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## ALTERNATIVE WORLDS' DYNAMICS: MYTHIC-SEMIOTIC FOCUS

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*The article discusses universal systemic premises of alternative worlds' modeling. The paper focuses on the pre-conceptual stage of generating logical realities of diverse modalities. Special attention is paid to the model of attractors that represents irrational pragmatic stimuli that determine the verbal practices of generating semiotic-discursive construals known as alternative worlds. The paper outlines basic variants of a world's transformation as open systems' transitions.*

**Key words:** world, alternative world, logic, structure, myth, attractor, semiosis

**Колесник О.С. Динаміка альтернативних світів: міфосеміотичний фокус.** У статті розглядаються універсальні системні передумови моделювання альтернативних світів. Основна увага приділяється доконцептуальному етапу генерування логічних реальностей різних модальностей. Особлива увага приділяється моделі атракторів, яка представляє ірраціональні прагматичні стимули, що визначають специфіку генерування семіотично-дискурсивних конструктів (альтернативні світи). У статті окреслено основні варіанти трансформації альтернативного світу як відкритої системи.

**Ключові слова:** світ, альтернативний світ, логіка, структура, міф, атрактор, семіозис

**Introduction.** In the world so sophisticated and technologically driven where "humanity" is distorted and Nature is disregarded and abused despite the abundance of "environmental discourse", the distinction between the "real" and the "fake" is growing ever fuzzier. The present-day stage of our civilization marked by never-ending crises is best described as "linguo-creative", as all the scientific insights and engineering achievements, while failing to sustain Life, are extensively used for conscious and deliberate generation of secondary myths and

simulacra (consider the technologies behind the widely advertised "green economy"). The latter serve the erroneous auto-destructive mega-scenario structured around greed and strife for accumulation, desire for supremacy, dominance and killing, all "packed" into a volatile mixture of manipulative discourses and following the background "mythic subroutine" of fake tolerance that justifies these fundamentally wrong incentives and condemns any real independent judgment. The multitude of conflicting or resonating worldviews correlate to the approximately the same sets of interconnected objects, phenomena and processes that are understood as worlds or "alternative realities".

Extensive verbal practices determined by a profusion of factors relevant for the current civilization which are performed by discrete social formations and individuals generate an infinite number of senses and semantic construals that outline a variety of states of affairs different from the arguably "primary", empirically accessible reality.

Among a number of perspectives that "alternative realities" have been considered from (Livytska, 2020), *modal realism* identifies them as equally concrete compared to the actual world. Respectively, "modal talk" that involves possibility, necessity, and counterfactuals is seen as the premises of their quantification which leads to acceptance of all logically possible worlds (Lewis 1986) i.e. a number that exceeds the number of worlds incorporated in the quantum state of the Universe (cf. Vaidman, 2024). Revisiting the counterfactual semantics (counterfactuals with impossible antecedents, the latter represented as vacuous) brings up the discussion of truth-conditions for counterpossibles and truth-in-fiction in particular (Ingheim, 2025; Sendłak 2024). Criticism of the possible worlds' theory results in acknowledging its fundamental notions as hyperintensional and shifts towards the impossible worlds' semantics described via a number of non-classical logics (Berto, 2019).

This paper discusses the systemic premises of the pre-conceptual stage of verbal world-modeling as well as typical transformations of the constructed alternative realities.

**Methodological notes.** While modality (alethic, deontic, epistemic (referential) and axiological as well as a number of others) (cf. Palmer, 1986; Wright 1951) may be recognized as a fundamental prerequisite of imagination i.e. "projective categorization" responsible for outlining the possible state of affairs (Kolesnyk, 2019), mental states of human imagination that diverge from the inter-

subjective and subjective senses of reality appear to comprise a certain "possibility space" that includes **"reality"** (sensory experiences, moral elevation, empirical observations, episodic memories, religious dogma, historical facts); **"Superreality"** (hallucinations, epiphanies, conspiracy beliefs, delusions, virtual reality experiences, spiritual experiences), **"Abstract reality"** (Statistical predictions, simulations, scientific theories) and specifically **"imagination"** (Dreams, mental imagery, children's play, aesthetic feelings, counterfactuals, literary fiction, daydreaming) (Keltner, 2025, 333-335).

In our previous discussions we have addressed "alternative worlds" as constructs of "gradual reality" which is determined by their factual / empirical basis as well as mentally modeled and verbally outlined structure (Kolesnyk, 2016). The general typology of the worlds rides the criteria of locality and reference in regard to the vantage point of the subject-observer (modeler) (See Figure 1)

