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3. - P. 49-65.

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The paper presents a new genre of book - webrariy. Contemporary challenges to the book as a cultural phenomenon determine its current state as a crisis. The authors develop a theory of cultural phenomenology as a basis for a new genre of the book, which visualize the culture. The combination of text with new possibilities of digital technologies opens up unexpected perspectives. The theory of cultural phenomenology consists of the object field, concepts, and principles such as mechanisms to overcome problems. Theoretically there are differences between "cultural phenomenon» as a fundamental, constitutive nature and specific "cultural phenomenon", which are caused by history. Cultural phenomena occur in the "axial time" and their composition creates the uniqueness of each culture. The philosophical basis of cultural phenomenology is cultural anthropology. Reported theoretical developments brought to the level of practical application by authors of the article.

Key-words: Webrariy-book, genre of the book, the crisis of the book, cultural phenomenology, cultural phenomenon, the composition of phenomenon, memoritary, " axial age " of culture.

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