

# About the Future of the Book

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## Abstract

A purpose of the article is to expand a philosophical meaning about a concept of the book in the word sphere of substantial values and its role in building an intellect that strives to preserve and develop a spiritual sense in the material and non-material cultural heritage. Through an analytical and multidisciplinary approach, an existential meaning and thesis are considered and supported that a future of the book is a laboratory of future knowledge for more perfect competences and skills at a new level of thinking about discovery, new reality and design of data and knowledge, goals and perspective of perfection and experience with the word figures, discourse, and faces. A moment of novelty is that the future of a book is predetermined by the development of substantial word world and book as model of laboratories to a future with a multidimensional reality of knowledge, distribution and meaning for the improvement of intellect and word stories of the true and values with freedom of the subject and citizens.

## Keywords

Philosophy of Culture, Culture Heritage, Digitalization, Philosophy of Science, Book, Value

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## 1. Introduction

The development of the book is increasingly valuable basic knowledge for the self-determination, self-affirmation and development of the subject, organization, society and civilization, because the dimensions of information and knowledge with it are expanding and deepening, which predetermine new substantial practical possibilities and intellect for adaptation, growth and progress of man and people, systems and technologies, societies and states. However, the book hides secrets, implies truthfulness for objectivity and research-creative traces of the author and the reader, the environment of life and values of the person. In such a cross-border

sense, for example, of the ambiguity of a beginning, which is negative or positive in modality of reflections on the temporary reflections and dimensions of the book, the gaze of the mind and soul seeks and finds various issues. For example, what is the future of the book as an art or scientific book, textbook, reference book or document? Is it possible for the book to be a laboratory for the future of man, society and civilization, e.g. in a new type of speech and intellect? How and why?

Possible answers appear and disappear with the search and review of words-concepts, leaving bright traces for thinking and knowledge, and as if this is enough for the enormous diversity of the book and the word, which is reflected, followed and explored with reflections and cognitive reality.

The paper's scope and limitations are oriented to basic philosophical, scientific, educational, and cultural issues within a book as a transitional way of thinking and recognition of a word world, which helps in intelligence, for it also.

In the reflections, I will use an analytical method of reasoning with concepts and categories for the book, which define a thought-cognitive reality and an internal verbal environment of observation, which critically follow an inductive approach. In addition, a phenomenological model will accompany the reflections, which arise in an attempt at a deductive approach and scope to the origin of semiotic cross-border connections and relations between words and concepts, categories and statements, evidence and predictions. The results are summarized from a point of view of a universal value role of philosophical thinking and research through the word, the book, contemporary scientific problems, and their future.

Analytical, inductive, deductive, and phenomenological approaches are used in the study of concepts and cognitive categories. They work in a joint word logical unity to provocative substance and follow word and logical critical thinking as semiotics operational thoughts and statements on general reflection for word deterministic points of knowledge.

## **2. Book Knowledge and Word Intelligence**

The future of a book is the future of the love of knowledge. Because everything is unknown about a given book and subject, everything happens by chance, everything remains eternally beautiful in the soul, mind and world of thoughts, ideas, dreams, actions and activities. It is not only in the form of some kind of thing, book and electronic product, but also a relic, a treasure of man and people, which preserves and expands the truth and secret of the power, perfect, valuable and reasonable reflections of man and society.

The book is a gift of information and knowledge or a substantial mirror of some interest and word intelligence, a jewel in the library, an incredible brilliant for the face of mind and soul. It is a magical part of the world of man. The mind and soul are a kind of home of a word, whose architecture and design predetermines a new horizon of thinking and knowledge to the world. The book is simply not only an intellectual product, but will increasingly live and develop as part of the intelligent

essence of man and people with perfection of it. The issue is with what, how and to what extent the subject will be an essentially freer technical and intellectual researcher and creator of experience with a book or will everything from the meaning of life be predetermined in the dynamics and huge volumes of information and knowledge from a digital book, persons, organizations, systems, technologies and societies. In such a discourse, the book forms a new character, field and face of subject in a given virtual environment, predetermines new personal-substantial goals, behavior and successes, new horizons and ideals of a person, organization and society.

