

SPIRIT AND BODY IN THE WORLD OF MODERN TECHNOLOGY

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SUMMARY

Spirit and body of the man living in the world of modern technology are discussed in the paper. The entire life of modern man is under the pressure of rapid and far-reaching changes in economy, organisation, education, self-image.

The relations between the spirit and the body on the one side and illness and health, money, media, narcissism, morality and national identity on the other side are studied in the article. Particular attention is paid to the relationship between the world of modern science and technology and the quality of life focusing on the mind and body. The fact emphasized in the conclusion is that the nature of Western - European civilization has been changing with predominant turning to the SELF, to the absolute interest of an individual in terms of materialism. The result of this civilizational turn is jeopardizing the spirit and the body of modern man.

Key words: the spirit, the body, health, money, morality, media, IT.

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Man has always existed as the body, the spirit and the soul. Or, in other words, man represents (dis)agreement of a biological (compulsive), contemplation and emotional being. The spirit is not invisible, it can be seen as an integral part of human body, thought, action, speech. What one does in his life originates from the spirit and the body can achieve its full excellence only through the engagement of the spirit.

The body is commonly connected with senses, the soul is connected with emotions and the spirit is connected with the search of the meaning of life. Let us discuss the issue of the body first. There is no doubt that *physicality* is a very complex area of man's behaviour and activities. Biological structure of an individual essentially provides the base for body (behaviour). The founder and followers of psychoanalysis distinguish the power of body in everyday life. In addition to satisfy this intrinsic need the body participates in other forms of behaviour. However, the body cannot function separately - its manifestation is affected by many social and spiritual effects, it is always connected with certain social attitudes. What social factors shape physical behaviour? Physical (behaviour) was to a large extent shaped by Christian religion earlier in history whereas the significance of medicine has increased in the modern society. The age also affects behaviour. The young adopt rather liberal views of the body (behaviour) whereas the old hold more traditional views.

Physical and spiritual needs are integral part of one's individual and communal life. Opinions, behaviour and activities of an individual and a group of people are strongly influenced by one's spirituality. Man has always been in search of the meaning of life. Just as everyone, consciously or unconsciously, ask themselves about the meaning of their life the society try to answer the question of the purpose and reasons for collective existence.

In every society, man tries to solve one of the essential existential issues. That is, how to overcome his own isolation, his own individuality. There are several ways of abandoning loneliness: 1) the pursuit of power and conquest, 2) hedonism (physical satisfaction - food, alcohol, Don Juanism, 3) asceticism - escape into religious peace, 4) creativity, 5) love. (Erich Fromm, 1 ...) To resolve this issue of existence one can follow two paths, two directions in life: to choose spiritual or material aspect?

It is recognized in Christian religion that the spirit overtops the body. The spirit gives life to the body as it is written in the Bible. There is no body without the spirit. The body returns to dust. Ecclesiastes describes what happens when somebody dies: "Then the dust (human body) returns to the earth as it was, and the spirit returns to God who gave it." When the body is left without the spirit that is, its life force one dies.

The relation to the spirit and the body varies with social and historical periods. The secular life shows something else. The body can be downgraded to instincts. What is going on in our modern world? In our Serbian nation? Has it stayed out of the hedonistic civilizational tide?

THE WORLD OF SCIENCE AND TECHNOLOGY AND THE SPIRIT AND THE BODY

The world of culture, manufacturing and technical (technological) tools is developing fast. Modern society is increasingly considered from technocratic point of view. The society is changing rapidly - the society, economy, culture, way of life and human behaviour - but man and his nature, internal being much slower. Modern society is characterized by capitalist aspirations of money with man increasingly becoming egoistic and focused merely on himself and his interests. New technologies are changing human life in an unexpected way. Practicalism is one of the common characteristics of our spirit. The relativity of all the values is seizing hold of modern man with direct consequences reflected in hedonism and nihilism. Needs of uniformity and manufacture are the custom of the globalized world.

