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**THE SOCIAL CONSCIOUSNESS IN THE CONTEXT
OF THE EVOLUTION OF THE SOCIETY'S
REFLECTIVE SYSTEM**

Introduction

The relevance of the of the phenomenon of “consciousness” consideration in the context of intellectual evolution is due to the modern society state, in which all achievements of human civilization including scientific, technical, and intellectual progress, are already insufficient to solve numerous problems. Here is seen a consequence of the social history unfolding in a particular development vector, subject to the satisfaction of various human needs and selfish desires for wealth and entire social life improvement. The problem of the human consciousness is gradually emerging from the shadow of highly specialized research and is becoming a vital interscientific discourse that gives an opportunity to get answers to the questions that have concerned all progressive mankind attempting for thousands of years to form a global civilization. This problem has also acquired an ideological character regarding the vision of all systems and processes in the space of human life or reality in the available limits.

Have we reached the level of “reasonable” activity and behavior to see, evaluate, and make the right choices about our future path? What is the role of human consciousness in the regulation of relationships with the life world and the space of Existence? Can we accept that the depressing pictures of the life world, where the carrier of this consciousness has already no value, are the consequence of the development of the Creation material – human beings? The search for the answers is driven by the state of the society, which has reached its limits in the basic components of the human civilization formation process – activity, cognition, and interaction.

We should admit that in the activity modus, its primary form such as labor, is gradually replaced by information-technological complexes which lead to the replacement of human labor by machines – robots. A gradual increase in the labor division of the activity diversification process has led to the production of the variability of cultural patterns, forms and ways of human activity. It also received a variety of forms and processes, which became a condition of the people living space extending, including various social spheres: educational, political, scientific, domestic, commercial, creative, etc., accompanying the historical and cultural development of society [1]. Social development has strengthened the adaptive-adapting meaning of the society socio-cultural differentiation, entropic nature of the dynamics of which set the conditions for the formation of the negentropic trends in the development of the social relationship systems that expended the living space and at the same time brought the imbalance to its equilibrium. The physical and informational picture of the Universe as the reality of Existence helps to find the explanation of the possibility and necessity of the perception of its multiplicity, simultaneity and multilevel.

Science, including research centers, universities, scientific staff and their training system, scientific press and communications, program of collaboration with industry and business was formed as a special social institution in the cognition modus [2, 3, 4]. Thus, science came under the control of the state-political institutions of the society and, according to their ambitions, creates pictures and images of the world replicated in the education systems and mass communications. The society's information-communication environment is a clashes arena of interests, ideas, ambitions and intentions on world domination that acquires the form of the permanent information war [5].

The science itself has accumulated enough contradictory situations caused, on the one hand, by the strengthening of the interdisciplinary and interscientific relations, interpenetration of

methodology of natural, technical and humanitarian sciences, using scientific tools, as well as the conceptual apparatus, once relevant to specific scientific disciplines; on the other hand, by the restriction of transmitting possibilities and by the academic conventions [6]. This situation should be considered as a prerequisite for the scientific knowledge integration based on the convergence of data, information, and knowledge included in the intellectual resource of humanity; as a necessary basis for overcoming fragmentation and isolation of scientific research. However, we are moving along the “entities” multiplication path, delaying the necessary synthesis [7].

In the modus of social interaction, the growing diversity of methods, forms, and technologies of communication that accompanied the historical and cultural development of the society contributed to the formation of the integral media space. All public spheres are currently included in the system of social communications and relations. In the new conditions, the communication relations permeate the social interaction sphere, regardless of national, political, religious and other differences [7, 8, 9].

The relevant questions from the standpoint of the results of the socio-historical practices are: What we wanted and what we got? Where are we going? What brought us the intellectual evolution? Have we reached the sought common good and the environmental comfort? From the standpoint of science there are couple important questions: What is our place in the Universe?; What is the meaning of our lives? From the standpoint of the interaction it is required to answer the question: Why we can't reach an agreement between ourselves in the social space of the human life-world? The answers to these and other questions are directly connected with the intellectual evolution of humanity, results, and ways of the knowledge usage acquired in the process of society development. But above all, these issues are linked with the phenomenon of “consciousness” which, as evidenced by modern science, with all its subject-object differentiation, is

related to the integral level of reality perception which demands changes in the observer. In order to answer or, at least, approach to obtaining the necessary answers to these questions, we should take a more detached position in their consideration, which is a breakaway from scientific knowledge fragmented horizon regarding the mind and consciousness. This requires the consideration of the social consciousness phenomenon, not only in its physical, organismic functionality as the apparatus of mental behavior but also as a certain social form of upper organismic, upper material entity – a more complex system than a simple community of people.

In order to substantiate our discussion, we will note some most important, in our opinion, aspects included in the research subject of the natural, technical and humanitarian sciences.

1. In this context, the thesis that the current systemic crisis of society is a sign of reaching ultimate deployment of human history in its material embodiment seems appropriate. Human civilization has reached the transformation period phase state of the development characterized by the threshold states of all subsystems of the humans' life-world [10, 11]. The society was deprived of its own theoretical model for further development, equivalent to the capitalist theory. All subsequent conceptualizations make significant additions to the description of the patterns and processes of social progress of the post-industrial, information period of social history, but it does not cross the line that separates the particular from the whole, a vision of which "runs away" [7, 9, 12, 13]. Now the society faces a systemic crisis, which manifests itself in the most unexpected forms and affects all the key components of people's lives and society elements as a whole: family, health, security, work, food, education, production, politics etc. We were unable to maintain the dynamic equilibrium relationship with nature, among the subjects of social action, and between humans.

