

PHILOSOPHY

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Digital culture in the context of the attributive approach

It is studied the phenomenon of digital culture in the context of the attributive approach. Digital culture is the basic concept of digital humanities. It is considered the main approaches to the definition of digital culture, developed to date in digital humanities, medial and phenomenological, and also distinguish the third approach – attributive. Within the framework of the attributive approach, it is described digital culture in contrast to the culture of the printed book. New ways of producing media content define the main attributes of digital culture, such as prosumerism, post-truth, visualization, memetization, hyper-and intertextuality, virality, etc. The main attribute of digital culture is the media text and the formed new practices of its reading and perception. The basic characteristics of the media text of digital culture are incompleteness, discreteness, as well as the possibility of its joint reproduction by the author and the reader in the digital environment.

Key words: digital culture, digital humanities, attributive approach, media text, digital reading, digital media.

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