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**XX–XXI**

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**Cinema and television as the problem of philosophical thought of XX–XXI  
century**

Cinema and television are comprehended as key phenomena of screen culture. An attempt to systematize the philosophical approaches to these phenomena with the methodological position of methaantropology as a theory of common, ultimate and transcendent human being. Challenging nature of spiritual revival and development of Ukrainian culture in the present appeal to determine the relevance of cinema and television, which are powerful tools shaping the worldview and internal culture of personality. In this context is important to analyze the possibilities of Philosophy and Cultural Studies in the comprehension of this problem. The article reviews the achievements of modern philosophical thought in the analysis of these phenomena screen culture. The author analyzes the nature of cinema and television and their specificity, which appears in screen language and manner of impact on the viewer.

The particular attention is paid to the comparative analysis of cinema and television in studies of M.McLuhan and J.Baudrillard, because these authors come to the essential basics of screen culture and its influence on human existence.

**Keywords:** screen culture, cinema, television, art, philosophy.

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