

## PHILOSOPHY

***Mochalov K.S.***

*(Modern Humanitarian Academy, Moscow, Russia)*

### **Temporal cause and purpose transformation in conditioned reflex sign activities: sign as potentiality, form and actuality**

The starting point in the model of the formation of sign-signal conditional activities is a form of the unconditioned stimulus-cause which is transformed into the opposite - the future form of the stimulus-purpose (reinforcement). To transform the first form to the second the potentiality to the combination of opposing definitions is required. The «new» matter (matter of the sign) provides this potentiality. In potentiality based on the present time the matter in the sign combines the past «efficient cause» and the «final cause» (future purpose). Therefore the sign denotes both a cause and purpose of the activity. Sign-signal is the potentiality and form without matter. However, it is the actuality, as its matter takes the integrated (dual) cause and purpose form, which provides a purposeful activity of living organisms.

Key words: sign, signal, time, conditioned reflex, potentiality, actuality

*January, 19, 2015*

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