



The Art of the Occult and Hermeneutics According to Philosophy of Paradigm

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Abstract

The objective of the research was to hermeneutics the art of the occult according to the philosophy of paradigm. The method of studying philosophy was qualitative research by collective main data from documents data for lead all information to Gadamer's philosophical hermeneutics with fusion horizon by the reader. The result was shown that the art of the occult could be interpreted into 5 paradigms that are; 1) primitive paradigm, the art of occult is the tool to communicate to the On-High and ask for the kindness for the benefit of themselves, 2) ancient paradigm, the art of the occult is the instrument with precise laws that if follows accurately thus get the require outcome, 3) medieval paradigm, the art of the occult is the strange thing out of the religious domains, it is the wrong pathway, mystics and wrong way that not lead us to the good afterlife, 4) modern paradigm, the art of the occult is the fool of the people which persuaded by the occults, it is the obstacle to the progression of the world, and 5) postmodern paradigm, the art of the occult is the curiosity, strangeness but if utilized thus got the outcome, it is good. The result could be the perspective of the people on the art of the occult, and we could guide the correct understanding to the art of the occults.

Keywords: Art of the occult, Paradigm, philosophy

Introduction

The belief in the occult is regarded an element of Thai culture (Kumdee, 1991), and it varies depending on basic education, family, society, culture, tradition, politics, and economy. Even as information technology and the internet become more widely available, people continue to be interested in the occult. However, they escape accusations of ignorance by following those who they believe to be knowledgeable. They did, however, choose it because of the reputation that had been passed down. There was no relationship with such knowledge, whether genuine or not. Believe without any research, by word of mouth, or and believe according to the belief that person is wizard. Without himself diving in to understand more about his beliefs. This is consequently regarded as the region of



actual credulity. Wisdom is valued today as a means of removing intellectual darkness. In the modern world in truth, we've been living in the virtual world for a long time, but most people still believed the occult when they experienced hardship, they were unable to find a way out of the wrongdoing they had committed. Humans are quick to believe anything in the virtual world if they are told by someone they can trust. This is evidenced by the fact that people are eager to purchase totem based on those legends to overcome their dread of evil, they must acknowledge that the wrongs they have committed will come back to haunt them. And if it happens, the conviction in being free of bad karma will be multiplied. But who will receive the karma that has been done? The karma remains the same (Sangthong, 2021). Ancient traditions are simply being expressed in modern ways. The goal could be personal development through the learning and application of esoteric teachings. Some are true and some are false. As a result, it is a very popular item in today's market. People House is full of talismans, and they do the worship daily (Phawakhunworakit, 2015), because it is thought to be reliable. However, some are effective, while others are ineffectual, some are good, some are poor results (Raynolds, 2015).

Not only the interesting by the old but it was happened with the new generation who born in the technology in hand era. Normally to presume that they do not believe in superstition (Rojanaprapa, 2018), but the mutelu (an informal term for superstition practice today) was fashion to the new generation and they are major consumer of the spiritual totems and Buddhist amulets, and interesting in the divine/spiritual ceremony (Otto, 2023). Even though they are not certain believe in spirit or gods exist, they still join and hopefully for the good outcome to their life.

In the media discourse on occult and spiritual-related items and services presented on television, the terms "faithful" and "effectiveness" are constructed. According to Jean Baudrillard's "Simulacra and Simulation" ideas, customers' purchasing decisions may not be driven by their needs, but rather by the power of discourse, which constructs some meanings that appear to need their existence. It stimulates customers' spiritual influence, and they may eventually become victims of advertising (Thumrongsanta, 2019).

As a result, the researcher is interested in interpreting the occult through a philosophical lens based on Bunchau's philosophy of paradigm of thought (Bunchua, 2003), which categorizes the philosophical concept of thought of the human intellectual era into five paradigms of thought ranging from primitive thoughts to postmodern thoughts to reflect people's views on the occult today.



Objective of the research

To hermeneutics the art of the occult according to philosophy of paradigm

Research Scope

This research is qualitative research using the collective main data from documents. Data is limited to the extent researchers have access to it until December 31, 2023.

Research Methodology

This research is the qualitative research employed a philosophical research method, Gadamer's philosophical hermeneutics by the reader, based on the theory of fusion of horizons, to find common concepts to increase understanding and explain meaning (Gadamer, 1976), as well as to classify the concept of the occult according to the philosophical paradigm.

Results

The term "occult" comes from the Latin word "occultus", translated from the French "occulte" into English, "occult", meaning is made mysterious, secret, concealed, and understood as something that cannot be accessed, apprehended by thinking, mind, beyond understanding. This includes knowledge and practice of supernatural matters such as divination, magic, alchemy, astrology, witchcraft etc.