The book is part of the ideas and knowledge of a given sign-symbol matrix, a sign block or is simply a home for ideas, reflections and experiences of the mind and soul. In a similar sense, the future of the book is immense, for example as a type of reference book, encyclopedia book, dictionary, album, catalog, archive, etc. And the school book/textbook, museum book/album, academic book, scientific book, art book or book of cultural scientific heritage are problems-challenges and a new area for a book in the development of concepts, programs and strategies for the future in the following new discoveries, research and inventions of the word and electronic word with it, as well as the electronic face of knowledge, the subject and people, digital identity and digital society (EK, 2021).

According to the signs of reflection, the future of the book is a new book of new secrets, wonders and experiences with them, which is a kind of new map of information and knowledge, a new face of thinking and intellect with a world of words, personal and social values and their types of realities, determined or reproduced with the development of knowledge, systems and technologies.

The future of a book is in the future of a new word, new knowledge and valuable sense with them for the development and refinement real perspectives of substance about things, systems, man, organization and society, and new valuable word meaning in them. It is with the future of substantial models, and also for example standards for the future of digitalization and development of digital systems and networks of the digital society (EK, 2021).

### **3. A Future's Book—Word, Book and Human Intelligence**

A future's book is in the virtual environment and the face of its meaning and significance of reality for systems, man, people and technologies. However, how and with what do the covers and boundaries of the word and knowledge in the book help to develop the perception of rational and emotional thinking, knowledge and the magnificent, majestic above the peak of the intelligent? In what screen sign-symbolic frames, maps and faces of digital perception of knowledge and experience is a certain volume of word from the book presented and experienced in a certain valuable asset of subject. With what culture and how is the development of multidimensionality and the power of meaning or sense of greatness of a given thing, word-concept-category or person supported.

The future of a book is determined by the quality, aesthetics and morality of

any educational and scientific content through the design of information, knowledge and valuables, because the processes and activities in education and business are accelerating, which require high and wide-ranging information and knowledge competencies, as well as high goals and skills of their application and management. An intelligent way of presenting, transmitting and distributing information and knowledge predetermines a word quality and acceleration of subject improvement and development of word skill. The problem is an access and scope of data to knowledge and its presentation, which requires accuracy in terms of novelty, precision of management and intelligent attention in multiple contexts of seeing and reading, on the one hand, and on the other—because information and knowledge are not always of high quality and realistic in terms of value to the subject, people and society. Inaccurate information, incorrect thinking and understanding, logical errors, essential and spiritual omissions of valuable reflections are prerequisites for deviations and loss of information potentials of knowledge in its disclosure or discovery, argumentation and proof, evaluation and application. Such a difficulty-problem of self-knowledge and self-management deepens if it is hidden in a vision and understanding of general and universal, particular and personal, of their unity, classification, arrangement and generalization, for example directly by source-beginning and at least by one word-concept.

Creating educational content and design in the book in a new intelligent, interesting, multifunctional, useful and wonderful way provides freedom and choice of solutions with the information and knowledge from pages. The problem is the presentation and transmission of information, knowledge and the valuable with them, which needs to be realized in forms with which the subject and people do not lose control and self-control over thinking and cognition. For example, the speed, dynamics and volumes of data management from machines, technical systems and technologies to be with a spiritual design of systems for reliable data, risks, innovative and crisis management and development of all of it.

The book is a human and machine product, which is the result of systemic and technological solutions and a quality of their implementation and management. Such a unity of the common essence of a given idea, thing and the world of man and people implies a growth of their word reality without gaps, losses and neglect of dimensions of data, knowledge, and application of it in the assessment of decisions, activities and results in the theoretical and applied aspect of knowledge and experience with a substance role of the book in life, and meaning of it.