2 The thesis on consumer attitude to Nature caused serious environmental impacts, which since the 70s of the last century

made us think about the environmental crisis and the need to build ecological consciousness, ecological outlook, and ecological culture [15, 16]. It was only one aspect of society life, uniting short-term scientific and political community, mass movements, and social organizations in the protection of Nature. Nevertheless it has inspired a lot of theoretical studies about the coevolution of natural and social systems, relations with Nature and human position in the world, created under the influence of human desires, actions, established connections, and relationships with others [16, 17, 18, 19, 20]. The universal evolutionism became the main subject of “Nature and Man” problem and the adoption in science of the "Humanity" concept became a new step to the formation of an integral view of the humans' community with the ultimate goal to find unity, to achieve the state of integrated system commensurate with the system of Nature.

3. The thesis on the existence of “the social optics” comes from the fact that the perception of the humans' life-world is mediated by the symbol-sign systems, which have supplemented the primary forms of the connections with the natural environment. The concept of “the social optics” is directly connected with the reality perception ideas included directly in the system of new ideas about the Universe structure and the manifestation of universal interactions [21, 22, 23].

Note that the understanding of “the new optics” had a metaphorical meaning until the moment when it became clear that this is not a question of technique. The new vision of “reasonable” process and result of the mankind activities has all the necessary conditions requiring a conscious approach to the questions about further way of the human civilization development. At the same time there is a lot of accumulated convergence points of scientific ideas about the Universe and its laws, which are based on the latest discoveries in the natural sciences and the active use of the methodology, methods,

conceptual framework, conceptualization, thought forms, models, representatives of the other science fields.

4. The next thesis is correlated with the provisions of the systemic transformation of the humans' life-world. In the scientific understanding of the World-system begins to manifest itself as a multilevel entity, the general condition of which depends on the state of its parts [11, 24, 25]. The world-system methodology opens the way to comprehension of the Universe as a consistent deployment of matter in its many forms: inanimate, vegetative, animal and human [25]. In recent years, the society is also considered as a multilevel system entity in which exists a functional imbalance that occurs due to uncertainties of the overall goals, multipolarity, and multiplicity of the manifesting values, lack of vision of the general picture not only of the reality, but of the humans' life world [11]. The society is the clashes arena of the interests, world domination pretensions, and struggle for primacy while conducting their economic, financial, national, religious, and other ideas. We have a gap in the public consciousness and individual consciousness where is no meaning of life and no faith in its continuation outside the animal body. One part of the scientists is concerned about apocalyptic threats, disasters, and wars and the other is looking for some presentation models that would consider the connection pattern of what is happening with the manifestations of the natural development of the whole society and possible ways out of the systemic crisis in which we find ourselves. Still, the world community isn't in the hurry to see social macroevolution as a special upper societal part of the social evolution, as the part that isn't related to the level of individual community within the modern human civilization [24].

5. The thesis on the process of adoption by the human of their life-world takes place in successive replacement of the basic elements of socialization including (activities, knowledge, and interaction) [1, 26]. These process components of the development and adaptation of the human's existence, in their unity and historical-process sequence, change their priority of the

influence on the development of culture, reaching the level of cognitive integral image [27]. They are important in our time not only as elements of the mechanism of the adaptation to the environment, but, above all, as a special regulation form of social behavior. The achievement of the certain information density and semantic field content saturation, reflected in media sphere of the society as the essentially immaterial system, can be considered as a measure of the development of the integral bio-social organism, able, at some point, to make the system transition to a new development level. The measure has inherent characteristics that help to hold simultaneously a variety of knowledge forms and different levels of positioning system subjects regarding the continual conditions of the formed environment, society and environment relationships, and the society's internal parameters [27, 28, 29].

6. The next thesis refers to the fact that the humans' life-world and the Universe space are controlled by the same laws, leading to harmony in all its parts. The worlds are revealed gradually according to our perception of affordable and accessible to our senses reality and upper material reality, which is beyond the limits of their perceiving abilities. Along with this, the human's notorious intelligence is determined by the meanings, the mental constructs that fill the media space. Only the human being has an inherent phenomenon of social memory [30, 31]. At the certain society development level social memory is the main basis for the formation of individual, collective, social intelligence and corresponding forms of consciousness the formation and functioning of which depends on the socio-cultural environment; it also acquires the appropriate organizational levels. The social memory is the material basis for the social consciousness formation as a zone of transition from the material to the spiritual form of Existence, as a mankind cognitive field that represents an integral community.

7. The thesis on the emergence of concepts such as social consciousness and social intelligence fully reflects the

perspective for the achievement by human community some qualitatively new state, as a social action integral entity that has reached a system status. It is recognized that the relationship between humans, formed in the communication process, is the main factor of the human consciousness development [8, 32, 33, 34]. The reality content and image create the special material-ideal sphere by overlying on each other in the human mind. This is a social interaction sphere which forms the flows of public/social information and transmits the meanings, patterns, models, norms of social relations, artworks, as well as other information as a result of the reality reflection of the human activity experience, including the diversity of its linguistic resources, logical-structural, and cognitive characteristics [35, 36. 292-252]. The connections and relationships are the substantial basis of the society development process. They mediate all the modules of the activity, distribution, and consumption of the joint work results in the social spheres, human communities, and the whole society.

The opportunity to approach the consideration of the social consciousness phenomenon has occurred with the development of the society communication system, indicating wholly its methods tools, methods, models and technologies of human cognitive activity, ensuring the most comfortable conditions for their collective, public use. So, the formation of a unified media system completes the cycle of the historical process of the society development in the plane of the material world, the world of the realization of the needs and resources that meets the growing human desires. It was developed in parallel with two other basic foundation of the society formation as a superstructure over the natural form of the human's life-world.

