

Evolving and Changing Paradigms of Visual Communication and the Problem of the Other in the Postmillennial Era¹

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Abstract

The paper is devoted to an investigation of the genesis of the formation of the philosophical and cultural-anthropological relevance and significance of the concepts of communication, visualization (the phenomenal image) and the Other in European philosophy and culture since the 17th century. It deals with the transitions and new and evolving paradigms in European philosophy and culture related to the shift from conceptual thinking, the self-contained monistic subject, the rational approach and objectification to the attitude of openness, contemplation and the personal intersubjective relationship between Self and You among others. The authors intend to show the difficulties involved in asserting the problem of communication, the Other and the visual image of a person, using evidence from the works of Soren Kierkegaard, Martin Heidegger, Edmund Husserl, Max Scheler, Gabriel Marcel, Michael Bakhtin, and others. The paper also focuses on the separate issue of the relationship between language and image, which prevented the revelation of the philosophical primacy of the latter for many years. An openness to the phenomenally perceived image of the Other allows one to perceive within it the aesthetic evidence of its own being and to establish visual communication with it.

Keywords: *visual communication, philosophy, other, language, culture*

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