It's important to note that the term "occult" does not always have a bad or ominous meaning. While some historical and fictional depictions may link occult practices to evil or dark powers, many people who study the occult view it as a means of pursuing spirituality, self-improvement, and a greater comprehension of life's mysteries. As with any subject, there are broad variations in views on the nature and importance of the occult among people and cultural traditions, as well as in beliefs and behaviors related to it.

The status of the art of occult as above can be interpreted into 5 perspectives as follows:

1. Primitive paradigm perspectives, people believed in spirits, deities, and supernatural power that had an impact on their daily lives, they wanted to know how to appease the divine. Their conceptions of the natural, spiritual, and paranormal domains were frequently entwined with occult ideas. The practice of occultism is a means of requesting favours from On-High and interacting with them to achieve desired goals.

2. Ancient paradigm perspectives, individuals try to discover the law of nature that will make their lives happier. The term "occult," which refers to knowledge that is hidden or esoteric and is frequently connected to mystical or supernatural components, was



mixed with philosophical concepts concerning transcendent reality, such as Neoplatonism. Occultism is the mystical search for secret knowledge (Melvin-Koushki, 2020), or gnosis, to achieve spiritual redemption. We 'll achieve the intended outcomes if we apply these insights.

3. Medieval paradigm perspectives, society was characterized by the intricate interaction of mystical, intellectual, and theological concepts. Religion possessed considerable power over the arts, and different esoteric activities were frequently found on the periphery of officially recognized orthodoxy. On the other hand, many try to live virtuous religious lives in order to enter heaven in the hereafter. Occult art is something else than religion (Fallon, 2023) but people perceived that it is incorrect. It leads to a bad afterlife and is a mystery and vice.

4. Modern paradigm perspectives, people value the knowledge obtained from the scientific process and aspire to dominate nature in order to live happy lives. The scientific method will confirm and validate hidden esoteric information as authentic knowledge (Debus, 1982 and Ferguson, 2022). Fiction and entertainment are associated with the remnants of the esoteric occult. People with low levels of education continue to be duped by occultists, which is impeding global progress.

5. Postmodern paradigm perspectives, People reject other paradigms' frameworks. They are interested in subjects that have historically been disregarded or prohibited from studying because they wish to completely rethink the way that people think. The fascinating knowledge found in the occult arts such as the New Age Movement, which combined astrology, alternative healing modalities, Eastern spirituality, and other occult traditions. The New Age movement placed a strong emphasis on investigating esoteric knowledge, holistic well-being, and individual spiritual development. The contemporary pagan movements incorporate aspects of ceremonial magic, nature worship, seasonal cycle celebration, and a wide range of occult practices (Strube, 2023). Popular culture has included elements of the occult into works of art, music, film, and literature. Lastly, the development of the internet has made it easier for occult knowledge to spread, giving people access to a plethora of material about alternative spirituality, magic, and divination, as well as the ability to study esoteric teachings and connect with like-minded societies.

Conclusion and Discussion

The theory and process of interpretation known as hermeneutics can be used to justify the use of the art of occult. By applying Gadamer's hermeneutics to the occult, people can gain insight into the hidden meanings and the fusion of their personal worldview with the philosophical paradigm, as well as the relevance that the occult has



for life. There is a noticeable shift towards a more varied and pluralistic interpretation of occultism, with differing levels of acceptance in mainstream society.

But rather than being fueled by the contemporary paradigm, the hyper-reality of the occult is pushed by our postmodern worldview and its new generation. The Occult had a significant influence on popular culture (Hodge, 2023), including music, art, movies, literature, and even daily life. Within the new capitalist culture of consumption, there has arisen a desire for the purchase of products and services associated with occult trade. Ingenious and captivating storytelling techniques are used to combine products and services in advertising, which ultimately raises customer awareness and instills a demand for the items and services through symbolic consumption. This is consistent with Sanont et al. (2017)'s research, which showed that Thailand's business direction on belief-related goods and services is showing strong and greater growth. Businesses should use niche marketing techniques to sell occult-related goods and services in order to add value by utilizing Thai culture (Wongphut, Sungsuman, and Chaiwanichya, 2016), intellectual property (Prateepavanich, 2015), and identity.

Suggestions

The study's findings can be used to shape people's opinions about the occult; by using hermeneutics to study the occult, practitioners can engage in a deliberate and introspective process that reveals levels of meaning that deepen our understanding of esoteric practices and knowledge and assisting in various ways to further direct accurate comprehension of the art of the occult.

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