Information technology has caused deep changes in economy, education, culture and politics. Structural components of an individual living and living in society (job, family, free time) are changing. Nowadays, the significance and prospects of new technologies are being discussed in every society. It is generally agreed that IT has become a separate industry strongly affecting social and individual life as well as the quality of individual and group activities and way of thinking. Information technology is considered the fourth sector of economy (in addition to agriculture, manufacturing, services). There are arguments and disagreements in the estimation of the consequences resulting from the new role information technology has in society. Ordinary people discuss it whereas sociologists, psychologists, educators develop their theories.

The technical-technological world is gradually occupying the world of nature and the spirit. The world appears as a set of techniques in various areas: economy, politics, ideology, sport, culture, education. Modern technology is leaving tools out becoming a goal in its own right, a master of human needs and goals. Ideas of a human being as a machine are becoming reality. The man of technology is essentially a "new" man.

It is apparent from the consideration of the relationship between IT and human spirit and body that human body is getting more inert in relation to previous economical and social periods. New methods of work, desks and computers lead to low mobility, movement and the effects of spending too long sitting at the computer. What is happening to the spirit in the technicalized world?

The spiritual part of man is actually a set of skills and an ability to create. How is IT related to knowledge and creativity? The knowledge we acquire using the computer and the Internet has its advantages but also irreparable limitations.

There is no doubt that the IT devices are irreplaceable for "knowledge storage" in terms of information. A user "on the network" can get informed about an infinite number of topics and areas. This way IT deletes borders and shortens time. The advantage of IT is also in the direct communication - free flow of pictures, words and sounds.

Does IT provide a considerable boost to human knowledge? Yes, but people do not assimilate it. IT is not equally relevant for all types of knowledge. Those gadgets are not likely to delete the distinction between perceived and causal knowledge (Spengler, 198). Knowledge in science and engineering has a great support in IT. Knowledge requiring contemplation and peace and quiet, artistic imagination, will not have much help from IT.

One should always be aware of the fact that this knowledge is beyond the scope of formal education, which offers a possibility of uncontrollable selection, estimation and evaluation of information.

Creativity represents an ability: a) the ability to think, perceive, feel different (in a new way) from others, the ability of flexible thinking, b) the ability of having an abundance of ideas and words, c) the ability of new interpretations of the familiar subjects, d) the ability to practice and solve practical problems (Maksić, 2006).

The spirit of creativity is not reserved only for science and arts. There are opportunities for creativity in each sector of human life, everyone can be creative when given material and social support from the environment.

HEALTH AND ILLNESS OF THE BODY AND THE SPIRIT

Just as there is no doubt that health and illness are determined by a "biological agent", nature, it is true that culture with its institutions and standards can influence the view of the body and spiritual hygiene.

Modern society is increasingly "cultivating nature". This means that the natural is increasingly dependent on technical and technological circumstances and decisions made by an individual or a group. Just have a look at eating habits or physical appearance and condition of a person. Industrialized production of food and its global nature contribute to eating disorder that is, to a new form of self-control. One has to care more about diet - to lose weight or to gain weight. Eating habits are connected not only with health and diseases but also with physical appearance and aging. Physical condition can influence emotional stability of a person. Obesity, heart disease and diabetes are caused by fast food and sedentary lifestyle.

The development of technology and science has penetrated as deep as the most sensitive issue in human life - genetic engineering. Scientific announcements about manipulations of genetic composition of a fetus represent a direct challenge to the natural process of giving birth and dying. In addition, the natural process of giving birth is disturbed by various birth control methods. A woman can abort a pregnancy, which indicates that the natural process of giving birth can be put under control. There are more old people and fewer newborns in post-industrial societies. However, some new diseases have occurred. AIDS has seriously upset modern society whereas environmental decline (water, air and soil pollution) has endangered human health.

THE GOALS OF EDUCATION CAN INFLUENCE THE RELATIONSHIP BETWEEN THE SPIRIT AND THE BODY

The goals of education are set in compliance with educational policies. The following are the goals on each level of education: acquiring general knowledge and values, complete development of a personality, preparation for living, getting ready for further comprehensive and professional education depending on the level and orientation.

In a more limited sense, those goals refer to personal goals (personal satisfaction of a student as a social being; harmonious personality - the spirit, the body, intelligence, sensibility, justice, the beauty). In a broader sense, they designate cognitive, social, economic, cultural, moral, patriotic, educational goals.