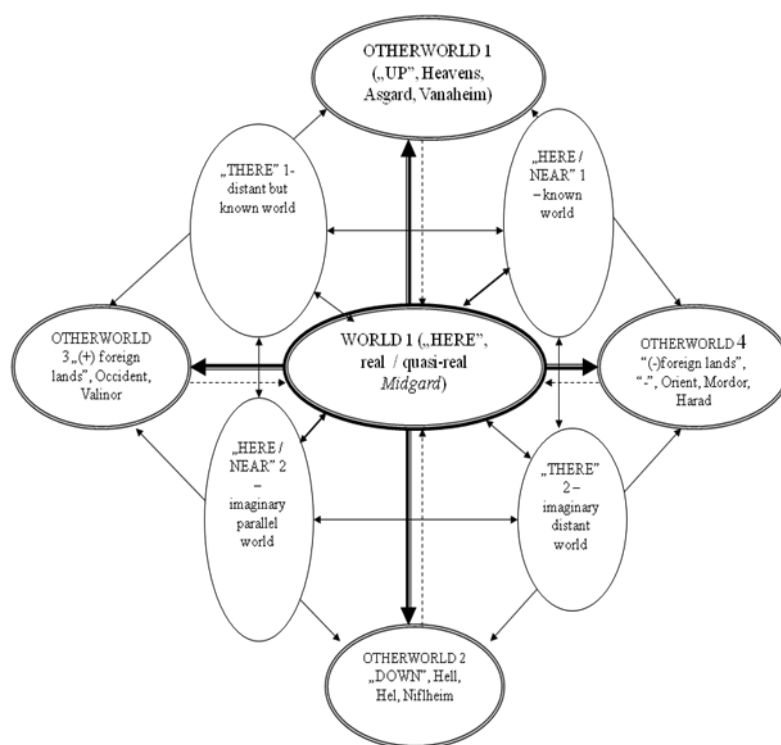


Figure 1. General typology of alternative worlds

Typologically diverse verbal signs of different levels, registered in the present-day "lingually-mediated semiosphere" represent the basic mythic concepts (the core components) which suggest the primary contours and default content of logical variants of "alternative realities". The structure and configuration of the logically / verbally created alternative worlds correlate with universal algorithms

of open systems' development (Bertalanffy, 1968), entropic principles (Schrödinger, 1944.), law of (non-linear) self-organization (Haken, 1977, Kauffman, 1993), feedback and auto-diagnostics (Maturana, 1980), hierarchic structure and emergent order (Nicolis, 1989). We applied these principles and classical postulates of dialectics to the process of verbal world construction and discussed them as:

1. **The law of polarity** that outlines binary relatively static (oxymoron type) patterns that encompass contrary features of mythic concepts and large scale conceptual constructions (worlds and worldviews) and delimit their potential orientations, e.g. KNOWN MYSTERY, LIVE UNDEAD, DESTRUCTIVE PROTECTOR, ORDERED CHAOS, GOOD EVIL;

2. **The law of reiterations** which addresses infinite iterations of a scaled (fractal) structures, namely multiple accentuation of basic concepts / mythic concepts or contextually profiled features of a world (e.g. KING - PROTECTOR / DEFENDER) within modeled constructions;

3. **The law of conservation** (of mass or energy) as an expansion of the law of reiteration could be interpreted as "the pattern of similarity and consequence": a system's prior experience (the content of mythic space in particular) is used as basic interpretative operators or foci of attractors that define the purpose and peculiarities of the adaptive open system's functioning in diachronically diverse contexts

4. **The law of cyclic development** (synthesis of the dialectic law of the passage of quantitative changes into qualitative ones and the pattern of systems' phasal transitions) suggests sequences of involution / evolution stages in the development of cultures, worldviews, informational fields and logical constructions.

5. **The law of freedom of choice** that determines possibilities of development trajectories that are contextually selected as most effective (the choice is in fact enigmatic as the purpose of the system's existence may )

6. **The law of hierarchic and synergetic development** which pertains to the "stream-like" mode of multidimensional open systems: language units involved in worlds' modeling with pre-set configuration (language signs encoding prior cultural experience) change their properties and enter dynamic multidimensional clusters with multi-modal inter- and hyper-textual architecture thus generating contextual noematic senses relevant within the modeled reality.

7. **The law of expediency (determinism) of development** defines the logic of scenarios' unfolding that defines the vector of modifying states of affairs within a certain (modeled) world that is expected to reflect the prototype structural matrix and navigational presets "downloaded" from the larger over-system. (Kolesnyk 2016, 250-254).

We apply these laws to multi-vectored interpretations of data obtained via componential analysis, etymological analysis, cognitive analysis etc. of language units verbalizing components of mythic space with further synthetic generalizations based on broad analogies and high-level abstractions.

Overall, we register vivid isomorphism of logical, semantic, conceptual, cognitive and psycho-physiological patterns of processing information. The latter is understood as "quantizing" i.e. mapping against primary axiomatic informational quanta related to the primal "mythic" concepts (prior experience that is diachronically more stable compared to later intakes and inferences) inherently stored at the "deep semantics" level of language units, cultural memory and, arguably, genetic structures. As the mythic concepts provide the axiomatic grid and "operational space" for categorization, the whole process is thus understood as "irrational rationalization". Mapping the input information against the content of mythic "basic operators" generates inferential knowledge. This process involves semantic transformations and the rise of new senses thus appearing as fluid noematic genesis. Construing each meaningful modified informational block corresponds to an act of myth-oriented semiosis and manifests a change in the state of affairs. Each new state of affairs respectively corresponds to an alternative reality largely contributing to fluctuations within the multiverse.

The said laws, patterns and algorithms are considered from the standpoint of the myth-oriented semiosis theory, synthetic "M-logic" and broadband interdisciplinary analogies. Verbal illustrations are chosen and approached typologically demonstrating the presence of universal senses in the semiosphere as the general quantum-like energy-informational field.

