

PHILOSOPHY

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Paradigm language of culture: semantic aspect

The article analyzes the peculiarity of universal constants (paradigms) of semantic communication that promote the continuity of ideas and meanings that create a cultural space. It should be noted that the scope of the concept of paradigm is currently expanding, it is growing to a general cultural level, including art and religion along with science. The paradigm is determined by culture: worldviews, customs, established norms, and generally accepted technologies. A set of views, principles and beliefs, personal and community experience, knowledge about the world are essential features and components of a real (local) culture.

Key words: culture, cultural constant, paradigm, language of culture, paradigm artifact, semantics, mentality

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