In the early history of education, the goals used to be set "outside" the school. The decisions on goals, priorities and implementation were made by the government. School was one of the tools a society (government) used to accomplish some general goals of economic and cultural development. At the same time, school with its "permitted" education shaped the student's personality (in cognitive, emotional, social, volitional terms).

Modern society has abandoned this concept and proposed the model of "a child-centered school". This approach to learning respects and acknowledges the student, the student's needs, individuality and autonomy; the essential task of education is to create a person who is capable of successful walking through life. Thus, it is necessary to focus on all the abilities and qualities of the student - physical, cognitive, emotional, moral, artistic, volitional. To provide students with knowledge and skills relevant for social and individual life. Physical culture or physical education is of utmost importance in every single concept of education reforms.

THE BODY, THE SPIRIT AND MONEY

Self-deception is that the body cult is a road to *happiness* and satisfaction. In addition to the meaning of life as an important baseline of the concept of happiness means for achieving goals in life should also be pointed out. The choice of good means and accomplishment of goals set by an individual certainly contribute to happy life.

The experience of modern Europe has shown that the ideology of cultural development tends to replicate the development pattern of "more developed" cultures. In modern civil society, money is not only a means but often the goal itself to achieve in life. There is the money cult in Western European societies.

Penetration of money into the life of the Serbian nation relies on the decrease of some of the traditional Serbian cultural values such as the national and ethical ideals. In the long run, money as ideology aims at radical changes in education system that is, the change in the national identity.

MEDIA PROMOTE NARCISSISM AND THE BODY CULT

Information technology has caused deep changes in economy, culture and politics. The life of an individual and the society is changing. The importance and prospects of media and telecommunications in particular are discussed in every modern society. It is generally agreed that media have become a separate industry strongly affecting social and individual life as well as the quality of individual and group activities and way of thinking. There are arguments and disagreements in the estimation of the consequences resulting from the new role information technology has in society. Ordinary people discuss it whereas scientists develop their theories on the media phenomenon.

The influence media have on the production of stars and celebrities, narcissism, the young, the development of a new culture called "hyperrealism" (Jean Baudrillard) and especially the truthfulness of the media news in particular have been particularly discussed. As with many other issues, judgements and opinions are different with relation to this topic.

THE SPIRIT AND THE BODY. MORAL AWARENESS AND BEHAVIOUR

Morality is human behaviour (action) towards other people and oneself based on the sense of duty and awareness and not personal benefits. Moral standards of right and wrong are established by society but these concepts are

understood in a different way in the family, the group, the nation, the country, the world (traditional - modern, egoism - altruism).

Moral awareness and moral standards also shape the conduct of an individual and the nation but according to measures of right and wrong, virtue and sin. Moral behaviour can always be practical behaviour comprising of subjective and objective component.

The spirit is an integral part of moral awareness. In judging one's own action or someone else's action as *good* or *bad*, or *should* - *should not*, we rely consciously or unconsciously on spiritual (non) values and can physically defend some of the values.

We live in times of moral values crisis due to widespread relativization. The spirit of an ethical man is jeopardized at all levels beginning from the global level where peace is talked about but wars are started or where the truth is replaced with lies or double standards.

The spirit of moral behaviour can be also connected with the ideal of justice and honesty. But here, again, we encounter the crisis of the concept of justice in the world first of all.

The Internet, The Spirit And The Culture Of Senses

In the age of free sensuality, culture becomes a "cultural junkyard". Here, one can find "undigested cultural items" and dying creativity. Mediocrities and pseudo-thinkers take places of great men, technology replaces a genius whereas information replaces thought. Great spiritual and cultural values from the past have been degraded (decoration on the mass culture products).

Values of spiritual culture have lost their general significance. They have been degraded into atoms and we are offered "an opinion" instead of them. They are allowed to wallow in materialism and left without any spiritual and divine aspect. Ignoring the border between the spirit and the nonspirit (impulsive sensitivity) can contribute to disappearance of their universal recognition. Predominance of sensual values has contributed to diminishing of man. Man has been increasingly considered as a "human robot".