In order to understand what is happening, to discover and perceive senses appropriate to the new human development stage; to give them the necessary communicative form, we need to understand the formation peculiarities of the society reflective system, to consider it as a system that includes social

consciousness, as a result of development activity within the perceived reality. The social consciousness gradually acquires the meaning of the backbone construct, as the result of intellectual-sensory comprehension of the Infinity world subject, as a reality beyond individual perception of the human community representatives.

The theoretical-methodological background for the social consciousness study as a kind of the reflective system

The latest developments provide a significant amount of evidence of the fact that the natural universal laws of the matter and consciousness development should be considered as complementary. Consciousness in this case manifests itself as a mediator in the interaction between human and nature that may be disclosed to a person in a sequential deployment of matter in its many forms: inanimate, vegetative, animate, and human. The world-system methodology opens the way to the Universe comprehension as a universal sequential communication in a multi-level integral system, the general condition of which depends on the states of its parts. The conscious formation mechanism is totally dependent on the level of organization of matter, its reflective and transformative opportunities, and also on “consciousness” as the result of interaction of object and environment [25, 37]. The reflection phenomenon in modern science is treated as a matter fundamental property. It is believed that each structural element of the Universe in a certain way reacts to external impacts. The reflection methods of the material-physical world include: changes in the trajectory, “behavior”, of any particular element or the system as a whole; the release of matter or field in the impact direction; form and content deformation (form and content characteristics or peculiarities. If in the plane of the material perception on the basis of functioning of the five senses many contact points in sensual sphere exist in science, in the sensual sphere the space of potential Existence only begins to reveal itself to the human mind. So, the human

mind that has reached a level of information saturation refers to the intangible reality reflection [38, 39].

Thus, consciousness seems a necessary property of social matter, which in its development reaches a certain threshold state maintaining the homeostasis of the system and its dynamic transformation, which does not destroy the system and provides a transition to another existence and development level.

The discoveries associated with the universal laws of natural physical systems development were the fundamental reason of the convergence of natural, technical and humanitarian sciences. In particular, this applies to physics, biology, where it was possible to establish the features of the systems interaction process, its forms, stages, principles, dependencies, and the condition of system transition to a new state [19]. The torsion field theory made a significant contribution to the formation of a new paradigm of physical reality perception [40, 41]. It complemented the knowledge about the Universe structure, bringing evidence that in addition to the material-energy world that exists in four aggregation states (matter, liquid, gas, plasma), matter exists in three states – Absolute “Nothing” (the Big Emptiness), the field of Consciousness (the primary spin torsion field) and physical vacuum (the progenitor of the media and all electromagnetic, gravitational and secondary torsion fields) [41]. In contrast to the physical fields, torsion (spin) fields’ properties allow information transfer without energy loss, information transmission at the speed that far exceeds the light speed.

The science has numerous theoretical justifications that we live in a reasonable Universe where is only one essential energy type that permeates all of its systems and structures, in all dimensions, which creates a full unity at all levels of existent matter and life forms [25, 38, 41, 42]. This wholeness is understood as a spiritual essence or vital substance underlying all forms of energy and matter. The result of source manifestation of the super energy, superpower of the Universe internal rhythm field is a field that keeps all of its information. According to the

torsion fields' theory, information field substantially is a primary torsion field (both right and left rotation). This field (Higher Mind, Universal Consciousness, etc.) contains a plan for the evolutionary development of all things in the observable universe. The creation integrity, in the theory of physical vacuum, is supported by the theory of the information field, which also involves the action of a single force [43]. The information field can materialize human thoughts. Therefore, humans create the world in which they live by their thoughts. The information field is everywhere, in every point of space, including our body space. At this point the information field theory is similar to a holographic representation of the Universe in quantum physics. This brings us to a new understanding of the information, which has gained importance of the generalized, beginningless, and endless single law process of micro- and macro-dimension relations, relationships and mutual preservation of the movement and masses on the basis of the resonant-cell, frequency-quantum, and wave nature of light, sound, and other qualities and forms in micro- and macrostructures of the Universe [44]. Such an understanding of information creates a conditional boundary between its material and spiritual nature. The holographic principle means that something that happens to the smallest part, to the smallest particle simultaneously affects all the system structure in general since all parts of the Universe are inextricably linked [38]. This principle was included in the system theory that has received general scientific value and included in the methodology of the natural sciences, humanities, and technical knowledge. So, the holographic approach has revived memories of the past scientific knowledge about the illusory nature of our world, and also contributed to the understanding of the multilevel, non-linear system organization of the human life-world. On the basis of quantum-holographic approach, the researchers explain the plurality of projections in full view of the quantum world and assume that "Me – observer" is part of the world and the whole world is one and indivisible [45]. Some

discoveries in the cell biology field have continued the chain of the scientific discoveries on the unity of the material world structure, reaffirming the fact that every cell contains a copy of the original DNA, sufficient for the cloning of the entire body [46]. These researches were supplemented by the results of quantum physics use in medicine, which resulted in the emergence of “physics of living” as a new direction of fundamental natural science, quantum medicine, and microwave resonance therapy [47]. The human body fits into the action space of the functioning fundamental laws of the “body” of the Universe, the state of which is ensured by maintaining the coherence of the human body field relative to a specific range of electromagnetic waves. An important coincidence of the ideas about the perception relativity is also reflected in the position of information dynamic, according to which the presence of the observer determines the system’s fate and forces it to make a choice in favor of one state [38]. This is consistent with the discovery of the space wave function, which is supported by mathematical calculations in quantum mechanics and provides the possibility of the existence of the system different states and its ability to store information about own states (N. Bohr, V. Heisenberg).

