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# Mythologization of reality and the reality of the myth in the culture of information society

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*The phenomenon of the myth in the culture of information society is analyzed. The main focus is given to the factors contributing to the origin, formation and functioning of the myths in the culture of information society. For the purpose of information manipulation of public consciousness the detailed analysis of the latest information technologies is presented.*

**Keywords:** *myth, mythologization, mythological thinking, myth-creators, symbol, information society, media culture, globalization.*

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