

Людина не є одвічно егоїстичною істотою – такою її зробили ситуація панування приватної власності, відчуження. Людина здатна ставати іншою, власне людяною, але лише по мірі розгортання діалогу. Здатність до діалогу, за такого розуміння, постає способом подолання людиною свого відпалого від Бога стану, своєї гріховної природи. Саме тому здатність до діалогу постає змістовним, дуже важливим ресурсом сучасної людини, причому ресурсом у повному смислі слова стратегічним.

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## **ANALYSIS OF CONTEMPORARY NETWORK CULTURE CRISIS FROM A PERSPECTIVE OF BAUDRILLARD'S POSTMODERNISM**

As man creates the network, and accustom to the SNS, the network culture gradually generated. When everything can be edited or simulated, world lost its reality. It would trigger a culture crisis, finally becoming a man's crisis.

Main part. Network culture is generated for the progress of the new media. Nowadays, people accustomed to communicating or sharing via network, and SNS (Facebook, TikTok, MSN, WeChat, etc.) has constructed a virtual community. Man extends himself to the virtual space, realizing virtual living. However, network culture is deconstructing the reality with radical simulacra. It triggers culture crisis in the era of media.

Baudrillard believed that cyberspace is a “hyper-real” world, and information expand infinitely. “As people are addicted in the various information, they would lose the pursuit for

significant meaning. This phenomenon of information meaningless shall bring a critical culture crisis.” (Gao, D. S., 2007)

Once Baudrillard, J. (2001) said “the gulf war never happened”, “the war that people see is the edited information by digital media. In our living world, symbols make reality disappear and cover it disappear. Hyper-real makes cognition of the world in vain. Because all the objects were distorted, manipulated and encoded before coming to us, they have lost reliability. The public has been immersed in a symbolic world and without it awareness”.

In network, everything is controlled by symbol, man’s emotion and humanistic care become the symbol stream. Network world is a “cool world”, “in information society, all are for the service, but that service is provided by electronic devices, the service passion always connects simulation, which is the consequence of the symbol operation. Because the services simulated by electronic media are hypocritical and fake, then the cool world is constructed gradually,” (Zhu, Y., 2015) Network culture brings fatal consequences to artistic aesthetics. The implosion eliminates the boundary between aesthetics and daily life, making art mediocre. The virtuality of the hyper-real society has also made art virtualized, and the creation and evaluation of art have deviated from aesthetic purposes and are measured by commerce. In the information society, “art has become an infinite reproduction. On the one hand, it has accelerated the dissemination of art, and on the other hand, the popularization and marketization of art have also led to the loss of its original humanistic value, which is the end of art.” (Baudrillard, J., 2001)

Conclusion. Network culture is the man’s creation, on the one hand, it demonstrated the rational power of man, making it possible for man to achieve freedom. On the other hand, man also lost because of network culture. The simulacra of the network are dissolving reality. When individuals indulge in the Internet, it would trigger a serious cultural crisis, and this crisis will eventually become a man’s crisis. It is worth for us to concern.

**Keywords:** Network culture, symbolization, implosion, simulation, man.

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