

Yankovsky S. Socio-cultural universals, values and sociocultural worlds of modernity in the context of the synthesis of art as a phenomenon of postmodern culture.

Umberto Eco defined the problem of universals related to the development of the unified cosmological vision of «the eternal humanism». The problem of sociocultural universals is the contextual and the categorical relationships between the culture and the society as well as the ways and forms of differentiation between them.

Socio-cultural universals are the personal system of values in the post-industrial society. The art is the source of various codes, values and practices. They define a proper community without reference to the anthropometric, physical and biological characteristics of its members.

The essence of social and cultural universalism of the post-industrial civilization can be determined as the transformation of the art and of the creative activity, the functional dichotomy «visuality – mediality» on the superficial level. The categorical as well as ontological meaning of the dichotomy remains open to discussion.

It's worthy to note that sociocultural universals are invariant social practices at the following levels: (a) the routine (nutrition, hygiene, fashion and communication), (b) the forms of perception that provide the qualitative features with the general meaning

(ideas, attitudes and communication), (c) the ideas which are of the principles of human acts.

The invariants were regulated with the accordance to the ethical standards in the industrial society. The ethics of the post-industrial society that consolidates its culture with the creativity complied to the aestheticization of the social reality. So, the whole phenomenal structure of the society (it can be described as the logic chain «body» - «space» - «time» - «action») is to be re-

examined according to the above mentioned circumstances. The reorientation of the philosophical and cultural discourse should take place through the transformation of the framework of categories and concepts and it cannot be updated per saltum. It is a complex process of rethinking of a wide known issues and new forms of the question concerned with the meaning of the art as well as with the means of its creation.

If you put this provision into the most general form of the statement, you should think about the creativity of creation, the imagiativity of images, the materialization of those that was created as the result of creativity in the modern world can be presented as an explicit initiation (Kazimir Malevich), «the song of silence» (Ingmar Bergman), eyes language (Agatha Christie) and a chastity obscene (Lady Gaga) and others.

Key words: problem of universals, socio-cultural universals, post-industrial civilization, symbolic space, the communicative function of art.