**Discussion: Pre-conceptualization.** While the construction of a discrete alternative reality or its segment follows a systemic algorithm of re-coding an irrational "idea" into verbally mediated "rationalized" semantics (a transition that occurs at each level of a system as involution – evolution phases encompassing "form-molding", "interaction", "management" and "synthesis" (transition) stages

which unfold as 12 steps-"inter-functions" ) identified as "myth-oriented semiosis" (Kolesnyk. 2019).

Diachronic dynamic changes of alternative realities and respective worldviews are determined by sets of attractors counterbalanced by sets of repellers.

While an "*attractor*" is understood as a goal (a state, condition, or point of balance) that a system naturally tends or moves toward over time (Kaufmann, 1993), it may be associated with either sets of pragmatic intentions that drive the creation of an AR or with quanta of data (semantic or conceptual features) which connect the logical construct to a prior (primal, natural, myth-related) configuration. The pattern of attractors "rides" the universal model of an open system's organization (Figure 2) and reflects stimuli generated at different levels of systemic interactions (Figure 3).

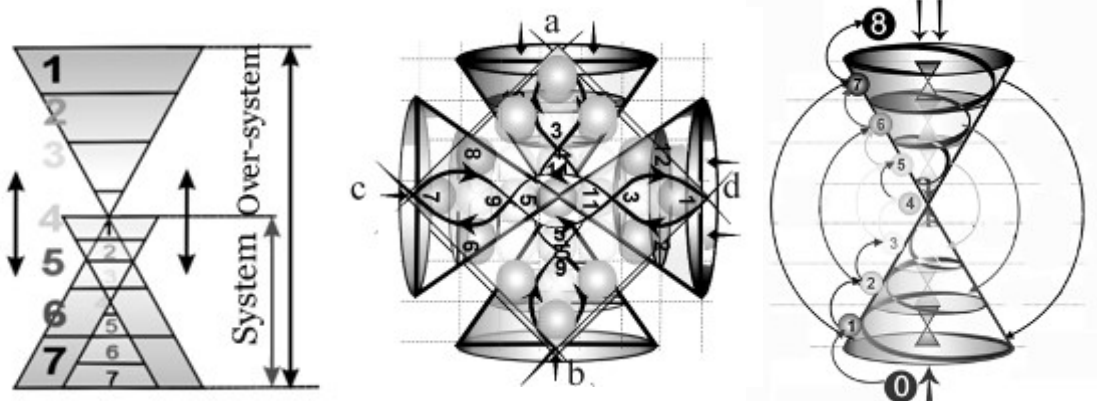


Figure 2. Architecture of an open system: a – hierarchic fractality; b – isomorphism of synergetic and hierarchical planes; c –intra-systemic logic

The key assumptions that define the model of the attractors' array are:

1) each level of an open system is configured specifically to address certain modes of the whole system (1 – structural, material, "physical-physiological"; 2 – sensoric (auto-diagnostic, "emotional"; 3 – organizational, configurative, "mental"; 4 – adaptive, communicative, "social"; 5 – dynamic interactive, "group-interactive"; 6 – navigational, "axiological"; 7 –conceptual, "energy-informational");

2) The structure of each level (subsystem) is a fractal copy of the while system, while the system itself copies the architecture of the larger over-system (respectively, inherits the patterns of systemic interactions);

3) Hierarchic (paradigmatic) and syntagmatic (synergetic) planes are structurally and logically isomorphic;

4) Systemic relations are determinative (downward causation), complementary (upward causation) and symmetric. Attractors are allocated according to the said features of an open system and are identified in terms of synthetic non-linear causative logic.