There are many anti-values, kitsch, frivolities with no deep or real experience. Increasing development of the Internet, cheaper technology, constant shifts in the activities of the users but also illegal access to information - hacking. The biggest problem of the "new" culture is the increasing Internet addiction disorder. It largely contributes to narcissistic culture. The obsession with the SELF is increasing and the body, physical appearance, health and eternal youth have

been given a growing preference. The aspiration of instant pleasures even in virtual forms. The indifference to the past and the future. It is important to be satisfied at the moment.

THE SPIRIT AND THE BODY, NATIONAL IDENTITY

The spirit and the body are integral parts of cultural identity of each nation. The opposing concepts of the Dionysian and Apollonian lifestyle can be used to distinguish the culture of the first type as sensual, physical and the culture of the second type as discipline, spiritual.

Cultural and national identity includes those symbols and their meanings which determine the belonging of individuals and groups to a community thus distinguishing them from other nations and their cultures. The attitude towards the spirit and the body is an integral part of any national identity in that context.

Objective spiritual indicators such as language, religion, tradition, customs, mythology, science and discursive awareness are all parts of an objective identity component which can be relatively reliably used to specify the cultural belonging of a group, a class or an individual. It can be found in three forms: everyday life (food, home, clothes, games, entertainment, physical activity), creativity (arts, science) and historical-political (religion, government). (Avramović, Z., 2015).

The concept of national identity does not include only perception of one's own nation: the attitude towards other nations can also be placed in the structure of cultural identity awareness. The development of the SELF (who am I?) always implies the relation to YOU, THEM. Conceptual difficulties with specifying the essential elements of cultural identity can be generally solved by the constant study of experience with the awareness and behaviour. These are everyday life, arts, economy, politics.

ART IN THE BODY CONTEXT

The spirit of modern man is corrupted by modern civilization. This is also supported by the duality of human nature. Aspiration of spiritual values is faced with the duality of human nature. It reveals irreconcilable aspirations in human being: the struggle between the spirit or an ideal and human instincts that is, passion, mind and soul. One is often incapable of a spiritual effort. One can sometimes act against one's own interests, needs and rights.

The "new" art benefits from the duality. The concepts of erotic and pornography outline the difference which should be taken into account when discussing sexuality as a part of artistic form. Unlike erotic, pornography as bare

physicality (sensuality) cannot be an integral part of artistic power. When there is only a hint of intimate physicality, when just a hint of woman's or man's sensuality is shown then, and only if the artist is the creator and not the participant, an aesthetic power may be attributed to it. The words - "Sweetheart, more, more" in a novel by Miloš Crnjanski are charged with eroticism which is also a powerful artistic expression. The soul and body passion is hidden in the expression. But the great Serbian writer creates a form for it (Avramović, 2009).

Nowdays technical development of the film is considered "an improvement". The street and barbarous language is presented on the screen. Where is art in swearing and mere sexuality? I hear life is the answer to the question. Everything makes life but not everything makes art.

It seems that a modern play cannot be performed without rude sexual elements (swearing, stripping, acting sexual intercourse). A play about raping a girl performed by a theatre group from the inland of Serbia was advertised not so long ago. Is this just a current trend, an unproductive search of a "new" artistic form? We beleive it is.

QUALITY OF LIFE, THE SPIRIT AND THE BODY

Quality of life includes many factors. Generally speaking, social, political, cultural and individual indicators of quality can be distinguished. Quality of life is commonly measured by the system of satisfying fundamental needs of living. The choice of quality of life depends on individual evaluations. The attitude towards spiritual and physical needs will vary in that sense.

The Internet communication has significantly influenced changes in quality of life that is, the change in spiritual and physical values. First of all, it has resulted in less physical activity and more sitting on the Internet. Less physical activity has contributed to the increase in various diseases (obesity, diabetes, scoliosis ...) even at a young age. Mobile telephones with headphones can affect auditory perception of the world. Staring at small screens and the absence of real sounds can change the quality of sensory perception and perception of the real world.

