

PHILOSOPHY
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Maltseva T.G. Doll as an image-symbolic form in modern visual culture

The root of the doll phenomenon as the image-symbol should be looked for in ritual-rite visual practices and mythology. A doll is means of life cognition for both those who create it and those who communicate with it. Being the part of the whole humanity culture a doll preserves in its image the originality and characteristic features of the people creating it. That is the main value of the traditional folk doll. Using the doll as the article which substitutes the definite person is, perhaps, the most widespread practice in modern visual culture. Multipurpose usage of the doll as the cultural artifact makes it possible to admit its particular role in appearance and establishment of the visual culture.

Key words: a person, a doll, an image-symbol, mythology, cognition, visual culture.

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