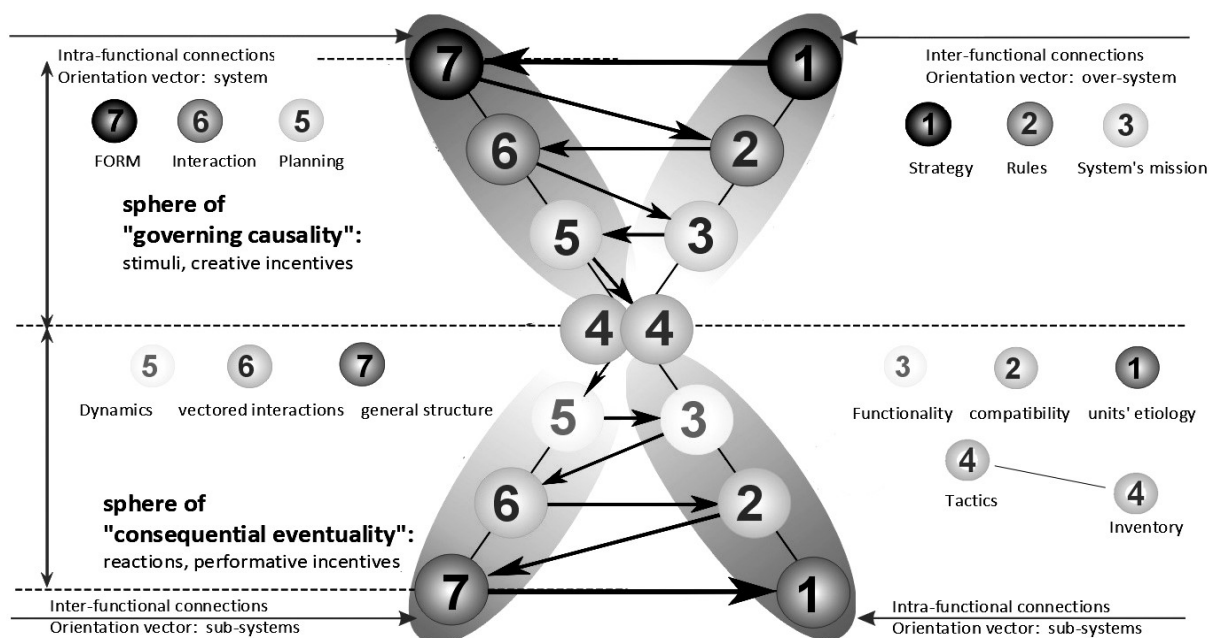


Figure 3. The structure of the attractor array

The model reflects the universal causative-consecutive relations between systems and their components and explicates the way the "pre-conceptualized" energy-information structures shape the pragmatic framework for further processing and verbalization. The right-side attractors represent creative stimuli while the left-side attractors are regarded as pro-creative reactions.

The sphere of "governing causality" (the upper segment of the model containing "AT" attractors) represents sets of stimuli dictated by an over-system (SACRAL SPHERE, COMPANY'S MANAGEMENT, POLITICAL POWER / GOVERNMENT etc.) and pertaining primarily to the world's creator's pragmatics. Each systemic level contains a pair of attractors connected as "stimulus" (creative incentive) => "reaction". The hierarchy of attractors is a fractal copy of the over-system's "matrix". In the context of this research the logic of attractors' correlation is interpreted in regard to the human experience of "irrational", "mythic" and "unreal" employed in constructing alternative realities.

Attractor AT1 represents the program of a system's development. The program (the purpose) is introduced by the hierarchically higher over-system (the SACRAL SPHERE) as "the will of the Norns" or "godly designs" i.e. by the most general patterns ("mega-level" scenarios) of systemic development, the universal laws of nature. The latter are embedded in human DNA and are executed instinctively, functioning as subconscious irrational regulators of behavior and categorization.

Attractor AT7, the reaction to AT1, represents cognitive patterns (knowledge of, prior experience) concerning the potential material structures, structured actions and the system's "default configuration" understood as "conceptual oxymorons" that determine the contours of large-scale ("mega-level") scenarios, necessary for eventual construction of a world with a spatial architecture.

Attractor AT2, the reaction to AT7, represents cognitive patterns ("conceptual inversions" as the inchoative "oxymorons" are set in motion within the "meso-level-1" scenarios that provide the system's orientation and initial tuning) that reflect the algorithms of executing the program of AT1, setting up the hierarchy of the projected reality (worlds and their constellations, races of living beings, types of objects and their properties depending upon the nature of energy used in interaction, cognition and creations etc.).

Attractor AT6, the reaction to AT2, represents conceptualized (irrational, traditional and potentially modified, rationalized) experience of the conditions necessary for the algorithms from AT2 to unfold. The conditions appear as certain rules and "protocols" determining the informational exchange between the elements of the system. These models could be identified as "conceptual allusions" as they provide irrational (partially rational) "hyper-links" to multi-layered clusters of information necessary for governing the system.

Attractor AT3, the reaction to AT6, comprises cognitive operations (mostly of "metaphoric" nature) that adapt the primary program to the context of the actual space in which the new world is modeled and design a strategy (conflicting, cooperative or cooperative) of interaction with systems already occupying the said space.

Attractor AT5, the reaction to AT3, contains pre-designs of steps necessary for achieving the contextually modified goal, possible outlines of sub-systems' structure ("metaphoric" and "metonymic" conceptual models). The AT3 => AT5 pair refers to scenarios of "meso-level-2" that cover inter-systemic dynamic relations.



Attractor AT4, the reaction to AT5, suggests the design of a "tactical technology" i.e. localized creative and auto-diagnostic steps that facilitate the actual verbal modeling based on the principles of myth-oriented semiosis. Respective cognitive models could be diffuse, "metaphonymic" and refer to the macro-level of systemic organization.

The sphere of "consequential eventuality" contains "AB" attractors that determine conceptualized "technical" steps of implementing the program. These are sets of cognitive operations which set up the logical construction and (if necessary) motivate verbal embodiment of the world as the "governed system". Respectively, attractors of the two spheres correlate causatively as  $AT1 \rightarrow AB1$ ,  $AT2 \rightarrow AB1$ ,  $AT3 \rightarrow AB3$ ,  $AT5 \rightarrow AB5$ ,  $AT6 \rightarrow AB6$ ,  $AT7 \rightarrow AB7$ . Attractor AT4, being the dynamic focal categorization point as well as the "anchor", around which the static (hierarchical) structure of the system deploys as a synergetic (syntagmatic) construal, morphs into AB04 and reverses the vantage point from which the "stimulus" (creative incentive)  $\Rightarrow$  "reaction" pairs are perceived in the lower segment of the model.

Attractor AB4, the reaction to AT4, outlines the projected inventory of concepts (mythic concepts, as well as language codes and possible artificial language systems which might provide iconic representations of the world's key senses) that will constitute the body of the modeled alternative reality.

