UDС [003.345:930.85]:316.773.2

SOCIO-COMMUNICATIVE APPROACH TO DECODING
OF THE ARCHAIC SIGNS-SYMBOLS SACRAL CONTENT

V. N. Chekshturina

*Kharkiv State Academy of Culture,
4, Bursatsky spusk St., Kharkiv, 61003, Ukraine
victoria\_chekshturina@ukr.net*

**Research methodology.** The socio-communicative and semiotic approaches as the theoretical and methodological basis of the signs and symbols decoding in ancient proto-books have been used. It has been proved that the earliest proto-books written in archaic signs-symbols (hieroglyphs, yao lines, cuneiform, devanagari, rune) contain predominantly sacral information, so their decoding requires an interdisciplinary approach to the cognition of the semantic component.

**Results.** There has been given an example of using of the syntactic method of information encoding for runic messages, haldrastave. The method for the runic inscriptions decoding has been presented. The methods of stage decoding of the sacral content of archaic signs-symbols have been proposed.

**Novelty.** The types of recipients in the communication process, where the sacral information being the content and a rune-sign being an encoding means, have been distinguished.

**The practical significance.** Using the technique of the archaic signs-symbols decoding, it is possible to expand the knowledge of the ancient sacred information, identify the patterns of information decoding to predict the evolutionary changes in the means of communication in the future.