

PHILOSOPHY

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The sign nature of simulated realities

The fundamentals of the iconic nature of metaverses are discussed, as well as the advantages and possible limitations of their emergence. Digital technologies offer an increasingly advanced experience of simulating reality, which, supported in part by concepts of imagined other realities, is perceived as an alternative to the physical. The megaverse is positioned as an opportunity for greater freedom and removal of the restrictions of everyday life; the question of the relationship between communicative sign systems and digital existence is explored. At the same time, emphasis is placed on the fact that the sign nature of technogenic realities predetermines the fundamental limitations of the underlying meanings within which the user can operate with signs. Thus, the imaginary freedom of simulated realities, which attracts users, only leads to further restrictions for humans, but not in the physical area, but in the digital space.

Key words: metaverse, virtual reality, sign, alternative reality, simulation, hyperreality.

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