic matrix of natural state of affairs. Employing secondary myths and mythic simulacra for specific (political, economic, personal etc.) purposes inevitably increases the entropy of various informational systems (semiosphere, noosphere, national worldviews, individual conceptual spaces etc.). Due to the cumulative effect of systemic errors caused by incompatibility and contrary essence (less and less "natural" in progressive modeling) of "axiomatic mythology" the conceived alternative realities appear to be "fragmented" i.e. paradoxical, auto-destructive, incapable of self-sustaining.

The fundamental principle of "irrational rationalizing" determines the dual and dialectic nature of myth-oriented world modeling (and respective myth-oriented semiosis) known as "re-mythologizing": either addressing the database of previous generations' experience in order to restore the nature-compatible state of affairs in the "primary reality" or creating secondary myths that configure parasitic consumption-oriented fake realities. In this regard the process of "de-mythologizing" could be interpreted as either "scanning for fake mythic simulacra" or analytical procedure

(ineffective if solely analytical) aiming at identifying the conceptual premises of a world. In any case, both scientific and applied existential purposes trigger the systems' "defragmenting" which encompasses elimination of excessive "empty" or "auto-destructive" data, their restructuring and re-tuning.

For instance, we speak of lingual communities' involvement in large-scale conceptual inversions. We consider inversion a poly-etiological universal characterizing the functioning of open systems allowing them to "reboot", "return to default settings", "defragment itself" when previous settings become no longer effective and hinder its adaptive development. Being a dynamic configuration update, inversion does not undermine system's integrity and sustainability, allowing it to adapt, evolve and fulfill required functions. System's inverse adaptive rearrangements often cause transformations of its polar segments. Therefore we witness the abovementioned parallel "de-mythologizing" of simulacra imposed by dominant ideological systems and "re-mythologizing" of present-day culture in the sense of searching for eco-centered patterns of humans' interaction with the world on the basis of reconstructing historically prior cultural experience. Inversion can be regarded as both a manifestation of evolution and a result of invasive manipulative practices.

We suggest carrying out multiaspectual study of lingual and cultural transformations employing Myth-Logic (M-logic). As our previous research suggests, M-logic appears to be a set of methodological concepts that aim at expanding the scope of studying and interpreting lingual data. The said approach employs broad interdisciplinary parallels, encompasses rational-analytic and irrational-synthetic research procedures. The key notions of the suggested approach are neo-anthropocentrism, myth-oriented semiosis theory, fuzzy entities' interpretation, recognizing quantum nature of lingual phenomena, causative non-linear logic, enigmatic (fuzzily synergetic) nature of system's development, inverse nature of systems' fluctuations.

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