

## **Semiotics of the Television Text as Structurally-Organizing Element of Philosophy of Television**

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**Key words and phrases:** philosophy; semiotics; television; text.

**Abstract:** In the philosophy of television the methodological thesaurus for the comprehension of the semiotics of the television text has already been gathered. It is focused on knowledge in the field of culturology, theory and history of culture, philosophy of culture, history and it is represented by different research methods, including informational-semiotics. In modern semiotic comprehension the text is no longer static or passive condition as the informant of a certain sense, on the contrary, it is becoming bright, dynamic, contradicting phenomenon, one of the fundamental concepts of semiotics.