The information-oriented researches have become an integration field of the physical-mathematical complex sciences and the humanities. They created some cross-points at different representation levels of the studied objects of the material world from the micro to the macro system formations in the inanimate, animate Nature and biosocial form. The information concept shows the universe as an organization where the systems of different nature interact, depending on the level of information saturation and the establishment of inter-level coherence [39]. The provisions of the systematic and logical Universe picture support the universe’s deployment mechanism considering information processes and information reflection in the systems of different nature. Its development can be represented as the

reflections' chain, as a transformation of some entity and the transfer of this entity from one level in the hierarchy of matter organization to another level [25, 38]. This gives additional grounds for further consideration of the transition states of different order systems as a particular manifestation of universal “phenomenon of consciousness” that have reached a certain limit state at a certain level of system development. The synergetic approach to the consciousness understanding as a reality bearer allows us to consider its reflective function in maintaining the homeostasis of the system, its survival, and subsequent self-organization. The human consciousness correlates to the mental reflection highest form, perception of the external and the internal influences faced by a living organism in space of its existence [18]. The system structural conjugation is the synergistic result of the systems' co-evolution process. This applies to the systems like “living organism – environment” where the living organism can be presented by the smallest, simplest organism or biological population and also by the bio-social system similar to human society. The system organization ideas of the Universe objects are supplemented by the concepts of multidimensionality, manifestation multiplicity, purposefulness, system equivalence and relationship resonance mechanism within mental phenomena in different natural environments, their interdependent development, and co-evolution [18, 20, 48].

The discoveries in physics are used in technical field for the transition from lens to laser optical technology, holographic devices of reflective-perceiver technical systems, which ensure fixation, processing, analysis, and playback of the set of objects, and also to distinguish multiple links at the same time in their coordinated interaction. The results of these studies are used in the creation of the artificial intelligence systems in robotics (so-called swarm robotics). The attempts to comprehend the universal laws functioning in the sphere of technical activities and creativity provided a basis for researchers to talk about the

specifics of technical science and its compliance with models and structures of the Universe.

Modern science is gradually overcoming fears to consider the subtle worlds, the study of which belonged to the esoteric, philosophy, idealism, eniology, etc., to the field of so-called non-academic science. This applies to the studies of the intuition and creativity phenomena. The thinking styles, ways of knowledge and sensations representation (studied in the science) bringing us closer to the disclosure of the universal relationships with the supernatural forces that control the development of the Universe (G. A. Frankfort, L. Levy-Bruhl, E. Cassirer, K. Levi-Strauss, D. Sommer, V. Stenner, A. Whitehead). The disclosure of these essential forces requires science-historical synthesis or cognitive construction of the cause-effect chain from the beginning of the creation.

Some studies in recent years have implemented the potential of theoretical developments of the researchers from the previous generations in psychology, neuroscience, biomedical science, and ethology. Anthropology, ethology support the idea of having the original connection of human with Nature and its bio-social entity that requires the balance of the system, determining the living space [48, 49]. The biologists have established that human, like other higher beings, has the ability to intuitive action based on innate behavior programs or instincts.

Since the dawn of the science there was a picture of subtle form of reflection – the feeling that connected humans with the natural forces. It is a natural internal driving force to a certain behavior reaction of the living beings on external stimuli and generation of behaviour appropriate patterns. This form of the reality reflection through conscious-subconscious transformation of the human mind lost its decisive role in the formation and reactions of human behavior in the environment. Feelings include emotions that acquire a corresponding positive or negative reaction, the intermediate states which are the only elements of the situational adaptations and different forms of relations

establishment. Emotions and feelings are considered as a universal ability of living beings to realize the instinct in the form of behavioral responses [19]. In modern science, the thinking properties that were reduced to the pattern recognition received confirmation, as well as the possible molecular mechanism of the recognition process was considered [50].

The human being is able to rise above reality, to accept it only through the senses, inaccessible for the individual. The solution for these bio-social tasks is directly connected with the need to overcome the provisions of the psychology of individualism, developed in the last 100-150 years and the theory of social psychology, conditioned by the consumer aspirations of society in general. This idea was considered by such famous psychologists – A. Leontiev, I. Pavlov, Z. Freud, and physics – V. Heisenberg, A. Einstein, philosopher A. Whitehead, D. Bohm and others. It should be noted that psychology is a scientific transition area, which could change the logical-rational projection of the world because it discovered and then proved the connection between the subjects that perceive information by language and cognition, conscious and unconscious (A.N. Leontyev, H. Ortega y Gasset, A. Pavlov, Z. Freud, E. Fromm, K. Jung). Z. Freud developed an idea that the basis of the world perception lies in the instincts and desires, reality reflections, world boundaries, and sensitivity to the environment [51]. According to this approach, the Human reveals the reality within himself. The task of the perception adjustment is to go beyond own “Me” and to include in the life-world, the evolution of which is to ensure a human community harmonious unity. In this revolution idea, human acquires a new capacity for the reality perception. Every human, as a necessary element of one system, contributes its unique part in the reflection and view on the holistic life space of humans, the common reality of Existence, which cannot be available to each individual.

The scientists draw a parallel between the action of the collective consciousness mechanism in nature and in society. The

problem solution made by a collective is the phenomenon of generalized rational activity of “the collective conscious” [52]. The psychological practices demonstrate how the resonant mechanisms that exist in all animate and inanimate nature work in the process of interaction between humans [53]. The researchers acknowledge that ideas and emotions spread in the society like transmitted neurons electrical signals when their activity is synchronized. They are seconded by the linguists, who developed the phenomenon of linguistic radiality, which promotes the establishment of cognitive connections in the language space [54].

