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CULTURAL AND ANTHROPOLOGICAL ASPECTS
OF POSTINDUSTRIAL CIVILIZATION

- *Abstract* -

The article analyses the main positive and negative aspects of postindustrial (informational) civilization. The author of the article pays attention to the most actual anthropological risks in existence and the development of postindustrial civilization at present, shows that extremism and terrorism in a certain sense may be regarded as problems, which are caused by the peculiarities of postindustrial culture. The article encloses several concrete suggestions on overcoming separate anthropological problems inherent to postindustrial civilization. From our point of view it is necessary to identify the most essential risks of postindustrial civilization both at present time and in future perspective, to aim at definite ways out of the systemic crisis on some aspects of anthropological problems; to show that such phenomena of present time as extremism and terrorism in some sense are the problems of anthropological character, typical to postindustrial civilization. Positive manifestations of informational epoch have entered the life of a person by leaps and bounds: due to informational technologies the work of the police, medical and educational establishments have changed greatly; almost all countries of the world began to use modern methods of social prognostics. Nowadays, technological innovations, which improve the quality of everyday people life, are developing greatly.

Keywords: postindustrial civilization, informational society, anthropological problems, civilization, informational technologies, prognostication.

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Last decades philosophers, culture experts and sociologists, going into the question of human history and culture periodization, use the civilized approach more

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often, as they consider it the most modern, actual and adequate to the present. According to such approach, the humanity during its history goes through preindustrial, industrial and postindustrial or informational stage of civilization.

Modern epoch is for the most developed countries of the world the time of transition from industrial to postindustrial (informational) stage of civilization. A number of the most progressive, technologically developed countries of the world found themselves on this stage of the development at the end of the XX century. According to cultural and sociological conceptions of postindustrial civilization the most essential of its signs are:

-the domination of the service sphere over the production sphere;

-the change of the social structure of the society (the principle of the division of the society into social classes according to economic character gives way to the principle of the stratification of the society on the basis of criteria of competence, professionalism, demand at the labour-market);

-the constant improvement of informational technologies, innovations;

-the production, distribution and consumption of information is the main sphere of economic life of the society;

-the implementation of the monitoring system for planning and socio-economic system control and so on.

The basis of the postindustrial society concept was laid by Z. Bzhezinsky, Bell, A.Toffler. The Japanese scientist Y.Masuda in the work *Informational society as a postindustrial society* (1983) made a culturological analysis of postindustrial civilization and described the main principles of the totally informational society. However, this concept represented idealized image of the society with faithful and human social relations, absolutely effective home and foreign politics, directed to the solvation of all global problems of the present[1].

Actually, the transition of the society to postindustrial civilization has many positive aspects. But the same process carries inside a lot of negative problems, including the anthropological character. In the given article we shall make the attempt to shoe the essence of the main anthropological problems of postindustrial civilization, which at present are more or less dangerous, that is why – actual, and, consequently, demand complex understanding and suggest way for their solvation.

The problem of crisis of morality system, sharpening of the global problems of humanity under postindustrial civilization last years were considered by foreign and Ukrainian theoreticians of postindustrial civilization.

English scientist Jaron Lanier, the specialist in the field of informational and biometrical technologies, in his rather big work, *You are not a gadget. Manifesto*,

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[1] A. Danylyev, *Globalization of the modern world*, Kyiv, 2013, p. 80.

warns people about an awful perspective to become not personalities, but robots in the soulless crowd of people, who no more act as personalities, they went beyond the subjects of their own actions, but became objects of informational influence, considers the mechanism of undesirable transformation of human personality of informational epoch[2].

The philosopher and psychologist A.Nasaretyan, who has recently reedited his solid work *Civilized crisis in the context of universal history. (Synergetics – psychology – prognostics)* also touches the stirring problem of informational society. In the last edition of this book the author comes to conclusion that the reason of crisis in postindustrial civilization, the same as the crisis of the previous civilizations, is the non-balanced people's activity and tries to define the chances of modern civilization to overcome complex crisis[3].

The philosopher N.Karavayev in the article "About the anthropological problems of informational society" studies the essence of anthropological problems of modern society, suggests his own definitions of such notions as "informational society" and "informational technologies", analyses different types of influence of informational technologies on the person. In the works of D.Ph., professor A.Gorban, especially in his article "Anthropological crisis as a state of society of transitional period", the essence of anthropological crisis of modern postindustrial civilization is seen in the threat of a loss of human basic existential senses of his life, which though becomes more free, comfortable, but at the same time empty, senseless, shallow, becomes thoughtless entertainment[4].

