

PHILOSOPHY
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Polyakova T.A. Text as a sense evoking means in U.M.Lotman's idea of the text as the device of generating the meanings in the conception of U.M. Lotman

The article touches upon the issue of U. M. Loman's cultural conception, according to which the text exactly is the base of his approach to culture. The author of the article points out that the studying of culture in language context let U. M. Lotman from one side fix its signal character and structural organization and from another side determine it as a specifically human form of accumulating information. Further the reader's attention is attached to the additional definitions, which are necessary for regarding culture as text. Attributes, functions and qualities of the text are characterized shortly in the article. In conclusion the author says that text exists as complicated organization which contains multiple codes, which can transform income messages and create the new ones. Thus, U. M. Lotman rethought linguistic and literary conception of text in functional approach context, offering its cultural interpretation as cultural phenomena.

Key words: a culture, the text of the culture, a language, a code, the thinking device, the human consciousness.

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