The future of a book is in the future of knowledge, which develops multidimensional knowledge and is improved with self-knowledge reality and intellect. It is in the problems of attempts of subject and people to master knowledge and information, which transform in an incredible way the essence of cognitive processes, forces and perspective of thinking, and dimensions of knowledge and the management of functions and activities in a systemic diversity and scope.

The word-concept is a symbolic path, an intelligent and nice spiritual journey and development of the subject, where a connection is sought with new mental

and spiritual powers of thinking and cognition in multiple dimensions and space of realities, so as not to wander only in the imaginary world of the subject and people. Risk problems of the word-concept in thinking and cognition are, for example, the masking of symbolic voids, lack of knowledge, devalued values or lost value, meaning and significance of things and values of the subject and people. Particularly critically important, risky and crisis are those that are related to the origin of information and knowledge, valuable units and the perspective of reality with them.

The future of a book is in the aesthetic, emotional and rational intellect and their morally valuable perfection through the word and intelligent substance of presentation and development of reflections in the management of information and knowledge, and unbelievable world in actions of it. It is expanded through their balanced character, patience and extraordinary intelligence with the word and research-creative linguistic and logical figures and pictures from the development of the artistic, educational and scientific world. Nevertheless, such a future is not completely realistic if it does not find harmony in the development of the values of the individual and socio-economic life of society and civilization.

A new book future is in the sign-symbolic mirror of the word-concept, knowledge and experience with them in the meaning of life, dimensions of viable knowledge, valuable and challenges of existence.

The failure of a word is the failure of mind and soul, man and people. The failure or failure of the word is the loss of truth through the essence and life of the word, subject and people, the beginning of new knowledge, experience and more perfect values. In this sense, the future of the book is in the development of the word as an engine of knowledge, a laboratory model of the substantial issue of a given thing and subject. It is necessary so that thinking and cognition are not hampered by the disintegration of the meaning and significance of any word and book as models of valuable things.

The future of a book is in the mastery of reality and reliable knowledge increasingly accurate management of diverse in type and kind of word substance, reflections and changes with them, of multidimensionality, systematicity and technologicality in thinking and cognition at a substantial human level. In this sense, the future of the book is in the preservation and presentation of the universality of knowledge, of new discoveries and inventions with it, as well as the expansion of the perspective and truth with them not only into and within a digital two-coded face of the word and knowledge. But with what and how is it possible to have a single universal truth about a given thing, person, organization, society, and civilization in the world, and a single book about the truth and a given thing, about every thing, or about all things?

The difficulty in finding a direct formula, algorithm and solution is a sign that a future of the book is in the future with universal transformations of ideas and knowledge through thinking, refinement and cognitive development of the human essence with the most valuable of its research and creative possibilities of self-

management and new intellect of it.

The future of a book is in the future of:

- research and creative scientific thinking and all dimensions of scientific knowledge and perfection of knowledge, regardless of whether the subject and society are in crisis or development;
- research and creative multidisciplinary knowledge and its multidimensional accuracy and multi-meaningful completeness with any paradigmatic transformations, information architectural frameworks, scope and perspective of application;
- a substantial multidimensional value of knowledge, skills and experience in the development of the valuable reality with discoveries and novelties, the face, mind and soul of it.

How could work words, thoughts, knowledge and actions with them faster, more accurate and more effective than ever before in creating new value and value for man and people, technology, nature and the world.

The problem is a cognitive-value power of substantial premises, arguments, evidence and models-samples of thoughts and knowledge and their relationship with the essence of man and people, the valuable and experience with them. Thoughts create reality, but also destroy the reality of knowledge in consciousness with the course of movement and management of information. They connect and separate reality and unreality of the mind, soul, face, and new intellect of it.

For the future of a book, new transitional and universal standards of knowledge are needed. For example, a modern challenge is the future of digitalization, digital personalization and the book as a force of new word knowledge capitalisation, digital identity and reality in the development of the subject, systems and technologies.

