

Summary

According to the research there were noticed few interesting elements of simulacra “comportment” and about the nature of hyperreality itself. First of all there was described, that the nature of hyperreality is very different compared to realities of lower levels. Hyperreality is a semantic space which is filled with simulacra. Those simulacra are holding very strong meaning, which is technically one of the basic elements of their nature. At the other hand not every meaning did pass to the hyperreal stadium. It means that in the end hyperreality suffers the lack of meanings. Its spectre of meanings is simply very limited.

Although simulacrum holds a very strong meaning, it can disappear. In this paper there were described two ways, how it can happen. Both ways are directly connected with interest of audience, which mean in this case the interest of public. Simulacra can simply disappear when the audience forget them because of change of the cultural rules. The other way is a kind of simulacra duel. Against older simulacrum is putted a new one. If audience because of any reason decide, that the new simulacrum fits better to their needs, that the old one, the old one disappears.

It was described, that there is wide spectre of objects which are able to pass through simulation and become simulacrum. In the analysed material there were discovered simulacra of persons and social phenomena, the same as simulacra of phrases and statistics. It shows, that simulation is capable to adapt very easily and that is basically fixed only at meaning. Every meaning can be simply simulated and become simulacrum.

One of the main topics and basic research questions was role of the Reflex magazine in the whole chain of realities. There were discovered and described three basic roles which this magazine plays in creation of hyperreality. First role was called creation. Reflex creates new simulacrum for a referent, which does not have its own simulacrum so far. Second role is called correction. Magazine it self propose to readers new simulacrum for referent, which already has one. The third one is called distribution. Reflex just offers a place for already existing simulacra at its front page, without questioning them.

According to main points of front pages, there was observed, that there are quite high demands at readers knowledge and his level of abstract thinking. During the research there were discovered all monitored figures. For complete understanding of main point of the front page it was necessary to have at least some knowledge about history, popculture, political situation and some other topics. This aspect of the Reflex production may be pointing out at the socially constructed nature of hyperreality.