

PHILOSOPHY

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Axiologems of rap in the context of the modern Russian society culture

The article considers the axiology of rap in the socio-cultural realities of the modern Russian state. The dynamics of changing values in the domestic rap discourse is traced. The leading performers of the chosen musical direction are given. The essential characteristics of rap music are presented from the perspective of researchers of this genre. The explication of the meanings embedded in the hits of modern rappers has been made. The connection between social processes and phenomena and the formation of value orientations is shown. It is established that the main accents fall on such values as youth, creativity, initiative, protest, truth and others, which largely reflects the general mood in the culture of modern Russian society.

Key words: rap, values, society, culture, communication.

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