Thus, science suggests that it is possible to set the balance of the world perception asymmetry by the huge amount of the subjective worlds “Me and my world”, approaching an integral view of the world, according to the formula: “Me – World”, where “Me” is the only world at a new perception level. The reality is opposed to the latent entities that are attributes of the reality beyond the human senses perception. The reality, as an existing in potency reflection of the perceived world, corresponds with the objective reality of the matter in the sum of its types and is opposed to a subjective perception. In other words, reality becomes important in our consideration. Reality and actuality create an integral world picture, which is considered through the focus, reduced to the human (E. Toffler, A. Whitehead, K. Jaspers).

In human society, the suppression of sensitivity to natural power, intuitive connection with it, was the result of the substitution of new relationships that have appeared with the development of humans living space. In addition to feelings, intelligence, language, thesaurus, knowledge representation forms are the tools of human consciousness. All human actions are caused by the corresponding brain and language reflections, peculiar only to the higher form of the matter. The human consciousness belongs to it. The human brain was the special tool of knowledge and maintenance of the socialization needs,

narrowing the implementation scope of the individual free action, subordinating human activity to the consumer society needs. Intelligence, as the innate brain ability, has evolved considerably under the influence of the external changes of the Human life-world. However, consciousness, as a manifestation of the essence of the “man” and “mankind” systems, remains not fully explained [29].

In science, there are certain information-linguistic combinations of the Universe structure on the basis of language, thesaurus, information (K. Popper, L. Wittgenstein, V. Lachinov, N. Chursin) or text, the reading of which is available to the perceiving subject. The linguistic analysis of the thinking mechanisms has provided a basis for comparison of the consciousness with the world given in language [55]. The logical-linguistic structures, as the sense-motor schemes, are the basis of the human thinking ontogenesis and are the forms of thought as such. Linguistic theories also consider the conditionality of different languages in relation to the reflection of the world. In multi-linguistic society, the world receives different descriptions and interpretations, and some special social and cultural connotation. There are ideas about the world of thoughts objective content as the result of human mental activity. The universe appears in the physical form of consciousness, behavior, and subjective ideas [4]. The continuation of this chain can be common to all worlds set of objects, ideas, and their inner hierarchy in the form of various system behavior structures or patterns. N. Wiener’s first order cybernetics interactivity is currently expended by the cybernetics of the second order of F. Varela and R. H. Maturana. According to the researchers this changes our understanding of the interaction in the space of various nature systems, its ability to initiate, reproduce, and regenerate system, their relationship in a continuous process of self-organization [20].

The researchers of the linguistic relativity argue that different realities can occur due to selective sorting of the sensory

impulses that rely on the existing language means and reactions or behavior samples [56, 57]. The removal of these filters or their replacement by other facilitates the approach to the formation of similar reality samples and converges until their total match. Thus, the reality reflection and perception of the human brain is mediated by the mechanism of information processing, its substantial content according to the value estimations accepted in society, and according to the law of the information vector or direction (positive or negative potential) relative to the purposes of its use to meet human needs. In addition, the vector of human perception of the world, contained in the intellectual product, leads to distortions of what is perceived, and using the information potential of the perceived pattern affects the behavior of subjects-objects that interact.

The additions to the picture of the integral Universe are the discoveries in the studies of the peculiarities of the role of the human brain hemispheres. These discoveries enhance confidence about the action of the universal law of duality on the level of the psyche of the living organism [30, 58]. The development of the left hemisphere of the brain is determined by the logic and rationality of thinking in contrast to the right which is governed by the power of intuition. However, the intelligence during its development became an obstacle in the biological system in its connection with a natural space through the construction of an artificial screen between the natural and upper material (spiritual) component. The information that is available through the latest communication technologies makes things, inaccessible to logic, transparent. Perception is considered in connection with the intuitive nature of consciousness, which is also based on the sense data, i.e. we perceive directly the “things themselves”, which are the source of, first of all, “sense data” (S. Alexander, B. Bozanket, W. Dilthey, E. Moore, B. Russell).

The modern studies of interpersonal, emotional, collective intelligence, and the study of the phenomenon of generalized rational activity and the phenomenon of “collective conscious”,

the experimental attempts of their measurement and evaluation show that the integral effect of collective thinking activity is much higher than the sum of the intellectual achievements of the individual participant [52, 59]. In the socialization process such mechanism allows to develop common social behavior on the basis of new models of relations between humans.

Social consciousness in the reflective system of the Mankind

The human is the only element of the universe that has a developed intellect and the ability to reproduce, transmit the products of intellectual activities in the external to the body systems of social memory; to create systems of replication, transmission, and transformation of information and knowledge. The humans exist in the world that is first created through thinking in the process of defining and sense-fulfillment of the concepts and categories, which become the objects of understanding. It the interaction with others (which is the condition for the existence of human beings) the use of the dialogic thinking leads to the achievement of the overall goals, content, meaning, there is an understanding between interacting entities. In this case, the right hemisphere is activated – the sensory reaction on the intuitive perception of the median values for any oppositions [58]. According to this, mutual understanding is achieved the most not by the logical standards of thinking with the usage, but on the basis of the emotional embodiment of the another person's feelings and desires. In cultural-historical terms, the humanity's consciousness has many forms: pagan, mythological, religious, scientific that represent the human community connection level with the life world and sense of space of Existence. The change of these forms of consciousness is confirmed by the procedure progressive or regressive dependency that requires awareness of the goal of the Society and Humanity movement.

