

SOCIAL SCIENCE

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Chistyakov D.I. Creation of Mediamyths and Importance of Deciphering the Messages

Postmodern media produce an endless amount of messages, signs, symbols, shaping peculiar media reality and serving as keys to its perception. One of the central concepts of the construction of media reality is myth, serving as a mediator during the messages' transmission from media to consumers. The most known theory covering the problematics of myths and their place in the postmodern world was developed by the French philosopher Roland Barthes. The article is dedicated to the overview of the Barthes' theory and to the problematics of deciphering encoded messages.

Key words: mass media, mass communication, structuralism, poststructuralism, postmodernity, information, media institution

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