PHILOSOPHY

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Artificial intelligence as a subject of social mythology

Artificial intelligence is considered as a technology that generates many cultural constructs – signs and narratives – which can be classified as so-called social myths. The relevance of the topic is due to the need to explore the reasons for trust or distrust in artificial intelligence, which do not always have a rational basis and can be rooted in deep archetypal cultural representations that are spontaneously associated in the mass consciousness with modern digital technologies. The functions of modern social myth are analyzed in comparison with archaic mythology. As the main reason for the emergence of social myths about artificial intelligence, factors such as the need to adapt mass consciousness to new technologies without specialized knowledge about them are indicated.

Key words: artificial intelligence, mythology, social myth, symbol, sign, narrative.

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