

PHILOSOPHY

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"Poshlost" and the digital culture of the post-humanity

It is studied the phenomenon of vulgarity from its origins to digital culture. Vulgarity appears as a rather unique phenomenon of mainly Russian culture, which has genetic prerequisites for the emergence and triggers of socio-cultural formation, including gender and age specifics. It is literally and figuratively immortal as long as humanity is alive and constantly changes its historical appearance. In this sense, it can be considered as one of the modifications of man's slavery to himself, his eternal dependence on the crowd, both real and virtual, already in our time, from stereotypes and standards of behavior, from vanity and ambition as powerful levers of activity.

Key words: vulgarity, gender, androgyny, everyday life, transhumanism, posthuman.

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