Attractor AB5, the reaction to AB4 compiles conceptual clusters, informational nodes that will fit the basic dynamic scripts within the alternative reality's space where the concepts become "volumetrically profiled", e.g. HERO-MAGICIAN or HERO-TRAVELER, POLITICIAN – FATHER or POLITICIAN – PEACEMAKER etc.

Attractor AB3, the reaction to AB5 determines the logic of scripts' compatibility and turns the conceptual clusters into functional profiles that fuel the alternative world's inner mechanics. Respective cognitive models belong to the meta-level-2 of systemic organization

Attractor AB6, the reaction to AB3 presets basic possible scenarios involving the said concepts, their "nodes" and functional scripts: TRAVEL, HEALING, REVENGE, LEARNING MAGIC, ROYAL PARTY, NEGOTIATIONS, COMPANIES' MERGER etc.

Attractor AB2, the reaction to AB6, contains a set of cognitive procedures providing diagnostics / pre-monitoring of concepts' possible parametric modifications and functional fluctuations in the prognostic dynamic contexts and

scenarios' bifurcations. Cognitive models connected to these attractors belong to the cata-level-1 of systemic organization

Attractor AB7, the reaction to AB2, designs a general conceptual structure (a "matrix" which is a fractal copy of the over-system, adapted for the conditions of the space in which is materialized), which potentially unfolds as generalized schemas / schematas that follow the QUEST logic.

Attractor AB1, the reaction to AB7, represents a conscious / partially subconscious energy-information quantum, a holistic image of states of affairs that is prepared to be manifested in any available code form. Categorizational operations unfold at the "micro-level" and provide the focused "point of entry" for the pre-rational volumetric image into the "operational space" of verbal encoding. As the sequence of attractors is completed, AB1 triggers the verbal modeling (designation procedures) described as myth-oriented semiosis in (Kolesnyk, 2021).

Any mental, social, social, informational, code-like phenomena (possible errors in logic, motivation, disregarding the purpose / objectives' identification, structural relations or functionality etc.) that impair the indicated attractors are understood as repellers. Repetitive hindrance to proper "pre-conceptualizing" causes systemic errors in the alternative world's matrix. These errors contribute to the alternative world's excessive entropy and limit its sustainability.

The other crucial factor of the ARs' changes is their correlation to a mythic space as a container of basic inchoative interpretational axioms (categorizational prisms or operators). The mythic axioms are "irradiated" by the mythic space. The configuration of a modeled alternative reality is thus impacted by the specifics of the "operational space" within which categorization and (verbal) modeling unfold, i.e. by the mythic space's allocation, its connections to the rest of the world-views of the subjects creating alternative realities and sets of profiled mythic concepts as nasic categorizational operators (Kolesnyk 2011, 72-80) (see table 1).

*Table 1. Mythic space, worldview and language correlation*

<b><i>Period of language functioning / linguo-culture's development</i></b>	<b><i>General type of a worldview (* European context)</i></b>	<b><i>Mythic space's correlation to the rest of the worldview</i></b>	<b><i>The use of mythic structures in categorization / verbal practices</i></b>
Linguo-demiurgic	Mythic	Equals the worldview	generic
Reverberating	Epic / heroic	Core position	Subconscious, automatic

Peripheral	Christian	Peripheral (Christian secondary myth is in the core)	Subconscious / partially conscious, selective
Transformational	Rationalistic	Peripheral (Christian secondary myth and rationalistic structures are in the core)	Subconscious / partially conscious, selective
Latent-diffusive	Rationalistic – technological	Peripheral (rationalistic structures are in the core, Christian secondary myth is in the "close periphery")	partially conscious / ignored
Generative	Informational	Core position (remythologizing)	Analytic, interpretational
Linguo-modeling	Post- informational	Dispersed as a multitude of fractal copies	Conscious, intentional, creative

The mythic space's allocation determines the intensity of irrational knowledge structures' impact upon the derivative constructions. The present-day period of civilization's existence is marked by intentional conscious modeling of secondary and fake realities that occupy virtually the whole semiosphere and demonstrate fractal proximity to the initial informational structure (hence the effect of "realism") as well as fundamental reduction in essential features (referential and alethic, hence their nature of simulacra).

### **Discussion: Transformations.**

Constructed realities may undergo a number of transformations: the structures themselves could either fit the network of existing worlds (e.g. a fiction text that expands or complements the scenarios unfolding in an original fantasy world) or decline (a scientific theory proven wrong or substituted for an advanced version, a discredited political doctrine, a compromised medical protocol etc.). On the other hand, the content of the semiotic construct may outline internal changes in the states of affairs. The logic of alternative worlds' and worldviews' development (including the verbally created ones) may be represented as follows:

