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CONSUMPTION AS A LANGUAGE OF SIMULACRUM IN POSTMODERN SOCIETY IN J. BAUDRIYAR'S PHILOSOPHICAL CONSTRUCTION

Creative work of French sociologist and philosopher Jean Baudriyar has an important place in the development of postmodern philosophical awareness of the state of modern society. J. Baudriyar analyses and criticizes the myths about the affluent society and formulates his own concept of what is happening in his work "Society of Consumption". In J. Baudriyar's opinion, modern society is not the affluent society; it is the society of consumption. The central phenomenon of the society is *the process of consumption*.

J. Baudriyar describes a number of negative consequences which are caused by sustained rapid growth of production and consumption. These are: 1) degradation of habitat; 2) cultural harm; 3) labour turnover and job instability; 4) a feeling of general uncertainty; 5) the inability of people to follow the rhythm given by the system; 6) the expenditure of the surplus produced by the production system to maintain this system; 7) disbalance in the internal functioning of the system; 8) profligacy.

In the work "the Symbolic Exchange and Death" J. Baudriyar formulates a scheme of human development which includes three stages: primitive (pre-capitalist society); bougeois-capitalist civilization; the present stage of the postmodern which is characterized by the replacement of the cultural and economic values of the previous epoch into simulacra. These three stages of the development of society correspond to the three historical orders of simulacra: fake based on the natural law of value; production based on the market law of price; simulation based on the structural law of value.

One can agree with Jean Baudriyar about the possibility of buying and consumption of a thing, first of all, as a sign (prestige, belonging to a particular social group, etc.). In our opinion, this is due to the logic of capitalism, when the basic (both biological and social) needs of the majority of people have been already satisfied on a rather high stage of development of the society. Jean Baudriyar himself focuses several times on the fact that the society of consumption is the continuation of the development of a capitalist society. The language of simulacra is the basis of the postmodern society; it is the language of the way how this society lives and how it consumes.

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