In the science of the XX century, the main universe discourses are the linguistic constructs of the description and structuring of living space in the macro - and micro-pictures of physical reality in its socio-cultural dimensions. But the relativity and pluralism, transcultural and relativism, rationality and pragmatism of thinking have become a barrier to creating a single image space of the human Existence. It is the sign of transition from fragmental social consciousness, supported by the educational system, mass media and science to integral social consciousness according to the properties changes of the observers. The human chose to ignore the laws of nature in the attempt to secure the environmental comfort and through the activity, supported by knowledge of the environment, he adapts to it and adapts to the conditions of life. The human, following his desire, is forced to adapt to the pictures of the world or the environment, which draws his mind, especially to the social environment that he creates.

The scientists use the concept of “social intelligence”, which was a necessary reaction to the conflict between the intellectual abilities, information systems capabilities of information processing and management failures of the functioning of the social subsystems in the middle of the XX century [54, 60]. The public, social, and individual consciousness concepts are added to the content of the consideration of social interaction information-cognitive processes. The concept of consciousness (social, common and individual) was included into the consideration of information-cognitive processes of social interaction. This was facilitated by the development of the anthropic principle in science, according to which the human development factor in cultural studies justifies the complementarity of all existing cultures in the integral space of human civilization (D. Aberle, V. Bibler, M. Buber, M. Bakhtin, A. Davis, G. Murdoch, etc.). The principle of complementarity permits the presence of elements of the culture’s universal model,

the causes of which are rooted in pre-social and primary social periods of life.

The scientific concepts have some opportunities to imagine new perception perspectives aimed at revealing the inner essence of the action vector of the integral universal law of equivalence of form, which mediates the content of social life and human Existence in the Universe. The concept of cosmism played an important role in the implementation of new ideas about the society state and the awareness of civilizational change in the culture. The theory of cosmism has its roots in the pre-scientific era, when the intuitive connection with Nature was reflected in proto-religion Existence forms of the ancient humans. Especially important is the attempt to conceptualize the significance of various aspects of human Existence in the use of senses as a cognitive filter of the human consciousness. These conceptual constructs indicate the proximity of the discoveries in the world of science, art, education, and social life of the past centuries. However, some provisions of the ancient teachings are developed currently by playing a certain fundamental role in the new conceptualization of the integral picture of the Universe.

A new conceptualization of cultural space and human existence in it is intended to achieve the ideological concept of the human based on the “integral theory” of the human Existence as a multidimensional wholeness. In terms of the existential-philosophical discourse the synthesizing role in its formation is intended to implement the new mental constructs that emerged from the modern space physics: integral field theory, supersymmetry, Big Bang theory, multiverse systems and others.

Science has a number of concepts about the unity of the biosphere and the human community, the humanity and the cosmos, as the world of Infinity, in which the experience of a feeling is seen as a necessary part of combination process of the physical and spiritual worlds. Moreover, the mastering of the harmonious unity of the natural and artificial worlds considered as the autotrophic culture of the future [61]. Noospherity becomes

possible only in conditions of the conscious control of social processes in the organic unity of Nature and Society.

Many metapsychological, socio-psychological, and communication research emerges in the beginning of the emotional information exchange between humans and further through its transformed form to the use of the artificial ways of the extension of the interaction possibilities and the relations equilibrium maintenance in the human community. The system of the values and priorities of social and personal development of individuals is included into the structure of the social optics that reflects the reality in the human consciousness. It is a stable system of fixed approaches that shape human behavior and attitude to the surrounding cultural environment. Human relationships become a reflection, a picture of the life-world. The inclusion of the achievements of the quantum approach to the description of reality, as well as to the study, characterization and analysis of human (social) connections and relationships, gave basis for understanding it as the physics of social interaction [62].

The human builds the relationships with reality through the individuals' socialization systems, which are formed gradually in the process of historical development of the Mankind. We need to understand what it is sociality for us. From the point of world-system methodology view, it is presented as a form of disclosure of the internal forces that divide the human population of the planet, and also as a feature of social development processes and the result of the first principles of desires matter motion the of the biological and social nature. All the historical-cultural transformations are revealed as the phases, stages, and links of the same evolutionary process of the formation of a special system – human society. The attainment of the stage of society, that communicates (N. Luhmann), is not a random condition and resulting effect of the formation process of the new Universe system.

The human's perception of his life world, as well as the establishment of his relation to the world, is determined by the

social environment. Thanks to this every human socializes in the communities where he was born, individualizes reflexively and consciously through the totality of social and individual values, where he lives his life in the “acquired” worlds, their images, where actuality and life intersects with the reality of his feelings of individual and collective experience. Through the values passed to the human by the environment, he associates himself with the idea of Nature world and the human community. However, we should take into account the fact that the mechanical reproduction of the human reflection of the world within his environment is in contradiction with the possibilities of exploration of the new worlds in the virtual space of the society’s media system. The connection to this space changes the linearity of human perception of the world.

Between human and actuality were gradually created screens in the form of rituals, customs, ethics, legal codes, linguistic systems, world pictures, including their rules, concepts and so on. All this is included in the artifacts of human civilization, in science, education, and communication institutions of the society. These reflections are the bases for the projections on the prospects for further society development. The evolution of the media shows how it developed from its original sensual-figurative forms into a tangible system that compensated the limitations of the human sensing apparatus. In our time we are witnessing the evolutionary revolution, a return to sensual perception of the world, through the establishment of the inter-relationships with other humans that inhabit the Earth.

