

THEORY AND HISTORY OF CULTURE

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Archaization of language discourses in the period of socio-cultural crisis

The article considers various processes of culture archaization which appear in different transitive periods of life both of an individual and society as a whole. In crisis periods of social development archaic elements of culture step forth and perform a regulatory function in the society. This leads to primitivization, regress of language discourses and enhances the power of archaisms. Thus, the article analyzes various forms of language discourses archaization under the conditions of acute socio-cultural crisis.

Key words: archaization of culture, language discourse, archaisms, the power of language in culture, socio-cultural crisis, logosphere of culture.

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