

PHILOSOPHY

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Mass media as an identity constructor

The importance of modern mass media in the process of identity construction is considered. In modern culture, traditional social institutions are losing their effectiveness as the main sources of identification. Mass media are becoming one of the main tools for the formation of values and meanings. Modern mass culture offers the individual an innumerable stream of images of potential lifestyles, according to which one can construct one's Self. However, due to its fragmentarity and plurality, modern mass culture does not provide complete models of identity, it must be composed of disparate fragments.

Key words: mass media, mass media, identity, mass culture, consumption.

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