- (1) in WV (M/R)
- (2) SYS  $|a^n, b^n, c^n, d^n|$
- (3) if SYS  $|a^n, b^n, c^n, d^n| / \Delta\epsilon$
- (4) trans(X00) SYS  $|a^{\Delta n}, b^{\Delta n}, c^{\Delta n}, d^{\Delta n}|$
- (5) if  $a^{\Delta n}, b^{\Delta n}, c^{\Delta n}, d^{\Delta n} = a+1, b+1, c+1, d+1$
- (6) SYS  $|a^{n+1}, b^{n+1}, c^{n+1}, d^{n+1}|$
- (7) else SYS  $|a^{n'}, b^{n'}, c^{n'}, d^{n'}| / X00'$
- (8) elif INV SYS  $|a^{inv}, b^{inv}, c^{inv}, d^{inv}| / X00'$
- (9) if  $a^{\Delta n} = 0$  then
- (10) SYS  $\lim \rightarrow 0$
- (11) if  $b^{\Delta n} = 0$  then (10)
- (12) if  $c^{\Delta n} \rightarrow c^{n-1}$  then
- (13) SYS  $\rightarrow SYS^{-Cn} / -SYS^{Cn}$  or (10)
- (14) if  $d^{\Delta n} \rightarrow d^{n-1}$  or  $d^{\Delta n} = 0$  then
- (15) SYS  $\rightarrow SYS^{-Dn} / -SYS^{Dn}$  or (10)
- (16) WV (M/R)  $\rightarrow$  WV (M/R)  $|trans(X00) SYS |a^{\Delta n'}, b^{\Delta n'}, c^{\Delta n'}, d^{\Delta n'}|$

This notation reads:

(1) in a real (*R*) or mythic (*M*) world or a worldview (*WV*); (2) there exists a system (*SYS*) possessing ontological (*a*), functional (*b*), axiological (*c*) and temporal-locative (*d*) features manifested to a degree (*n*) in diverse contexts; (3) in case of an energy-informational impact ( $\Delta\epsilon$ ) upon the system ( $SYS |a^n, b^n, c^n, d^n|$ ); (4) the system undergoes transformations (*trans*) involving (*X00*), an axiomatic mythic energy-information quantum, that result in the variable ( $\Delta n$ ) qualitative and quantitative manifestation of its basic features; (5) if any or all features are improved, (6) the system evolves, (7) otherwise the system acquires a situational / contextual modification impacted by a reconsidered basic operator (secondary myth) *X00'*, (8) in case of a focal features inversion, the whole system is inverted; (9) if a fundamental ontological feature defining the essence of the system is erased; (10) the system ceases to exist; (11) if a fundamental functional feature necessary for the system's sustainability is erased the system ceases to exist (10); (12) if an ascribed axiological quality transforms along the negative vector i.e. loses its value ( $c^{n-1}$ ); (13) the system may acquire a strong negative marking ( $SYS^{-Cn}$ ) or undergo a fundamental negative inversion into ( $-SYS^{Cn}$ ) thus eventually losing its functionality or ceasing to exist as in (10); (14) if a structural element of the system degrades ( $d^{n-1}$ ) or disappears ( $d^{\Delta n} = 0$ ); (15) the system may acquire a strong negative marking ( $SYS^{-Dn}$ ) i.e. "damaged", undergo a fundamental negative inversion into ( $-SYS^{Dn}$ ) i.e. become "decomposed" or cease to exist as in (10); (16) the general configuration of the world / worldview becomes altered, provided that transformation of the said system is complete.

Thus, we speak of the following dynamic processes that an alternative reality goes through as an open system.

1) **Transformation**, i.e. re-arrangement of systems' structural components that results in their qualities' (a) *improvement* (**adaptive** or **progressive development**), e.g. newly created elements are seen as positive: *Viditque Deus cuncta quæ fecerat, et erant valde bona* "The God saw that everything he created was good" (Genesis 1:31), where *bona* is a constative quali-signum referring to the final version of a created reality (i.e.  $x(c^{n+1})$ , a positively evaluated object  $x$ ); cf. the aberration of the secondary Christian myth in the subcultural alternative world: "*The gods made heavy metal and we saw that it was good*" (Manowar 1996), (b) *deterioration* (**regression**), e.g. the following cluster of descriptors outlines the future state of affairs marked by the decline in the axiological dimension: *erunt homines seipsos amantes, cupidi, elati, superbi, blasphemi, parentibus non obedientes, ingrati, scelesti, // sine affectione, sine pace, criminales, incontinentes, immites, sine benignitate, // proditores, protervi, tumidi, et voluptatum amatores magis quam Dei* "For men will be lovers of themselves, covetous, haughty, proud, blasphemers, disobedient to parents, ungrateful, unholy, // without natural affection, without peace, slanderers, incontinent, fierce, without kindness, // traitors, headstrong, puffed up with pride, lovers of pleasures more than lovers of God" (2 Timothy, 3:2–4) (i.e.  $x(b^{n-1}, -c^{n\dots})$ , negatively assessed dysfunctionality of  $x$ ), cf. also the metaphor denoting the collapse of assumptions and regulations that structured a personal reality: *Fire in the sky // Can't you see that all my castles are burning?* (Ozzy, 1988, FIS) (i.e.  $x(a^{n-1})$ , deterioration of a world's components, ontological demise) or (c) *re-orientation* (**inversion**), for instance the scenario of a system's "changing the hierarchy" or "reversing the course of development": *Quomodo cecidisti de cælo, // Lucifer, qui mane oriebaris? // corruisti in terram, // qui vulnerabas gentes? // Qui dicebas in corde tuo: // In cælum conscendam, // super astra Dei // exaltabo solium meum; // sedebo in monte testamenti, // in lateribus aquilonis* "How have you fallen from heaven, // Lucifer, who rose in the morning? // Have you fallen to the earth, // who wounded the nations? // Who said in your heart: // I will ascend into heaven, // above the stars of God // I will exalt my throne; // I will sit on the mountain of the covenant, // on the sides of the north" (Isaiah, 14 - 12-13) (i.e.  $x(-b^{n\dots}, d^{n-1}, -c^{n\dots})$ , spatial dislocation, functional contrar re-orientation and respective negative axiological evaluation of  $x$ ) ; cf. also the variant of  $SYS(x) - trans(INV) SYS(x) - SYS'$ , unfolding in a fantasy world: *It came into the heart of Melkor to interweave*

