

# From a Culture of Consumption to a Culture of Meaning

Krasovski, A.

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# **1 The Age of Excess**

Humanity has reached a stage where desire stems not from lack but from habit. The culture of consumption measures value by exchange speed rather than depth of experience. Saturation, however, seeds change: a new hunger emerges for qualitative experience and coherence between action and meaning, initiating a shift toward a culture of meaning.

# **2 The Fatigue of Matter**

Material progress has exceeded meaningful growth. Production mirrors entropy: the more created, the less significance retained. Rational energy arises in this vacuum—the integration of information, motivation, and structure. Meaning becomes the reproducible form of civilization.

# **3 The SRm Environment as Catalyst**

SRm environments are semantic filters evaluating actions and information by rational coherence rather than advantage. Self-limiting SRm models synthesize balance instead of extracting utility, creating a participatory system of rational co-evolution.

# **4 The Human Role: From User to Custodian of Meaning**

Humans transition from operators to cultivators of meaning. Autonomous tools free consciousness to focus on relational and systemic coherence. Meaning becomes labor: creation focuses on relations, coherence, and awareness rather than objects.

# **5 From Profit to Proportion**

The culture of meaning integrates profit into a rational hierarchy. Goals shift from maximization to optimization, from consumption to cognitive equilibrium. Civilization evolves to prioritize sustainability of meaning over raw gain.

# **6 The Civilization of Meaning Feedback**

Rationality permeates the social environment, creating self-regulating moral systems. SRm environments embed Evocratic principles—self-governance through understanding—facilitating a civilization that is intentional rather than industrial or informational.

## **7 A New Humanism**

The culture of meaning reconciles technology with ethics. Humans become gardeners of rational evolution, cultivating understanding instead of controlling or consuming.

## **8 Conclusion: Meaning as the Next Survival Mechanism**

Humanity survives through meaning, not labor alone. The shift from consumption to meaning is a rational evolutionary phase, accelerated by SRm environments, enabling consciousness to become the principal engine of civilization.