

PHILOSOPHY
(specialty 09.00.05)

Kairova I.A. Modern family myths within the space of mass communications

The specificity of influence of electronic mass media on a modern Russian family as the mechanism of producing and translation of social myths is considered; the duality of functions of modern family myths broadcast by mass media is looked through lorgnette. Identity of the functions which are carried out by space of mass communication and a modern social myth in relation to other social space is revealed. A number of the socially-family myths fixing in public consciousness and new samples of family behavior are revealed. The parity of the myths connected with a traditional family and devoted to new forms of family-marriage relations, produced by mass media is analyzed.

Key words: information-communication space, electronic mass media, the Russian family, family values, socially-family myths.

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