Ukrainian researchers such as V.Aksenova, O.Dzoban, A.Daniliev, S.Krymsky, D.Muza, O.Danilian, A.Golub, N.Lazarovich, I.Tarasenko and others also touched the theme of anthropological problems of modern society. In his article "Spirituality in informational society", I.V.Tarasenko shows the problems of the spiritual crisis of a person in informational society. The author of the article considers that the development of creative abilities of people may cause the development of spirituality, and, consequently, will allow the person to develop in harmony in postindustrial civilization[5]. N. Lazarovich in the report "Person in the sense dimensions of anthropogenic civilization" on the international scientific conference, devoted to the problems of globalization, pointed that postindustrial civilization is characterized by a definite "diffusion" of social norms, traditional

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[2] G. Lanier, *You are not a gadget. Manifesto*, Moscow, 2011, p. 39.
[3] A. Nazaretyan, *Civilizational Crises in the Context of Universal History*, Moscow, 2014, p. 215.
[4] A. Gorban, *Anthropological crisis as a state of society in transition*, Odesa, 2011, p.127.
[5] I. Tarasenko, *Spirituality in the Information Society*, Lviv, p.23.

valuables, makes a person into a "social function" and "means", which generates the crises of identity[6].

V.I. Aksenova in the article "Anthropological dimensions of communicative – informational awareness of the sense of being" among the other problems, caused by postindustrial civilization, considers the problem of survival of the whole mankind, tells about the necessity of the formation of "noospheric" type of thinking of every person, the sense of mutual responsibility for the destiny of planet and the Universe[7].

From our point of view it is necessary to identify the most essential risks of postindustrial civilization both at present time and in future perspective, to aim at definite ways out of the systemic crisis on some aspects of anthropological problems; to show that such phenomena of present time as extremism and terrorism in some sense are the problems of anthropological character, typical to postindustrial civilization.

During the second half of the XX-th – the beginning of the XXI-st centuries the scientists, collaborating the concept of postindustrial society, came to conclusion that from the point of view of culturology and futurology the main factor of this society is the production and use of scientific-technical and other kinds of information, i.e. the main article (goods) in this society is information, and the main activity – intellectual labour.

Modern computer technologies, which form technological base, on which postindustrial civilization functions and develops, play the most important role in the formation of informational space. In production sector, the firms, which produce computers and software, go first. An important role in the formation of this sector belongs to such big corporations as Microsoft, IBM, Intel, Apple, which continue growing today.

Positive manifestations of informational epoch have entered the life of a person by leaps and bounds: due to informational technologies the work of the police, medical and educational establishments have changed greatly; almost all countries of the world began to use modern methods of social prognostics. Nowadays, technological innovations, which improve the quality of everyday people life, are developing greatly: there appeared gadgets, which can control physical rate of person's state of body, the systems of finger scanner RFID-sensors for tracing goods and GPS-systems for routes in real time; the technology "clever house", based on distance control of someone's own accommodation came into man's life; there will appear household appliances with embedded processor, which is able to choose

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[6] N. Lazarevic, *Semantic dimensions of technological civilization*, Lviv, 2010, p.20-21.
[7] V. Aksenova, *Anthropological demensions of informational awareness of the meaning of life, Kirovograd*, 2013, p.11.

optimal algorithm of work independently. Computers are widely used in medicine, industry, agriculture, scientific researchers, in prognostics and study.

But the scientists-anthropologists warn, that in spite of all achievements of informational civilization, postindustrial epoch may become the last period in the existence of a man of a modern biological type – *Cro-Magnon*, or the man as a biological species on the whole!

In the very beginning of the postindustrial civilization development the upper levels of social stratification were taken by technocrats-intellectuals, who made informational break and computer revolution, having open the epoch of the "*man-Net*". But later, especially when internet becomes easy to access to the masses, when social nets appear, the society was divided into those, who make information and computer programs and those, who consume them. So some researchers of the problems of postindustrial civilization put forward a hypothesis about person's structure mutation, which happens under the influence of a lot of mechanisms, peculiar to informational epoch.

The researchers consider the risk of the loss of identity and escape from reality to be the most essential risk which awaits the modern person, as they lead to the diffusion of idea about the private status, aim and sense of life. The risk of the hyperactivity of the man of informational epoch in the result of "reprograming" himself to the new types of activity in the absence thereof possessiveness of methodology of the novelty seeking, which causes tiresome, depression, which people often try to take off by playing computer games or use different kinds of dependence, which worsen the situation more is also very actual. Such hyperactivity usually leads to the appearance of serious mental disorders.