At the beginning of the connections socialization with Nature, accessible at that time to human consciousness through sensations of Space, Earth and natural environment, are supplemented by new, resulting from the learning and interaction activities. This was the start of the formation of the artificial social nature and the space of social consciousness or culture (society). Through a nomination in the scientific field and in sociosphere of the society as a whole, the cultural actuality was

revealed to human perception and was supplemented by the sensations through sensorosphere of the communication system of the society. The last combines all spheres of actuality as the living space and reality as a potential space of upper-sensitivity and transcendence. Since the emergence and formation of the media system, in the life space of the society has formed a new reality that has such components as: socioinfosphere, which includes technological systems and organizational structures of generation, transmission, storage, processing, and dissemination of information; semiosphere is presented by the senses, circulating or stored in the channels of social communication. It includes the homogenization potential of social consciousness on the basis of mental and cognitive coherence of ideas that expand our knowledge of the reality existing in sensorosphere as the emotional field of the integrity formation of the subjects of social action – Humanity [22].

In conditions of the Universe structuring through acquired and cumulated knowledge of mankind, recorded in the social memory and included in the mechanism of social intelligence. Life material space is described with different models that are structured using linguistic-cognitive constructs. They are available for humans due to perception based on natural senses. But thanks to the artificial means of signal display in the artificial social communication channels these constructs are mediated by artificially created means of interaction. At the most developed form, the media system of society came to the end of its global development cycle, when the emotional-sensual sphere is crucial to assess the quality of social interaction and its projection on the other basic compounds of human life-world.

The image of actuality and reality is formed in the reflective system of human society, thus reality appears as atomic unlike reality, which is the continuity in potential [24]. It is well known that intuitive connection with the natural power, in the process of the society development, is replaced by the new connections, supported through artificial means of actuality

presentation, information processing, its transmission, and storage. So, the constructs that signifies the life-world and the human Existence plays in this process an important role. However, they are formed on the basis of human senses, information from which is processed by the human mind, and the results of the intellectual activity included in the structure of human consciousness, then added to various forms of external fixation, transmission, and dissemination of information and knowledge in the social inheritance systems. The replacement of the primary connection to nature by the artificial mediators was a necessity, demanded by the growing needs of the society, the traditions and norms, and the needs of the community. This process can be considered as an important adaptation stage which was accompanied by the accumulation of information and knowledge, necessary for joint activities, coordination, orientation of target settings, structural and functional organization, technology, and management.

The formation of culture, its development, dissemination of examples of lifestyle, activity, and cognition is accompanied by the emergence of the phenomena of social memory (inherent only to human being) which becomes the basis of social intelligence and social consciousness [30, 63]. The reformatting of the world pictures depending on the information, recorded in social memory and circulating in the social communication channels now takes place in mass culture and public consciousness. Social information meets the proclaimed public goals and the needs of the ruling elites. Sociological, socio-psychological cooperation aspects in the framework of an integrated description of social reality, especially at the macro level of society, are considered in the framework of symbolic interactionism (G. Blumer, C. H. Kula, M. Kuhn, G. Mead, S. Stryker, etc.) which is based on the mental-cognitive discourses and the integral grammar of the language, but at the same time the understanding that the new communication situation makes transparent something that is inaccessible to logic is formed [30, 35]. It gives reason to

conclude that the sensitivity extension in the actuality perception and in the reality boundaries expansion becomes possible due to the emergence of multimodal, multi-media modern society.

Some psychology provisions, established in sociology, describe humans' relationships as mediated by the paintings and images of consciousness that emerge from the use of abstract, subjective, objective words and movement activity obtained in practical experience. The relation establishment abilities form in the consciousness only in conditions of social environment. The achievement of the study of the social interaction of the universal basis of human social nature is the confirmation of the absence of the natural behavior mechanisms. The interaction skills develop during the communication based on a symbolic system of mediation of relations between humans, between humans and nature. Note that in addition to verbal and non-verbal communication (sign language, dance, music, etc.) in society exist extra-linguistic means of communication and understanding, such as architecture, fashion, interior, etc.

The linguistic and psychological studies have discovered the existence of the universal mechanisms of actuality symbolic reflection, mediated by ethnic, national, and cognitive codes [64]. The sources of multiple reflections of actuality are oral and written expressions and, obtained during upbringing and education, models and nominative-categorical language content. These elements influence on the consciousness mental-cognitive structures of the individuals, groups and communities, as well as on the meanings of the "social unconscious". The hypothetical possibility of transfer of these structures to future generations through genetic inheritance (K. Jung) is confirmed by modern psychology and neurophysiology.

We must admit that science has accumulated evidence that the new society's sprouts grow through the layers of the perceived world, defined by the human mind. The prerequisites for common civilizational changes are associated primarily with the globalization processes in the material sphere of the society.

Therefore, the necessary technological and socio-psychological conditions for the development of the communication subsystem of society are formed. This subsystem integrates all possible results of activities, learning, and interaction between humans. However, media transformations are currently of fundamental importance for further social progress, as evidenced in studies of communication systems of the society in all their diversity [8, 34].

Today, the spatial representations greatly enhance the well-known human life-world which requires appropriate orienting points and constructs of the mental activity. On the basis of sense of coherence, the cognitive construct “integrity” brings humans to the realities of Existence in the space of the Universe. The extension of the boundaries of development to the human Existence reality is a necessary step towards the formation of ideas about social intelligence and social consciousness as higher forms of the reality reflection. This fact is indicated by the extension of new cognitive description constructs of the global integrity and consistency of the social space elements and the diversity of the subjects of social activity. Thus, “relationship”, “interdependence”, “integrality”, and “unity” are the conditions for the formation of a new paradigm in the study of global processes of the modern society functioning, clarification of the procedural dependencies and spatial parameters of objects and subjects, based on the main constructs.

