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**LES EXPRESSIONS INTELLECTUELLES ET SPIRITUELLES
DES PEUPLES SANS ECRITURES**
*THE INTELLECTUAL AND SPIRITUAL EXPRESSIONS
OF
NON-LITERATE PEOPLES*

**ABOUT MODEL OF SEARCHING, IDENTIFICATION, MEASUREMENT AND
VALUATION OF THE MAIN SOURCE OF HUMAN IDENTITY
О МОДЕЛИ ПОИСКА, ИДЕНТИФИКАЦИИ, ИЗМЕРЕНИЯ И ОЦЕНКИ ГЛАВНОГО
ИСТОЧНИКА ЧЕЛОВЕЧЕСКОЙ ИДЕНТИЧНОСТИ**

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Summary

In paper is submitted the five-measured model of the intercultural visual and non-literate communications. This model, in our opinion, is the basic source of a tangible and intangible heritage, of the monuments of human intellectual and spiritual activity.

The visual and non-literate communications for early dialogue between people are proved as a necessary and sufficient condition and simultaneously a source of art, languages, and human identity.

The model of evolution of thinking is described on the basis of dominations vectors of the left and right hemispheres of the human brain (especially of non-literal peoples) in uniform system of coordinates for values measurement for tangible and intangible heritage.

Problems for measurement are identified. Ways of their decision are offered. The forecast development of values of culture and art in conditions of the new forms and models of the communications, knowledge and intellectual capital management is given.

Stages of the development of thinking in structure of the intercultural communications

(Model for study tangible and intangible assets, intellectual and spiritual heritage of mankind)

The cultural development

<i>Oral Speech / language</i>	Rock Art	Ideograms Letter	<i>Written speech</i>	Alphabetic Letter
POPULATION				
10%	20%	30%	50%	80%
STAGES OF DEVELOPMENT OF THE BRAIN HEMISPHERES DOMINATIONS				
1	2	3	4	5
MONUMENTS of the TANGIBLE and INTANGIBLE HERITAGE / INTELLECTUAL AND SPIRITUAL ASSETS (UNESCO)				
↑				
ACTIVITY				
Hunters / Collectors	Cattlemen	Farmers	The combined form	
PERIODS of ACTIVITY				
PALEOLITH	MEZOLITH	NEOLITH	POSTNEOLITH	
AVERAGE DISTANCE of HABITATION ABOVE the SEA LEVEL				
4.5 - 3.5 kms.	3.5 - 2.5 kms.	2.5 - 1.5 kms.	1.5 - 0 kms.	

On the table we can see the virtual model of the basic historical periods of activity and stages of human thinking in view of geographical conditions. The model as a whole reflects influence of the major factors varying domination of human brain hemispheres, serving as a source for studying and identification the tangible and intangible assets. We shall name this integrated model of activity and thinking as a model of the human cultural capital (MCC). It has five-measured dimension, which corresponds with the stages of the development of thinking.

As a result of the theoretical and empirical analysis of the five-measured model we come to the following conclusions: models of thinking and the cultural capital correspond to **principles of a continuity, conformity and compatibility; according to MCC model, peoples, which have the own alphabetic letter, have passed all stages of development.**

Non-literate peoples, which are not having a written language, or not having the own alphabet, according to MCC model, are characterized by the fact of a "break point" in process of the development of thinking. Cultural evolution of the civilizations went with infringement **of a principle of continuity in** all stages.

According to **a principle of conformity** each stage of the development of activity and thinking corresponds with the cultural communications (the relevant model of domination forms of thinking) and is accompanied mainly by presence of the certain types of the culture monuments. The balanced development of the forms of thinking and the cultural communications correspond to requirements **of a principle of the least action** (thinking, visual and written communication). This principle predetermines formation of unique tangible and intangible heritage, which display the logic of the models of domination of the right and left brain hemispheres.

The principle of compatibility supplements first two principles and determines "frustration" ("mismatch" in stages of the development of thinking when peoples did not create assets, and by borrowing already created artifacts of culture. For example, took letters of the copied alphabet, or used same ideograms or ornamental motives from other peoples. Or when in oral speech loan words and ideas

of assimilated or missed peoples (the pantheon of gods, heroes of myths, poems, eposes, songs and dances, rock art).

