

Abstract

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**A priori, Ratiomorphism, and
Agency in Contemporary
Communication**

In the article, I argue that in contemporary communication, Kantian forms of pure clarity (like space) and categories (like causality) lose their a priori character. In communication, which is organized and dominated by new technologies, the a priori status is now reserved only for ratiomorphism - unconscious, innate, genetically determined, and survival-driven cognitive faculties of organisms. The fading away of "old" apriorisms and replacing them with a single new one involves a radical modification of communication's primum mobile. This is a peculiar paradox of contemporary communication—on the one hand, new technologies strengthen communication's agency, but on the other hand, they weaken it by subjecting it to the constraints of ratiomorphism.

In the most basic philosophical sense, communication is an active, and endowed with primum mobile, relation that is cognitive, bind-forming, and knowledge-forming. In the contemporary media, its agency is subject to ratiomorphism, because—as I try to demonstrate—new technologies operate according to mechanisms analogical to ratiomorphic rules. These mechanisms are intrinsic to the ontology of contemporary media and communication. This has profound consequences in both social and individual life, since communication is "first;" it comes before economics, politics, science, etc.

The considerations presented in the paper are of a conceptual and theoretical character, but they will be illustrated by a few examples from the fields of politics and

academic practice, as well as everyday life.