The amount of disabled children increases practically in all the developed countries and is already associated with the beginning of extinction of *Cro-Magnon* as a biological species, – wrote the science-fiction writer Stanislav Lem[8]. The writer tells about the risk to lose physical health as postindustrial civilization suppose that the majority of working people must be involved in office job, and this in its turn lowers their physical activity and in future leads to a certain diseases caused by sedentary life. If the first symptoms are headaches, backache, increased fatigability, eyes colic, irritation, and so on, then in future there can appear serious chronic diseases of cardiovascular system, nervous and other systems on their base.

Long wok before computer monitor, frequent use of pads and so on worsens the man's eyesight. Besides, constant increase of high-frequency radiation intensiveness (mobile phones, Wi-Fi, microwave pollution and so on) and its influence on the man's brain is a serious threat.

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[8] D. Muza, *Information Society: Claims, Opportunities, Problems, Dnepropetrovsk*, 2013, p.114.

Anthropological risks of the loss of spirituality and the loss of mutual trust may become significant obstacle on the way of the development of postindustrial society and is the threat for the further existence of the society and the man itself as a biosocial creature. Under condition of easy possibility of finding like-minded persons in internet nets by users, manipulation and making a zombie from the side of those, who are attached to use people in his extremist purposes, increases the threat and large scale of extremist mood and terrorist attacks. It is not a secret that today a very peaceful earlier center of Europe (France, Belgium, Ukraine) suffers from terrorism and extremism. Due to internet communication terrorists of different nationalities have an opportunity today to support systematic contacts and help each other: spread the materials of extremist content, exchange experience, give the necessary information, deals about cooperative trainings, grant refuge, weapon, about terrorist attacks. Very often states concerned stand behind the terrorist organizations (especially when they want to make damage to some other state), manipulating these terrorist groups through their special services (more often in Internet). Thus, the problems of terrorism and extremism may also be attributed to the problems of anthropological and cultural character, as extremist ideas themselves misrepresent people's state of mind and promote human spiritual characteristics misrepresentation, destroy universal values and in the most pessimistic prognostics may lead to the destruction of the human civilization.

Thus, postindustrial civilization gave people the presence of necessary facilities, comfort conditions of work, qualitative medicine, effective education, accessible communication facilities with any place of our planet, many other goods, which may cause human extinction as a biological species, but which people cannot refuse. The researchers-futurologists of today present both optimistic prognoses, relevant to the followers of scientism, and extremely pessimistic, in which sometimes anthropological risks of the postindustrial civilization are overstated, which is a characteristic of antiscientism. But as ancient wise Greek philosophers (Socrates, Plato, Aristotle) said – the truth is somewhere in the middle. That is why what our future will be, what will be the future of the mankind – depends on our generation. To preserve our health, the possibility to complex, harmonic self-development, to master the methodology of organization of time for work and time for rest – is the task for every modern person. To create more internet-resources, directed to the development of spirituality, moral human qualities; to introduce censorship (at least partial) on the resources, specialized on the demonstration of "elements of permissiveness" (sexual orgies, unjustified cruelty, tortures) eventually, to fulfill the dream of such IT-specialists, as J. Lanier – to create computer programs, which will take into account the user's personality and bring him up and re-educate for providing the proceeding of existence and the

development of the spiritual, rational, physically developed person (and it is better if this person will remain *Cro-Magnon*!) – it is a very important, global task of nowadays IT-specialists.

For the theoretician-specialists and for those who are interested in the problems similar to those which were raised in this article, there exist a lot of directions, which contain much unexplored. Without taking into consideration the global tasks of IT-specialists, such moments should be noted:

1. The problem of extremism and terrorism, which to a considerable degree depends on the quality of informational space and is the consequence of the loss of identity, loss of spiritual values, and popularization of violence and cruelty claims much more attention.
2. More thorough study of the consequences of the microwave pollution on the man from the medical point of view for the purpose of collaborating certain safety rules, for example for office workers   is claimed.
3. The problems of rational censorship of social nets and sites propagating video with violence and pornography remained without consideration. Vice versa, today there is an opportunity to watch such video of disabled children or miserable animals, which make pain to human soul and don't allow anyone to come back to normal state of mind.

Other cultural and anthropological problems of postindustrial civilization are also very important and, in spite of great interest of the researchers to them, they claim more attention to themselves in connection with the increasing degree of their actuality.

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