

MANIPULATION OF MEANINGS AS A METHOD OF TRANSFORMATION OF PEOPLE'S CONSCIOUSNESS IN THE CONTEXT OF ANGLO-SAXON INFLUENCE AND GLOBALIZATION CHANGES IN EDUCATION

T.Yu. Zhikhareva

This article is devoted to such a burning problem as the impact of globalization changes on traditional cultural values, in particular on education, on teaching of the native language. We are trying to show how American civilization transforms the consciousness of Russians, planting concepts alien to the Russian culture that are expressed in language borrowings in many areas. This is clearly seen in the transformation of meanings, namely, in the replacement of words with native Russian roots for transliterated Anglo-American concepts. As a result, the foreign mentality invades the cultural space of Russian people, displaces the original concepts, preventing even an adequate translation of the borrowed concepts into Russian, which is observed not only in business or politics, but also in education. This process, we believe, is not objective, independent of the subjects. It reflects the advance of Anglo-American ideology and aims at a radical restructuring of the consciousness of the Russian people, the transformation of the Russian people into a mass without traditions, without moral values, without language. As a counteraction to the process of colonization of consciousness, we propose the implementation of a national-oriented educational policy, which will allow instilling in young generations the values rooted in the national culture.

Keywords and phrases: globalization; transformation of values; colonization of consciousness; cultural space; anglosphere; Americanization; manipulating the consciousness; manipulating the meanings.

References

Ablazhey N.M. Kontseptsiya neoliberal'noy nauki v zapdnoy sotsial'noy mysli [The neo-liberal concept of knowledge in Western social thought]. *Vestnik NGU. Filosofiya*, Novosibirsk, 2012, vol.10, Issuer 2, pp.74–81.

Kuznetsov A. Utrachennyye tsennosti sovetskoy tsivilizatsii [The lost values of the Soviet civilization]. *Yezhenedel'nik 2000 – Rakurs – Svoboda Slova*, 2009, no 16 (458). Available at: <https://inosmi.ru/panorama/20090415/248498.html> [accessed 14.04.2019]

Kuznetsov A. Globalizatsiya po-anglosaksonski [Globalization according to Anglo-Saxon pattern]. Available at: http://my-banks.info/analitics_globalizaciya-po-anglosaksonski/ [accessed 14.04.2019]

Medvedeva I.Ya. Shishova T.L. Bomby v sakharnoy glazuri. Tekhnologiya obmana [Bombs in the icing. The technology of delusion]. *Zyorna*, 2012. 256 p.

Pavlovskaya A.V. Russkiy mir. Kharakter, byt i nray [Russian world. Character, Lifestyle, Behavior]. *Slovo*, 2009, vol.2, 544 p. (the materials are contributed by O.G. Dubrovskaya, professor of the Dept. of English Philology and Translation). (in Russian)

Toloraya G.D. Yedinstvo i bor'ba mirov [Unity and struggle of the worlds]. *Strategiya Rossii*, 2010, no 3. Available at: <https://www.russkiymir.ru/publications/190918/> [accessed 14.04.2019] Shpengler O. Zakat Yevropy [The fall of Europe]. Rostov-na-Donu, 1998. (in Russian)

Roberts A. The History of the English-Speaking Peoples Since 1900. N. Y., 2006. 752 p.

ABOUT THE AUTHOR:

Zhikhareva Tatyana Yurievna, candidate of Philosophy, assistant-professor

Tyumen State University

9, Respubliki Street, Tyumen 625003 Russia

Email: t.zhikhareva2014@yandex.ru