

## PHILOSOPHY

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### **The phenomenology of sensuality in postmodern culture**

The transformation of human sensuality as an existential-ontological experience of a subject in a postmodern situation is considered. The performative communicative strategies of modern society are revealed at the level of the dual natural and social origins of human sensuality. The postmodern identification of sensuality, physicality, desire and textual reality in the conditions of rapid urban dynamics and the development of the digital network environment leads to the fact that signs and codes of feelings act as the starting point of an individual's event in the living space.

**Key words:** words, sensuality, postmodern, performativity, consciousness, autoreference, phenomenology of the event.

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