

CULTUREGENESIS IN A NEW FASHION. THE NOBEL PRIZES AND MEM OF CULTURE

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In the modern society, the most essential role is played by two bases such as elites: imperious and gifted. The public recognition of the imperious (political) structures is received by means of elections, and for the gifted elite the Nobel Committee formed the mechanism of such recognition in 1900. From the formal point of view annually according the decision of this committee the choice of the intellectual and spiritual elite of Mankind takes place. The spirituality of the society regulates such decisions. The increase of spiritual growth of people to a new more complex level adequate to the present one takes place under the influence of the Nobel Prize Winners – modern “priests of reason and spirit”.

The anthropological unity of people is supplemented by their cultural unity (culture, as a whole), and in this case there is a temptation to carry out a parallel between the development of ideas in the society and the evolution of biosphere. Geneticist J.Monod (NLPM-65) noticed, that «the ideas keep a number of properties of organisms: similar to the last one, they aspire to immortalize the structures and to make a large number of copies, they are also capable to alloy, recombine, to isolate the substance, they are able to evaluate, and in this process a large role is played by selection». The American biologist Dawkins Richard, as if realizing this idea, introduced a cultural inheritance concept «mem» (from the Greek word «mimeses» which means reproduction, imitation, reconstruction), and compared it with the concept «gene». In the book [2] he analyzed the reproductive function of «mem» on the examples from the history of culture and having found out the similarity between their behaviour and the behaviour of genes was able to reveal features of mechanisms of cultural inheritance. He saw these features in the ability of the man to overcome peculiar memes (as well as genes) of egoism with the help of altruism and the ability of people «to predict events» [In the relations between people ethically not only demands upon each other are justified, but also opportunities, which we give to each other]. In our opinion this hypothesis gives us reasons to say that «when we consider properties of culture and its vital values, we should pay attention to those who speak about it (importance of authority)». «Bricks of culture» such as the essence of laws, literary works, a person's activity (public acts and brilliant public events) for the sake of peace and humanism are symbolically fixed as the formulations, which are used by the Nobel Committee now to award the Nobel Prizes. These ideas, these achievements, which were objectively the best in the XX century and were based on the cultural selection, are in fact also memes of culture. Due to the selection there are selected memes, which are most frequently used in culture owing to their advantages. The cultural environment consists of various memes, united in a community, which were also selected by practice.

Therefore, the super elite of the Nobel Winners plays leading roles in the development of culture as systems organized for the solution of problems which people and the society come across [Culture is all that is created by the man, and thus it creates the man, makes a phenomenon of humanity].

For the first thing, it is the subject of people's activity. Agrees [1]. This includes people's relations. In this context the quality of memes of culture can be considered:

The achievement of NL in the sphere of chemistry, physiology or medicine proves better and long existence of the man; [Principles of orthobiosis were worked out by I.Mechnikov and L.Pauling];

Technologies of the life-supporting society are based on the achievements of the winners in the sphere of natural sciences and their realization in applied spheres (radio-activity - nuclear and chain reactions - invention of the transistor - laser-maser of technology, organic synthesis and so on); [A.Becquerel + P. & M.Curie, O.Hahn & E.Fermi, N.N.Semenov, J.Bardeen, N.G.Basov & A.M.Prokhorov, Z.I.Alferov, R.Woodward];

As a matter of fact so different organizations as the Organization of United Nations, the International Committee of the Red Cross, the International organization of work, Pugwash Conferences were awarded the Nobel Prize of Peace in different years.

The spiritual subject of culture includes three forms, namely knowledge, values, projects. Here it is possible to present the following things as obvious memes:

Scientific knowledge (the theory of relativity by A.Einstein, «Knowledge of the man. Limits and borders» by B.Russel and so on); [N.Semenov - Chain reactions; I.Tamm - Principles of the theory of electricity; L.Landau - Theoretical physics; L.Pauling – General chemistry; P.Samuelson - Economy: introduction in the analysis; also R.Feynman, also L.Kantorovich - about optimum planning, and many others];

Ideological and moral values, for example M.L.King and L.Wałęsa introduced by them in social practice of America and Europe; [In 1964 M.L.King achieved in the USA the acceptance of the law about civil rights forbidding the segregation of Afro-American people in public places and at factories, concerning working conditions and salary. L.Wałęsa was awarded the Nobel Prize in 1983, with the formulation that «solidarity, which conductor he was, assumes unity with mankind, for this reason he belongs to all of us, the world has heard his voice and has understood his message»];

The religious-social project of Mother Tereza (NLW-79) on the protection of inviolability of a person's confession [The Irish award of the sisters Loretto and the further creation of a new congregation - award of mercy]. There can be more examples.

