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[2].

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[2].

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[8, . 63].

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[10, .

441].

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SUMMARY

Dokash O. POLITICAL HERO: PERSONIFICATION OF MYTHOLOGICAL APPEARANCE

The article is about the reasons of new resuscitate of myth in contemporary culture. Author analyses relations between the political ideology, political myth and archaic mythology, reconstructs principal features of the modern political myth and mechanisms of modern social and cultural constructing the myth on the base of language. In conclusion author considers the archetype of hero as a base for creation of public images of actual political leaders.