In the spatial extension of the reality which becomes available to modern human, the systems “Nature” and “Society” is closed on each other, requiring resonant relationships. The reality goes beyond actuality, the differences and the imbalance of which evoke the need to reduce to a common root all possible values, definitions of things, opposition convergence of views and thoughts, to reconcile the different world pictures and the concepts in order to achieve spatially balanced life. It all comes down to Mankind as a system, potentially commensurate with the systems “Nature” and “Society”. The world structure

understanding, the comparison of the systems of the natural and social worlds, the connection between them, the human role and place in this process open the possibility to answer the main questions of the Humanity – What for we are given life? What is its meaning? How to gain the Welfare?

Now, we are witnessing the formation of a new system object: social consciousness and its structural elements: social intelligence and social memory. The emergence of media reality confirms the findings of the studies on the phenomenon of human consciousness as the result of the communication that overcomes the single knowledge of subjects of social interaction. In the field of the study of the social consciousness, the issues of reality perception and reflection, the physical mechanism of which is represented by discoveries in the natural sciences and gradually included in the field of study and ideas in “physics of the living”, “physics of social interaction”, allow to approach its consideration as a multi-level, super-material consciousness of education. The social conscious gains some property of the social system, in its primal form as singular, irreducible neither to the level of individual, collective or social consciousness, but in its final form, as the enabling the transition of humanity from its material to the spiritual state.

The formation of social consciousness depends on the socio-cultural environment and the gaining of appropriate levels of the organization in public, collective, individual form. The main development factor of social consciousness is the relationship between humans. The content and image of the reality in the human mind overlays each other, creating this special material – the ideal sphere. It is a sphere of social interaction, in which are formed the flow of public information and are transmitted meanings, patterns, models, norms of social relations, works of art, as well as other information as a result of the reflection of reality from the experience of diverse human activity. Our social-historic practical experience physically

changes corresponding to its system of our consciousness, sensually revealing the contradictions of the manifested actuality.

Conclusion

This work presents only a small part of the research aspects in the modern science field, which, nevertheless, constitute the main core of the new conceptualizing universal system of the Universe dependency structures, part of which is Society and Humanity.

According to the studied aspects of science there are no contradictions. At the same time, world-system methodology creates the necessary platform for global scientific synthesis of concepts on the human life world and the Existence space or reality beyond the existing human senses. The need for such a synthesis occurs in conditions of achieving the ultimacy of all life-support systems of society and the human need to restore his purpose in this world and worlds “given to him in sensations” which are not confined to its natural, material singleness of his mind. We can describe the existing system crisis as the conflict in the human Mind and social Consciousness that forces science to give critical reflection that changes the position of “the observer”. This is demonstrated by the undecidability of many problems of the human life-world: security, poverty, inequality, injustice, etc. In this situation, all absoluteness, general universal laws, principles, and universality of the human life-world still remain hidden in the multicultural space of society, situational patterns of behavior or ethics, values and legal systems of social relations regulation and strategies of further development of Mankind.

The possibility to understand diversity and complexity of ideas about the world, highly technical evidence, undue experimentation, to bring them all to a common root, exists only in science, which has a synthetic beginning of a relatively higher level of perception of reality. The systemic crisis of sociality, as the accumulation of a negative potential of the preceding stages of social development and individualized human, brought us to

this situation. Universal evolutionism, the unity of laws of development and morphogenesis, structural relationships and interactions of systems of different nature have indicated the state of public consciousness, denoting the singular point of transition from material multichannel perception of actuality to the integrated sensory perception of a new reality, available to the united Humanity as the bearer of the integral wholeness of the social consciousness. The development of the sense of belonging to a United human community and the individual's awareness of his complete dependence on the humans around him (and all the humans inhabiting this planet) require joint efforts and certain prospects of vision of the actual and real worlds, understood and accepted by the entire human community. This task requires time limited by the strength and frequency of our efforts to change the human, who has lost his meaning of life in the limited egoistic aspirations in the social space.

It must be remembered that the mechanism of formation of human consciousness is completely dependent on factors inherent in the environment. It gives us hope for a proper use of the manifestations of unified communication principles in the organization of social life and improvement of the relationships between humans as the basis of the formation of the civilized human community. Some new approaches to the consciousness study give reason to believe that the social consciousness is a particular center regarding the human community and tied to higher and more sophisticated levels of interaction of human systems with the Universe space. The social consciousness is a "life vest" for humanity, which combines the values of the resistance of the Good and the Evil that were created as a development potential. The social consciousness in the context of the integration of ideas about material world objects can be represented as a measure of the coherence of the human community of the world-system reality. We can use the potential communication space abilities and shorten the time of suffering

that brings us the continuing separation due to the development of sensual sphere of our interaction.

The unity of Mankind from the potential should be shifted to the real state of the humans, the awareness and feeling of its importance and inevitability as the natural law, i.e. essential, the manifestation of which in the quality, completeness, detail, and dependencies is a real process, the final stage of the evolutionary cycle of the development of human society within the consumer vector [22, 65].

According to the state of the society and the human it is important to note that the scientific discoveries and the establishment of the social consciousness as the reflective system of the Mankind have prepared us to change the reality perception focus and the vector of its reflection. What does it mean? It means we have to change ourselves by changing the vector of our actions, thoughts, and connection character. The perception model should be Absolute or the Law of Nature as a general condition and resonating connection that drives our reflective system away from the existing egoistic, consumer socialization. In connection with this coup, the perception has to develop a new attitude to the values that are ahead of our actions, free use from intentions of owning anything at the expense of another human being. We want to highlight the idea that human is the main potential point of the development of the world as a wholeness. In their perception, the most important are not material (bodily) signals, but connections and relationships as a means of reality mastering and the formation of a space of existence that has no alternatives in such a functional value.

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