

PHILOSOPHY

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Transformation of perception of significant events in the context of network culture

The issue of the influence of the network culture of the 21st century on the perception of significant events by a person is considered, underlining the relevance of this phenomenon for understanding the features of modern communications. The key characteristics of postmodernism are presented and historical parallels of the formation of new information technologies are drawn. The article substantiates the idea that every technological breakthrough is accompanied by fears of negative consequences, but the desire for significant transformations of cultural practices of mankind remains unchanged. Special emphasis is placed on changing the mechanisms of attention fixation, the emergence of the phenomenon of "information noise" and a decrease in the ability to reflect deeply due to the interactivity and anonymity of the digital space. It is concluded that it is necessary to search for philosophical and anthropological foundations that allow achieving the integrity of perception and understanding the features of contemporary reflection in the context of constant transformations of consciousness of a modern individual.

Key words: event, network culture, digital space, simulacrum, postmodernism, phenomenon of information noise.

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