

The Neo-gnosticism of the Modern Media Space

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The philosophical understanding of media space involves complexity in its systematization and theorization. This article explores the perception, interaction, and impact of media space on social reality and knowledge.

Electronic technologies are one of the main attributes of human life in the existing algorithms of his being, modified by historical and cultural traditions. The trend towards differentiation and interdisciplinarity of the topic of media space reflects its relevance and popularity. The academic popularity of the study of this topic in the form of post-industrial theory occurred at the end of the 20th century.

M. McLuhan, who has become the "ambassador" for media research, presents the history of civilization as an eschatological development of communication technology. It is worth noting that McLuhan gives physical properties to the concept of "media", emphasizing the importance of understanding it as a tool for rethinking spatial and temporal categories. This is because of the material foundation in the "media environment", which performs the functions of distributing and storing information [2]. However, the question remains: will media space become an ontological concept or will it continue to be an instrumental operator for techno-deterministic concepts in the philosophy of technology?

In philosophical interpretation, media space acts as a theoretical concept that reflects social reality. The complexity of this definition is due to the fact that it is impossible, unlike in the theory of journalism or other related sciences, to distinguish a specific topology here.

The terms "virtual reality" and "digital space" lead to the emergence of problems related to the perception of reality. This situation makes the cognitive role of media philosophy essential, as it provides an opportunity to understand changes in everyday life and analyze social space transformations. A characteristic feature of modern times is that the world becomes less accessible for observation, consciousness becomes less transparent, and human existence becomes less autonomous. Media space, while claiming freedom of information dissemination, nevertheless stores data that is limited in accessibility due to commercial, political, legal, or moral and ethical considerations, creating permanent inequality. The supposed positive aspects of the internet media space, such as the variety of sources for accessing digital information, are limited by the anthropological limitations of our abilities to search, collect, and interpret information [3].

The optics of gnosticism, which are specific enough for media analysis, allow us to better understand aspects of human perception of the digital environment. Problems of Gnostic teaching, such as the illusion of social reality and control over information, are reflected

in media practices. Identification of Gnostic ideas with media space can happen through symbolic assimilation with modern social networks and internet communities that develop their own methods of understanding the world [1].

The term "knowledge" in Gnostic practices has both philosophical and religious connotations. The religious and psychological aspects play a significant role in modern media, which are actively manifested in the operation of modern economics, politics, and culture. According to Gnostic beliefs, the universe is a complex cosmological structure in the form of an endless prison, with cosmic spheres constantly multiplying around it [1]. Linking this concept to modern mass media, we can see that the media structure reflects the spatial organization of the universe. This is evident in the work of M. McLuhan, who uses the cosmic metaphor of "galaxies" to describe communication spaces. Just like in the Gnostic universe, with its eons distributed on different levels, media space provides various layers or platforms for communication. Through hypertext arrays and media concepts, individuals can feel a sense of distance from objective knowledge. Gnostic philosophy offers a unique perspective on the perception of reality that restricts access to higher knowledge and separates man from God [3].

The interpretation of Gnostic teachings in a modern context is the adaptation of ideas from the world we live in as a prison - a media that binds us more and more. The future and present of technological world are presented by humans, if not as a place of torment, then as far from paradise. The demiurgical aspect of Internet space is understood by people as an object of suspicion and manipulation. In modern culture, gnostic images reflect fears, hopes, and ideological inclinations. Gnostic worldviews have great heuristic potential because they explain the essence of world structure in an accessible way, saving people from uncertainty.

In the media landscape, against the backdrop of stereotypical, saturated, and manipulative information dissemination methods, fake news and misinformation are becoming increasingly prevalent. Technological advancements, including in graphic and audio editing, allow for the creation of convincing but false narratives. This trend undermines trust in the veracity and authenticity of information about the world we live in. As a result, the relative abundance of information available to users paradoxically becomes more difficult to access. Gnostic optics applied to the analysis of me-

dia space provides insight into the questions of truth in knowledge in information flow. This context raises important questions about critical thinking in modern society and re-actualizes Gnostic practices.

Notes

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References

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