

PHILOSOPHY AND CULTURE STUDY

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ON THE QUESTION OF SOME CULTS OF ANIMALS IN MYTHOLOGICAL-RELIGIOUS CONCEPTIONS OF INGUSH

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The article analyzes the reminiscences of honoring animals based on folklore, mythological and religious ritual material of Ingush. The paper deals with the symbolic meaning of images of animals giving the analogy with universal significance and ethno-cultural parallels with the ancient cultures of Asia Minor world. Moreover, basic animal cults, the memory of which is preserved in mythology, folklore and traditional culture of Ingush offer prospects of ethnogenetic, ethnocultural reconstructions related to ancient civilizations.

Keywords: *cult of animals, symbols, remnants of totemism, prospects of ethnogenetical reconstructions, ethnocultural parallels.*

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EMOTIONS AND MASS MEDIA IN THE POSTMODERN ERA

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The article is devoted to the impact of media on the consciousness and the inner world of individuals. The author shows that «postmodern» society has created mass culture and mass man who largely lacks rational reflection. Modern humans, who are under the influence of television and Internet, appear as creatures par excellence, emotional and therefore easily susceptible to emotional manipulation. Especially effective means of manipulation, according to the author are: the subjects connected with fear and with a force capable of causing not only fear, but also delight. This article describes the techniques used by the media to influence the political consciousness of people. As an example, the

method of displaying the political realities: the analysis of personality of a politician rather than the strengths and weaknesses of his policies is given.

Keywords: *postmodern, popular culture, media, emotion, manipulation, modern individual, fear, image of power.*

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