

## PHILOLOGY

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### **Epatage and scandal as a tool of public opinion formation in the media**

According to the definition given in the dictionaries, "epatage is scandalous trick, intentionally violating the generally accepted norms and rules". From this follows that the epatage act is based on loud and scandalous behavior. Simple conclusion can be drawn that the concept of "shocking" and "scandal" are adjacent. Theoretical aspect of the article is the history of the origin of the notion of "scandal", its classification, questions about what "tools" a scandal is unfolding in different spheres of life (social, political, economic, etc.). It has been analyzed what affects the practical side of this phenomenon, namely the cultural-historical dynamics of the scandal. Epatage is widespread, shocking due to the high efficiency of its application. This effect is due to the attractiveness of the epatage conditions that prevail today in mass culture.

Key words: shocking scandal, mass culture, value development.

*February 18, 2018*

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