

PARTICIPATION OF COMMUNICATIONS IN THE EMERGENCE OF CONTEMPORARY MYTHS

SUMMARY

When we speak of myths today, we encounter several unavoidable questions. Since all of society has been standardised by myth throughout history, what is the state of mythic awareness today? Does mythic awareness still develop today in the way that it has to date? With all that, we can ask another, perhaps even more interesting question: what is it that motivates the communicational aspects of the mythic awareness of the present day? In order to respond to that question, it is necessary firstly to identify the specific nature of the codes by which the process of communication unfolds in this age of mass media and to see how such questions are answered by myth and science in the context of contemporary history.

Key words: myth, information smog, myth of communication, myth of quantity, myth of media power