consciousness and in our surroundings and they made the conclusion that all living things and everything beautiful obey the divine law, which name is the "golden section" and without this notion it is impossible to understand such concepts as beauty, harmony and symmetry.

But what forces us so tirelessly and diligently strive for harmony and how is it connected with the "golden section"?

From the perspective of many philosopher's power that makes us striving for the ideal is harmony which is the need for the human soul and consciousness. And harmony in its turn helps a person to get closer to perfection in everything that is. The principle of "golden ratio" is the highest manifestation of structural and functional perfection of the whole.

The great philosopher and geometrician Pythagoras said: "God is the unity, but the world is composed of opposites. This leads to the unity of opposites and creates everything in the cosmos – that is harmony." Philosophical mystery of the Golden Section is the highest harmony and beauty granted simple and unattainable once.

Though the wisdom of ages says: "Nothing is perfect", human striving to the ideal leads man to the creation of the higher beauty and the disclosure of the world and his consciousness secrets.

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ARTIFICIAL INTELLIGENCE: PROS AND CONS

The problem of an artificial intellect captured a wide range of researches, dealing with the creation of a simulated analog of human intellect. In this sphere there are researches of the intellectual sphere of the person, computers reflecting the process of cerebration, creation of the intellect – intellectual systems capable to perform functions of a brain. The idea of the artificial intellect constantly changes, paths of its development, approaches to studying and functioning are generally transformed., Many world and domestic scientists V. McCulloch,

V. Pitts, F. Rosenblatt, to K. Tsuza, V. Shikard, M. Bondarenko, T. Brovchenko, T. Vintsyuk, M. Derkach, A. Karpov, E. Nushyakin and others devoted themselves to researches of the artificial intellect and the theoretical basis of robotics.

In philosophy intellect is characterized by rather steady structure of mental capacities of the individual which are shown, for example, in ability to perceive some information and to use it for the solution of these or those tasks. Features of any system of an artificial intellect are defined by properties of the algorithms put in it, programs and technical realization. Difficulties of model operation of consciousness even at the sensual level are connected first of all with complete integrative nature of its functioning therefore activity of consciousness has systemic character. There are two hypotheses concerning models of operation of human mind – the strong and weak artificial intellect. The first hypothesis is that studying of mechanisms of human thinking and the analysis of data on ways of creation of reasonable behavior of the person can form the basis of mechanisms of the artificial intellect creation. This hypothesis is called informational. Its supporters consider that the main goal in the field of an artificial intellect work is not the creation of a technical analog of biological system, but the creation of tools for solving problems which are traditionally considered as intellectual. Within the second hypothesis the object of researches is the structure and mechanisms of human brain activity, and the final result is disclosing of mystery of thinking. Necessary stages of researches in this direction are the creation of models on the basis of psycholinguistic data, carrying out experiments with them, representation of new hypotheses concerning mechanisms of intellectual activity, perfecting of models. This point of view is also called a neurobionics. Authors of this conception are convinced that the result is more important and you should not copy features of the human brain for creating mechanisms of behavior formation.

Intellectual systems have particular features distinguishing them from routine computer systems: they are capable to solve problems not only of the given algorithm, but also creating new algorithms and to study, improving thereby the opportunities. These characteristics are urgent in the conditions of the solution of such tasks which are characterized by the existence of large arrays of information, its dishomogeneity, incompleteness and dissociation.

On the one hand limits of artificial intellect constantly are changed. But information is transferred into machines intellect unilaterally, unlike human brain where millions of neurons providing parallel processing of larger arrays of heterogeneous information work simultaneously. The scientists aspired to create a prototype of an artificial intellect by means of nanotechnologies that will allow the machine to work like brain cells simultaneously reading out and processing information diversely. In other words, the robot will be able to make decisions in an unfamiliar situation, not described in its program, but on analogy with human life. According to the intellect machine is capable to remember more information and use it more efficiently.

On the other hand, distribution of interactive forms of computer virtualization can become not less harmful to society, than drug addiction, which can lead to losing touch with reality, surges in xenophobia, and subsequently loss of human for society. Interaction of a large number of computer programs components can bring to unpredictable consequences, and their exit under monitoring as a result of program failure or a computer virus, will make itself not a local or regional problem, but possible threat to the existence of all planetary civilization.

Having generalized the aforesaid, it is possible to draw a conclusion: the artificial intellect in comparison with natural is not the copy of the latter. Human reason works much better and quicker than any intellectual system, without using of the composite algorithms which are necessary for functioning of intellectual machines. The artificial intelligence does not completely copy human intellect, but only seeks to achieve the same results with new tools.

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PRACTICAL PHILOSOPHY IN THE WORLD OF INFORMATION TECHNOLOGY

The civilization of people is considered as highly technological and rapidly growing form of life. During the previous century information began to transmit and use in a digital form by most of the humans. The technocratic way of existence allows people to use the benefits of civilization with widespread increasing living standards. With the appearance of information technologies, humanity gained the opportunity to develop the level of consciousness both individual and social.

The philosophical question "How to find the edge of nature and technology to live in harmony?" has gained an opportunity for a partial solution. Not only high-tech appeared, but also so-called "High-Hume" technology. This is such type of information technology which is physically impossible to transfer. For example, the instruments of High-Hume are internet, social media and many other information sources.

The increasing role of high-tech and High-Hume in society, according to the H. Jonas statement introduces new components in "moral equation." The next stage of human evolution requires a revision of traditional ethical categories, the concept of a new ethic, and a new scale of responsibility.

Nowadays information technology products are more valuable than raw materials and indicate that mobile finance and intelligence are becoming the