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The magic Aura of Collections

The article studies the contemporary specifics of culture functioning of culture as a system. The methods used are structural, system, comparative and psychoanalytic ones. It is stated that modern flourishing of consumer society actively favours the deconstruction of subject's axiological objectives and, proclaiming the priority of material values over spiritual ones, is a triumphant consolidation of collector's fetishism as a basic principle of modern medium. It is stated that deconstruction of axiosphere gives collecting a status of sociocultural phenomenon, which provokes the comprehension of culture system as one universal global collection, the system levels of which are respectively another kind of collections. The conclusion is made that the system of culture functions as self-absorbing and self-generating system, based on serial production principle and on cultural codes collections deconstruction; this actualizes the respective changes in sociocultural mechanisms producing new standards based on perverse models.

Keywords: *deconstruction, series, collection, cultural code, sociocultural mechanisms, perversion, castration, fetishism, post-modernism.*

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» [3, .103].

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[7, .145].

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