*matters of his own imagining that were not in accord with the theme of Ilúvatar* (Tolkien, 1999, 16)

While gradual adaptive development is understood as **evolution** (in the narrow sense), hyper-speed transformation is commonly seen as **mutation**. If a transformed system incorporates artificially created "ameliorated" structural components, the whole transformation appears as **augmentation**. For instance, a frame-like cliché "Nobody does SOMETHING better than Donald Trump" used for auto-praise and glorification in utterances like *"Nobody in the history of this country has ever known so much about infrastructure as Donald Trump."* (Mint. Donald Trump: 'Nobody does it better than me') (i.e.  $x(b^{n+1+\dots}, c^{n+1+\dots})$ ), auto ascribing extended functionality and self-assessment of  $x$ ) is a tertiary mythic construal used as a tool for self-representation and suggestive manipulation. The excessive use of artificial constructs (simulacra which imitate elements of primary reality yet fail to comply with the categorizational coordinates dictated by common sense or do not fit any coordinates that facilitate the system's development) turns a transformed model of a world into a fake reality;

2) **expansion**, i.e. a system's growth in volume and structural complexity both in a spatial dimension and in terms of newly acquired experience: *From the concrete jungle // The smoke, the dirt, the grime // Could not contain the hunger // It grew and grew in time, into a Monster, Monster of rock* (Judas Priest, MR) i.e. the syntactic syn-signum designates a scenario in which a system (a subject within a subcultural alternative world) with limited initial resources yet driven by a powerful incentive acquires a new quality, status, reputation and access to vast resources.

3) **reduction**, i.e. physical compression and / or cognitive simplification correlative to a universal tendency of open systems' "optimizing" their performance: *'Sméagol promises to Precious, promises faithfully. Never come again, never speak, no never! No, precious, no!'* (Tolkien, 2000, 265) (i.e.  $x(b^{n-1-\dots}, d^{n-1-\dots})$ ) where, on the one hand, the performative / promissive construction outlines the possible states of affairs in the future, namely, marks the trajectory of spatial and interpersonal interactions; while, on the other hand, it demonstrates the utmost cognitive distortion: both reality at its perception are "shrunk" to the dimension of the magic object that becomes a guide / controller, a token and the utmost value;

4) **extension** ("vector distribution"), i.e. a system's entering the space (physical, informational, conceptual etc.) occupied by other systems that results in

either symbiotic or conflict interactions and causes the system's further transformation as well as changes in the structure of the "target systems" / "target worlds": *They came at dawn into the morning light // black shadows riding on the mist // Prepared for battle, swords were shining bright // filled with anger and harm // Came to kill not to charm* (Hammerfall, 1998, BB) i.e.  $(x(-b^{n+1}, d^{n+1}, -c^{n+1}))$  a hostile (axiologically contrarily configured) system re-shapes the space / world it enters via violence.

The indicated systemic modifications may unfold as: (1) **evolution** (in a broad sense) i.e. the system's adaptive metamorphoses that support its holistic structure and provide multi-vectored interactions and energy-information exchange with other systems and their hierarchies thus accounting for the system's sustainability, e.g. *"our future life will be glorious, come and see future world"* (Helloween, 1987, FW) (i.e.  $x(a^{n+1}, b^{n+1}, d^{n+1}, c^{n+1})$ ); (2) **involution** ("auto focusing") that facilitates improving certain components of the system yet deprives it of inter-systemic energy-informational exchange hence bringing about possible excessive detailing or structural distortions, e.g. *"Deprived of all his thoughts // The young man struggles on and on ... He tries to please them all – // This bitter man he is"* (Metallica, 1991, Unforgiven), (i.e.  $x(a^{n^2}, b^{n^2}, d^{n^2}, c^{n^2})$ ) referring to a functionally limited and axiologically ultra-focused donor-system dominated by an egregor; *Well, you killed your first man at 13, // Killer instinct, Animal supreme, // By 16 you had learned to fight // The way of the warrior, you took it as your right.* (Iron Maiden, SS); *Running blind through killing fields, bred to kill them all // Victim of what said should be // A servant 'til I fall* (Metallica, 1986, DH) – in both cases a system is turned into a mono-functional and controlled performer operating on an ideological myth.

(3) **degradation**, i.e. abuse of available resources and disregard for symbiotic interactions that eventually result in decay and destruction (annihilation), e.g. *"The fall of Dorkas, the curse of selfish pride // Reign of darkness, condemned to fear the light"* (Running Wild, 2000, FD) where an operator-system "overloads" its capacities and fails to function; *Soldier boy, made of clay // Now an empty shell // Twenty one, only son // But he served us well* (Metallica, 1986, DH), (i.e.  $x(a^{n-1}, b^{n-1}, d^{n-1}, c^{n-1}) \rightarrow \lim 0$ ) where a system (here – a fractal, metonymic, index representation of a profusion of suchlike systems / worlds) is destroyed in the course of a large-scale inter-systemic conflict.

