

Andreeva Olga Nikolaevna, "The ontological bases of culture in a context of a transcendental institutionalization of existence". The ontological bases of culture in the course of a reflective embodiment of a platform of a transcendental (immanent) institutionalization the existence representing not only by owning the standard and pragmatic party of language, elements of semantic-structural and correlation analyses, but also development of the basic analysis of semiotic components of text structure as forms of an immanent embodiment of existence, are located and analyzed by the author. The article is devoted to consideration and the analysis of the phenomenon of culture, search and justification of the ontological bases of traditional culture of Eastern Slavs from the position of the transcendental direction in philosophy. The specified problem is connected with the major scientific and practical tasks assuming semantic and semiotic analyses of the forms and the typological bases of an equivalence, reproducibility, transparency of acts of consciousness, their remaking from initial to finishing links. Studying of the questions of a transcendental institutionalization of existence assumes the analysis of methodological and theoretical bases of the system of linguistic vision of the world. Linguistics as science about language appeals first of all to different types of text structures, assuming the analysis of their semantic, structural and semiotic components. The whole set of the phenomena of culture from the position of an embodiment of a transcendental institutionalization of existence from the point of view of semantic and semiotic analyses is the most brightly shown in one of the forms – in culturological (ethnolinguistic) texts. The category "culturological text" is way of influence, a transmission medium of information and regulation of the relations of the person in the sphere of existence. The ontological bases of culture, thus, are not only predetermined by forms of a transcendental institutionalization of existence, but also are characterized from the position of semiotic and semantic analyses: on the one hand, sign system in culture is not an abstract speculative code, and symbolical expression, leaning on concrete and sensual, figurative attitude, but from the other hand, it is having the traditional values developed in cultural practice of the meaning. List of the keywords: ontology; reflective

embodiment; transcendental (immanent) institutionalization of existence;  
culturological role of language; system approach; traditional culture; semiotics;  
semantics; language; culturological (lingvocultural) text.