## **PEDAGOGY**

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## Philosophical foundations of existential pedagogy in the context of clip thinking

Pedagogical interaction in postmodern society is increasingly confronted with clip thinking as a process of self-escaping from the educational space. The reason for this process is the departure of pedagogical interaction from the position of self-existence to the position of managing the educational process in an individualized society. Fluid modernity increasingly creates situations when even knowledge, and not just thinking, is inferior to information. The phenomenon of clip thinking no longer reveals the uniqueness of the thinking self, but tries to replace it with the construct "I am without self". The authors argue that capitalist child prodigy has replaced not only the knowledge component of primary education, but also the component of secondary education teaching thinking. Thinking for life and knowledge for knowledge have moved to the level of information for information. Moving away from life-meaning orientations leads to the fact that today it is necessary to recreate conditions for the emergence of an existential dialogue between a lecturer and a student in the educational environment of a higher school.

**Key words:** clip thinking, individualized society, existential pedagogy, secondary education, information, knowledge, "self without Self", "Self without self", archeoavangard.

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