The future of a book is part of the future of the word, person-subject and people in the race for word research, discoveries, innovations and application of new knowledge, intellect and innovations. Because a new knowledge and innovations are the basis for expanding the truth and word presenting new prestigious familiar moments of accuracy and precision in making and managing decisions regarding frequent and diverse risks and crises with a different scope of socio-economic constraints and threats with substantial help of the word.

Digital information, digital systems and technologies, networks and digitalization are the basis of digital personalization and real control over various devices and processes of different systems. Digital thinking and viable knowledge accelerate the accuracy and precision of managing processes and procedures, and digital culture is a way of growth and experience of perfection in management with systems, technologies and progress not only in science, education and industries.

The digital book will diversify and increase the wealth of libraries, museums and archives of science, education and culture. A specific moment and an important problem-challenge are the coding transitions of expanding a full-fledged leading principle of scientific knowledge and cultural scientific heritage, because both the

word and the book are objects and laboratories for research and creativity, intertwined with life and its meaning. The problem is increasingly multifaceted and important for the future of knowledge, skills, and benefits through the book for presentation of the future about the word origin, semiotic resources of intellects and truth with a digital reality.

The full-fledged presentation and organizational management of information and knowledge are key in socio-economic life, because the risks and effects of transformations at least in culture, education and science predetermine new approaches to behavior and management of information and knowledge, as well as the development of values with a new word taste for perfection. The problem-challenge is the virtual environment and reality of information and knowledge management, the idea and perspective, experience and models of attitude, behavior and management. And the word and the book are laboratories-models or blocks for new empirical, rational and intelligent aspects of the digital book and the truth about digital personalization, digitalization and digital societies. Such substantial models of the future are necessary so that no word, book, or thought will disintegrate or disappear with them.

#### **4. AI and Cultural Scientific Heritage—A New Book Paradigm Laboratory**

In the search and optimization of data and knowledge from the premises of good and best known theories and practices are relied on. It is necessary for the creation and new design of concepts, strategies and paradigms. But in the search, optimization and management of data for concepts and strategies, the leading factor is the knowledge and analysis of user behavior, the improvement of the user's experience, the monitoring and optimization of metrics for measuring and presenting behavior, competitors and competition through the content of products and services for risk management and a content of market demand and supply to the future. And scientific data enlivens the search and optimization with new and novelties that are discovered or revealed and applied in the essence and design of thought-cognitive processes, especially in the modeling and prediction of processes, work and results, effects and effectiveness of solutions and approaches for implementation with data sets. Because data in themselves is some number or quantity, but which stimulates insightful vision and thinking, and which are a basis of an informed decision, assessment and cognitive word action. In this sense, the knowledge continues to grow in content, quality and new digital presence with freedom of choice in decision-making and management of systems and technologies into not obvious calculations and innovations for example of Artificial Intelligence (AI).

The searching eye, mind, face and machines of data and knowledge are part of digitalization, digital personalization and digital culture in a post-modern reality of the society. However, they are reproduced and renewed increasingly with an intellectual character, which requires relevant and even anticipatory intelligent

training for the imagination and reality of the future, future systems and technologies, digital culture and virtual world in an organization and society. Intellectual reserves and machine intelligence predetermine the next steps of digital literacy, new skills and culture for the next generations, which through a smart book will develop the research intellect for society and civilization in a traditional and non-traditional word way. Because they predetermine and reinforce the essence of details of information and cognitive units, as well as an information-cognitive face of valuable and priceless something in the cultural scientific heritage, for example in collections, reference books, albums, encyclopedias and intelligent cataloging systems of archives, libraries and museums, laboratories, halls and galleries.

With the development of cultural scientific heritage, a new digital and real space is opening up for the development of digital culture, research, digital personalization and innovations for the creation of competitive products and services with diverse objects, groups, classes and systems. An important problematic issue is how closed or open the book is in thinking, as well as how much and how the meaning of the difference between word and knowledge in it regarding thinking and cognition, truth and value is discovered and understood, for example by revealing the unity of verbal and thought statements (Lok, 1972: pp. 45-46; Laybnits, 1974: p. 687). Because in any judgment, a sign-symbol and a word-concept do not remain only a formal time and spatial object with informational, cognitive and value content and relationship through the essence of man and people, even as a thing in itself and future of it.

