



Tuesday, June 24th, 14:30-15:00, room 201

Igor **Nevvazhay**

Saratov State Law Academy

On Semiotic Typology of Cultures

Keywords: Intentional and responsive consciousness, name, interpretation, culture of rules, culture of expression

The main purpose of my report is (discussion) to offer typology of cultures which is based on distinction of fundamental functions of consciousness and language.

I discuss two abilities of consciousness – intentionality and responsiveness [E. Husserl, B. Waldenfels]. I prove, that these abilities determine two alternative types of culture of rational behavior.

Intentional consciousness and responsive one are realized by means of two alternative fundamental actions. Intention creates a field of interpretations, that is, a set of meanings which are given to signs. These interpretations make the content of the constructed world. In this case consciousness works as a factory of reality. Another situation takes place, when we search for representation of already given content, trying to identify what is given to us. Here we deal with the act of “name”. A proper name of some object is a way of its representation in consciousness. Existence of two types of conscious attitude to reality explains some optical illusions (dual images), and logical phenomena lie and truth.

Then I prove existence of two types of culture according to two mental activities. One of them I call culture of rules, and the other one is culture of expression. Culture of rules is determined by an attitude to a sign as something conditional concerning its referent. Here the consciousness exists as an intentional act which defines a meaning of a sign. This is a procedure of interpretation of a sign. A sign and its usage define its meaning, so in this case there is a law: “that exists what is right”. Here the main cogitative opposition is “regular – irregular”. It means real is that what is entered by means of rule. In culture of expression consciousness is directed at searching for the “right” expression of the already given content. Due to that the external reality becomes an event of our consciousness. Thus responsive acts create the type of culture in which the mental opposition is “right – wrong” which concerns estimation of a representation. Here there is the law: “that is right what exists”.

I show that the offered typology allows to define typological features of cultures in various spheres of human life: thought (science), emotional experience (moral), and action (right).