As a result of cultural assimilation, migrations of peoples merge of tribes, or their absorption - in result integration of intelligence, skills, knowledge and traditions. And we have now that we have.

To identification of the periods of "braking" or "acceleration" it is necessary to combined study the monuments of visual art (rock art) and of oral speech for non-literate peoples. Using in MCC model the results of the comparative analysis of the linguistic data in the historical plan and also other cultural monuments will allow successfully to solve tasks in view and to receive answers to exciting questions.

Among them:

- What model of cultural management necessary to choose for strengthening the intellectual capital of mankind?
- How to promote cultural harmonization for the spiral development of domination of the left or right hemispheres of human brain in feature?

Current we are see the acts of vandalism, destruction of monuments of culture testify in some countries of the world. These phenomena is real "bad" artifact of domination of the left or right hemispheres of human brain, will reject back development of a civilization.

The methodology and algorithms of complex studying of tangible and intangible assets, intellectual and spiritual heritage of mankind for non-literate peoples are offered for discussion on the basis of the combined and comparative analysis of oral speech - language artifacts (ordered in semantic tables of the two-letter, three-letter, four-letter etc. words) and relevant tables of typical images from rock art (man, woman, hands, legs, head, bodies of sex, river, sun, moon, water, goat, cart etc.), allowing to measure and identify external and internal factors which have predetermined of break points in development by MCC model in five-measured system of coordinates.

A priority of scientific value of language (speech) as a biggest knowledge system and also factor, which design and describe qualities, including tangible heritage, may not be challenged. Language includes in itself a model of figurative, geometrical language, language which describes design elements, images and compositions for visual art (rock art), which, in turn, have affected and designing of speech, words constructions and also new concept of oral library of knowledge for non-literate peoples. Rock art helps to determine prototypes for thinking in the oral language development.

By the creation of pictures on the rocks, peoples improved their organs of sight: developed visual ability, memory, scope of logical exercises, sensitiveness to the symbols and artificial intellect, developed the visual functions of image recognition. Identically was developed their hearing and speaking organs. The information-passing ability of the sound components of the speech stimulated forefathers to increase their informative capacity, enlarge the possibilities of intonation modulating of linear consistent-“telegraphic (wireless)” speech.

The anthropologists' conclusion is, that the ability of the right cerebral hemisphere of radically different cultural groups (the ability of figurative thinking) develops similarly, while the left cerebral hemisphere (the ability of thinking-in-words) delays in its development, because of the impossibility of getting education. The representatives of another school promote another theory: they think that there exist qualitative different public, national, racial, personal methods of thinking.

One can suppose that generally and entirely, the human brain has more abilities, than a single type of thinking processes, but the representatives of different cultural group's differ depending on the kinds, thinking processes and the degree of their participation in the formation and the development of the nations, their traditions, cultures.

We are attracted by the idea that the brain consists of two structures, they have abilities for qualitative different thinking processes, which develop differently for each people. Taking into account the latter idea, we have to get an answer to the following question: is it possible to explain the cognition methods for different

cultures on the basis of differences in the development of right and left hemispheres for non-literate peoples.

According to the studies of the famous neuropathology's and neurophysiologists, we know that the right hemisphere is dominating in the perception and processing of certain irritations in real time and space. The right hemisphere is important in the formation of many creative (artistic, musical) abilities. It can feel, recognize and integrate the irritations of various modalities, percept figures and compare them with the standard of memory. The right hemisphere is not able to execute tasks, which demand thinking-in-words, evaluating and decision-making through the language (letters, text information and written signals). The linguistic and mathematical abilities are concentrated exclusively in the left hemisphere. It analyzes various signs in picture in sequence; it can speak, bent for consistent analytic thinking-in-words.

The scientists suppose that the language was developed and located in the left hemisphere not for it's analytic ability, but for it's adjustment for several activities. During the evolution of manipulation of right hand (which was gesticulating, participating in contacts, in rock art) were added voice muscles as well. In the result - the left hemisphere, in fact, got a monopoly in the management of the motive systems, participating in oral speech for non-literate peoples.

Principles and algorithms of rock art and oral and written speech designing are relevant for the same people. The knowledge of laws of formation of speech and visual models of culture will promote knowledge rethinking; stimulate processes of knowledge and create new databases of knowledge, new cognitive mission of art and culture.

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