For the second thing, this expansion of human experience at the expense of scientific and art activity of the Nobel Prize Winners. «A new dialogue of the man with nature» I.Prigogine's paradigm of natural sciences of the XXI century, the discovery of a gene by F.Crick, M.Wilkins' & J.Watson's modern boom of biotechnology, modeling the genome of the man, development of medicine of the future and also a set of memes of the various substances. The achievements in literature, in many respects define the level of morals in the society (A.Camus and A.Solzhenitsyn), its national and mental feature (for example, I.Andrić, M.Sholokhov, Y.Kawabata, I.B.Singer), the universal human value (H.Hesse, E.Hemingway, H.Böll), and modern aesthetics of belles lettres (S.Beckett, Cz.Milosz, I.Brodsky).

For the third thing, its asceticism, public certificates in the solution of moral and legal and some other problems of Mankind (A.Schweitzer, A.Sakharov, Mother Teresa, Dalai Lama of Tibet and many of the winners) [S.Bulgakov senior, thinking at the beginning of the XX century about spiritual and material asceticism, asserted, that «the economic activity can be a public service and execution of the moral debt, the economic psychology is a business of public self-education»].

At last, for the fourth thing, this creation of the uniform human value of space - ideology of the civilization of the XXI century. As M.S.Kagan emphasizes [1], now there is an inversion of the relations between the society and culture. Culture, in particular spheres, turned out to be ahead of the society, the level of the development of engineering requires radical reorganization of the society. The basic way is also not violence but a dialogue. Thus, attention should be concentrated on «ethics thankful to life» by A.Schweitzer, and «a new political thinking» by M. Gorbachev and some other doctrines, which we determine as a broad gully of the states (cultures) in the XXI century, «as a dialogue of the equal parties (subjects) under the formula «we are you» for the achievement of unity with each other». Thus, one of mechanisms of cultural inheritance – a mem of altruism will be realized. The processes of globalization of the world community should be directed, at the end, at the connection of universal and specific regional values (North - South, West - East, national, gender and age, individual), and their management to the great extent should be coordinated with the theoretical development and forecasts of the outstanding science-economists, first of all by J.Tobin (NLE-81) [Macroeconomics, «the tax of Tobin » for the benefit of the poor countries from the international transaction (bank operations on the transfer of money resources), this tax could give \$130-200 billion per one year] and by J.Buckanan (NLE-86) [the Theory of the public choice - fundamental rules and concepts of the political system, as a process of an exchange for the purpose of achieving mutual benefit]. The Roman club of forecasts, globalization on the basis of the theory of hierarchical multilevel systems, potentiology [synergeticist (I.Prigogine and others) should describe the process of transformation of bioactivity into the cultural activity; generate the scale of transformation of organization (energy) into a more complex structure].

In addition to this one can say that, for the ordinary man now there is a danger of immersing in the culture relative to values connected to the disorder of the great system of thinking and structure of political ideologies, which can lead him to feebleness and senselessness. The slogan of today's moment is the restoration of the last values and creation of values of consciousness leading to the self-managing society. The modern philosophy operates with the concept «transculture» [3], which assumes an openness of different and equal cultures, their interference. [Transculture is the condition of the virtual belonging of one individual to many cultures]. The place of the firm cultural identity is occupied not by hybrid formations, but by a set of potential cultural attributes, a universal symbolical palette. Moreover, the substance, undoubtedly, should become memes of culture based on achievement of the Nobel Winners. The problem of the definition of concept «mem» or «community memes» is interconnected with the formalization of process of culture genesis. Here it is important to trace the interaction of two dialectics «law - accident» and «necessity - freedom», to reveal internal forces managing dynamics of culture. Culture is not only the product of activity, but, mainly, activity, hence, its true definition can be given only in a hereditary (structural) way. Culture is a program of social inheritance (N.Dubinin); it is the technology of activity, the program of a way of life. Actually, it is necessary to study the structure of everyday life, to integrate the personal sense from a wider,

universal outlook. The above mentioned set of potential cultural attributes is needed to make designs on potentials of the person [3] (creativity, knowledge, value of space, communicability) and in this connected space to carry out the synthesis of a way of life of people of the XXI century. It is necessary to admit that Americans' way of life wins now. It is presented, first of all, in the unification of the value of space in western countries and communicative potentials of modern people. There is the characteristic presence of the world community of elites in the majority of countries, controlled on the part of the USA, which is carrying out in a number of cases the direct treachery of national interests. And one of the basic tasks of modern culturology consists in exposure of this myth uniform the western world, which represents «cultural imperialism» (U.Ganners). A universal way of culturology can be essayism [3] on the basis of methods of the functional scale rate in spiritual - value space. V.Lefevre in the book [4], maintained by sir K.Popper and professor J.Schreider, made an attempt to prove the connection of the phenomenon of the man with the physical laws (the formula of a modern man) [the Moral law – the law of the Universe - Universe-humane uniform essence; the uniform structure uniting phenomena «of a physical picture» and «alive organisms» (of a civilization) are examined]. We are arranged as «machines of genes» and cultivated as «machines of memes», we are unique on the Earth in our revolt against tyranny of reproduction of egoism, and the institute of the Nobel Prize Winners (the gifted elite) in many respects helps us in this struggle.

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