

PHILOSOPHY

Valery R. Filonov

(Oryol State University named after Turgeneva, Orel, Russian Federation)

Sociocultural aspects of electronic technologies

The socio-cultural aspects of electronic technologies and their impact on society are investigated. The McLuhan approach to understanding the media space as a space for the synthesis of technology and social communication was taken as a basis. The psychoemotional component of the “electric” nature of modern means of communication is highlighted. The phenomenon of nostalgia is analyzed in detail as a reflection of the past through electronic means, which contributes to the emergence of interest in old aesthetic forms and their evolution in modern media culture. It is noted that modern Internet culture not only unites traditional and new forms of communication, but also forms a complex mosaic landscape where aesthetics, emotions and cultural codes play an important role in human interaction with the digital environment.

Key words: electronic technologies, media, technological determinism, nostalgia, hauntology, digital culture, aesthetics.

November 22, 2023