Social networks have changed the spiritual side of life. Mobile applications (such as Facebook, Twitter, Instagram, LinkedIn, Viber) have replaced the call/message/email. This means communication with virtual friends.

Widespread new technologies have brought changes in the style, values and quality of life. New generation - new quality of life. However, certain values have to be saved: spiritual ones to prevent turning everything into information and physical ones to protect children's health from overattachment to the Internet - mobile phone.

Reading books as one of traditional qualities of life is in decline and slowly transferred to the Internet - mobile phones. It is believed that the transfer of the book to the Internet can diminish the value of the written word and override great handwritten works of aesthetic value. The extinction of the printed book we have known since Gutenberg has been even foretold. Should we believe in such predictions?

CONCLUSION

Modern world is taking a new shape under the pressure of information technology and media storm and the greedy global market. The destiny of our age is defined by modern technologies and its majesty money (ideology). Global society rooted in modern information technologies is making deep changes in traditional manufacturing and social structures as well as in the position of man and his spirit and body launching the idea of a new identity. Western civilization is characterized by egoism, individualism and materialism. In making efforts to keep up with rapid changes people find it difficult to have one sense and idea of themselves, of their qualities and abilities and the culture of the nation they belong to.

Postmodernity has revealed "the decay of objectivity" and radical pluralism. The world is divided into numerous sovereign units. In constructive discourse, an individual is designing himself and his image of the world, he is only capable of choosing among various meanings, rejecting social meanings and "gaining new areas for himself".

Technologized society supports indifference to common interests, cultural tradition and heritage. Moreover, it encourages man to turn to his SELF, to the sole interest of an individual. This concept of society particularly affects Slavic-Orthodox cultures and their spirit of witness while promoting division of the society into the Western-oriented and the nationalists.

Values of the spirit and the body that is, one's existence can be defended only following the footprints of old national traditions. The spirit has been shaped and the culture of body as well as the identity have been nurtured in the national culture. The tide of the globalizing information and ideological uniformity will not manage to deracinate historically shaped spirituality. Challenges may be higher but the resistance will not weaken. The spirit of witness shall defeat narcissism. Just as Christian altruism shall defeat Western capitalism and egoistic individualism.

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ДУХ И ТЕЛО У САВРЕМЕНОЈ ТЕХНОЛОШКОЈ ЦИВИЛИЗАЦИЈИ

САЖЕТАК

У раду се анализирају дух и тело човека у условима модерне технологизације друштва. Целокупан начин живота савременог човека је под притиском брзих и далекосежних промена привређивања, организовања, образовања, слике о себи.

Истражују се релације духа и тела према болести и здрављу, новцу, медијима, нарцизму, моралу и националном идентитету. Посебна пажња посвећена је односу научно технолошке цивилизација и квалитета живота у чијем је средишту дух и тело. У закључку се подвлачи чињеница да се мења карактер западне –европске цивилизације у којој доминира окретање сопственом ЈА, апсолутном интересу појединца и то у материјалистичком значењу. Такав цивилизацијски заокрет има за последицу угрожавање духа и тела савременог човека.

Кључне речи: дух, тело, здравље, новац, морал, медији, ИТ.

ДУХ И ТЕЛО В СОВРЕМЕННОЙ ТЕХНОЛОГИЧЕСКОЙ ЦИВИЛИЗАЦИИ

АННОТАЦИЯ

В статье анализируются дух и тело человека в условиях современной технологизации общества. Общий образ жизни современного человека находится под давлением стремительных и далеко идущих изменений в бизнесе, организации, образовании, самооценке.

Исследование включает в себя связь духа и тела с болезнью и здоровьем, деньгами, средствами массовой информации, нарциссизмом, моральной и национальной идентичностью. Особое внимание уделяется взаимосвязи между научно - технической цивилизацией и качеством жизни, в центре которой находятся дух и тело. В заключение подчеркивается тот факт, что в характере западноевропейской цивилизации доминирует обращение к собственной личности, абсолютный интерес личности в материалистическом смысле. Такой цивилизационный сдвиг ставит под угрозу дух и тело современного человека.

Ключевые слова: дух, тело, здоровье, деньги, мораль, СМИ, IT.

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