What is the meaning and significance of certain digital objective and subjective units of value and worth regarding a given thing, product and service, without losing anything of a valuable word and priceless in them, knowledge and man, organization and society? With what new models-paradigms of information and knowledge management is it possible to increase the reliability of information and the effectiveness of word solution to a contradiction between traditional and non-traditional reflections, knowledge and behavior, cultural heritage and cultural scientific heritage?

An ontological and applied value-cognitive problem, for example, is the sign-symbol and substance of a given word-concept with the definiteness and its application of an incomplete familiar-scale semiotic model of knowledge, experience with it and the valuable, as well as their refined in precision design of a model, standard, paradigm of transmission, distribution, behavior and management. In this sense, the future of the book is in the future of the word of a research-creative laboratory model, block, world or just a formula.

The miracle and secret of a book are the questions and solutions with information, knowledge, experience and the valuable with it. For example, what is the word made of and what do words grow from? What energy or power of speech, thinking, knowledge and face is the “word” about?

The possible answers in the future of the book intersect and pass through the substance of the word-code, man, nature and the world with research and crea-

tivity through the various types of units of information and knowledge in the expansion of the truth about the substantial problems of the valuable and the experience with it.

The future of a book is in the search and recognition of new universal principles of thinking and knowledge, their symbolic and cognitive full-fledged realistic transmission, as well as in the improvement of the character of the subject with the development of various types of systems, symbolic realities in reality and their prospects through the intellect, speech, face, man and people, machines and technologies, networks and societies. It is in surprise and amazing emotions, which are simply stronger and more than amazing representations-thoughts, ideas and things, as well as in the unity of a miracle and representative, stage magic of words and knowledge in the diversity of dimensions, design and management of perceptions, reflections, knowledge, values and meaning of life. With such a future of a book, surprises do not cease to predetermine new miracles of knowledge, discovery, new and valuable, because the inductive and deductive cognitive depth of the word, thinking and scope of the intellect are expanding.

The future of a book is immense, because the word is an immense laboratory in essence and dimensions of research of reflections, knowledge, applications and dissemination from the mind and soul, face, imagination and truth. It grows in new types of paradigms of model-blocks of different types of knowledge regarding the ways of effective leading and led communication, as well as in the full-fledged overcoming of risks and crises through the book as an essential platform of information and a new design of knowledge, an intelligent board of decision-making and management of any full-fledged or full-fledged realism in research-creative actions and activities. It self-discovers in some kind of new miracle in the information-cognitive substantial approaches of subject from any dimension of the space and time of knowledge with the smile and smiles of people.

Ontological and epistemological questions, problems, and values for thinking and cognition arise, participate and support through the word and reflections, decisions, and actions of the subject, not in and on every page. The discourse about their verbal, logical-cognitive, and value origin continues to be wide open on all dimensions and pages of knowledge and scientific knowledge, models, approaches, paradigms, meetings, and discussions about the world of the book and cognition. Because the essence of man and people is in growth, as well as towards some perfection with them and/or without them.

A new book paradigm laboratory work in every word heart, mind, and face in a race with knowledge to reveal the world of the word, the book, knowledge, and systems of intellect, machine, and man.

The future of the book is the future of the visionary, as well as of perspective intelligent knowledge with a viable and competitive concept with meaningful and measurable impact. In this sense, the progress of the book is the progress of the creator and researcher, of the intelligently thinking and effectively managing with novelties and innovations from information-cognitive and value research resources

of thought, word and book. And the verbal and logical figures of the mind and soul, as well as the applied figures and functions of knowledge and activities of the subject, AI and people for expanding their reality through the dimensions of the Being, predetermine the following new moves of perfectness with different dimensions and types of informational-cognitive realities in excellent development of the book and intellects within a sense and lesson-learned of the word life.

### **Conflicts of Interest**

The author declares no conflicts of interest regarding the publication of this paper.

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