

PHILOSOPHY

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About two senses of the term "technomagic"

It is revealed the meanings of the term "technomagic", which circulates in mass culture and characterizes the unity of the technical and magical development of culture. The author refers to fiction, popular science essays, network materials, showing that the idea of the correlation of technical and magical, expressed in terms, has become widespread and popular. Accepting such an interpretation as a fact, the author offers a different interpretation of the already formed term, while relying on the interpretation of the "magical" given by J.-P. Sartr: magical as an emotion, powerfully influencing a person. In this case, the term "technomagic" ceases to lead us into the fantasy world, but reveals itself in the phenomena of modern media and in the direction of transhumanism, which believes that a complete transformation of man in the spirit of magical ideas is possible.

Key words: technomagic, techno-genesis, technology, information technology, media, transhumanism, cybergization, magic, emotions.

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