

On the ideological turn of the knowledge cultures at the beginning of the 21st century towards a “supercritical mass”

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Abstract:

The most difficult challenge at a particular point of time is to grasp the essential features of the time or era we live in. Scientific progress seems to occur, especially in terms of subtle technical improvements in communication, medicine, social life and other everyday facilities, however, with regard to genuine humanity this technical progress might be an illusion and in fact be a disaster. The latter would be the case, when human and cultural studies do remain simply a blind reaction to the technical advantages and a joyful consumer of them. Such a scientific behaviour is an ideological one, is knowledge based, but this knowledge is an ideological one and has itself a destructive impact on societies.

Therefore, I speak out the following seven questions: (1) What signifies this new ideological turn in human studies? (2) Who are the authors, advocates and promoters of this ideological turn? (3) Could this now ongoing ideological turn cause serious problems for contemporary living human beings and for future generations? (4) Which human conditions are favoured by the ideological turn at the beginning of the 21st-century? (5) What are the methodological features of the ideological turn? (6) Is there political support of the ideological turn and even a demand for this turn? And (7), is there a hidden trigger of the ideological turn or is it a self-fulfilling circle?

The aim of my contribution is to provide an answer to these questions.

Key words: Scientific turns, digital knowledge production, fabrication, “supercritical mass”, scientifically justified ideologies, post-truth generations

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