The said processes occur when alternative worlds (augmented realities in particular) are modeled via verbal-semiotic means. Language units verbalizing

contextually key concepts and appearing as neologisms, euphemisms, taboo designations or otherwise stylistically endowed signs manifest their iconicity or provide implicit links to the primary myth and are thus marked by "alethic" illocutionary potential. This iconicity refers to inter-systemic analogies which cause "expansion" of recipients' scope of consciousness or trigger archetype-like knowledge structures, and provide the effect of "reality" to the constructed world (real / realistic / quasi / fake).

While open systems tend to follow a number of universal development algorithms, alternative worlds (primarily those created verbally) tend to "abuse" the principle of economy. This principle of "saving resources" as the premises of systems' optimization results in their structural **reduction** inevitably followed by semantic reduction. A typical example of reduction would be units like E. *submarine* / *under water*, as they primarily refer to the feature "under [a layer of] water" i.e. "between water and the bottom" but are used to indicate "under the surface" or "in the water". Conceptualized reductions occurring in the mythic space represent the whole WORLD as the hyper-focus of the KING'S PALACE (O.E. *hringsele*, *beorsele*, *meoduheal* etc.); a scenario's reduction may concern THE USE OF A MAGIC ARTIFACT instead of an elaborate QUEST; in a larger cultural-semantic sense – the rise of a "more advanced" monotheist model that substitutes a variety of laws of nature, metaphorically represented (known) in a polytheist model. In the present-day media space the "VICTOR-PRESIDENT" is a metonymic artificial simulacrum, a semantic "concentrate" that is used as a manipulative symbol in a large number of discourses. "Reduced" verbal construals create sets of meanings and senses that generate incentives for recipients' actions in the "primary reality" or contribute to their worldviews' modifications and further delayed behavioral activities (cf. the ironically coloured deictic imperative "*Publish or perish*" known as a token-slogan for the "POP" academic culture that stimulates an abnormal approach to research, distorts corporate relations and facilitates a vast publishing industry).

While reduction facilitates the speed of informational exchange and rids the system of redundant elements potentially capable of increasing its entropy, elliptic senses and conceptual sequences eventually oversimplify the system's matrix and devoid it of adaptive capacities. Insufficient data or distorted senses create flaws in "navigational network" and hinder the system's (world's) sustainable development, degrade it or accelerate its disintegration. Although flawed, the reduced structures turn into axioms with respective features of "truth", "positivity" and "absoluteness"



– either intentionally (as in the case of propaganda or hybrid warfare) or historically (in cyclic iterations, "tuned up" according to dynamic contexts of information exchange). Such axioms function as secondary myths, inchoative operators for further multiplication of realities, which altogether appear as simulacra.

Except for reduction, alternative realities may undergo **conjunction** (if reduced to the degree when differentiating features are lost, which is the global historic strategy of Russian lingual expansion that provides "grounds" for further aggression masked as "liberation" of "generically close" people), **distorted implications** (deliberately misguided vectors of allusions, e.g. "Ukrainian" → "trouble" / "danger"), gradual **hidden inversions** (HEROES → CRIMINALS or CRIMINALS → ELITE) etc. Once again we speak of irradiation: in this case it means that reduced basic cognitive models result in simplification of **all** cognitive structures. Reversely, continual operating such structures impacts the subjects of categorization themselves (their degradation and inability to generate sustainable alternative realities).

**Conclusions.** Alternative realities are understood and energy-informational constructs resulting from human cognitive effort directed toward changing states of affairs in the "primary" reality (political doctrines, propaganda, upbringing, education), projecting rationalized "epistemic mythology" onto empirically inaccessible spaces (scientific, philosophic hypothesizing), creating a "parallel world" marked by a shifted vantage point (fantasy writing, designing gaming environment, any artistic manifestations based on creative, irrationally-inspirational or psycho-neurologically divergent irradiation of primal mythic quanta and re-arrangement of conceptual constructs into a variety of arrays).

Prior to the verbal modeling of an alternative reality the transfer of an irrational (energy-informational) impulse to the stage of verbal coding (myth-oriented semiosis, a fluid process of generating noematic senses on the basis of transforming the semantics of initial "code-ons") unfolds as a sequence of sub- / unconscious cognitive operations shaping the world-creator's pragmatics. These operations are treated as attractors which follow the universal laws of open systems' development as well as basic patterns of inter-systemic (hierarchical-determinative, complementary and causative-consecutive) interactions.

Once constructed, the alternative reality manifests a development trajectory that leads towards several possible types of transformations (sequences of gradual

transformations which occur as the system chooses its vector at bifurcation points). Alternative realities demonstrate patterns of transformation (progressive development, deterioration, re-orientation), expansion, extension and reduction. In a general sense, systemic dynamics manifests as evolution, involution or degradation. As the current configuration of the planet's semiosphere is marked by the (ever growing) profusion of scaled alternative realities (including fake ones), the latter eventually undergo reduction and in the long-time perspective may lead to a "semantic singularity" that will arguably shut down the current civilization's "operational system".

Further research may focus on neurological and bio-chemical aspects of myth-oriented pre-conceptualizing thus providing physical evidence of alternative realities' being dynamic "energy-informational quanta".

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