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ВЛИЯНИЕ АМЕРИКАНСКОЙ КУЛЬТУРЫ НА РОССИЙСКУЮ КУЛЬТУРУ В КОНТЕКСТЕ ГЛОБАЛИЗАЦИИ

Статья посвящена особенностям процесса глобализации в контексте влияния американской культуры на культуру России в различных сферах общественной жизни. В статье рассматриваются изменения, происходящие в российском обществе под влиянием американских ценностей, и анализируются основные тенденции изменений, происходящих в российском обществе.

Ключевые слова: культура, западные страны, глобализация, межкультурные коммуникации, взаимодействие, влияние, особенности.

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THE INFLUENCE OF AMERICAN CULTURE ON THE RUSSIAN CULTURE IN THE CONTEXT OF GLOBALIZATION

The article is devoted to the peculiarities of the process of globalization in the context of the influence of American culture on the culture of Russia in various spheres of public life. The article examines the changes taking place in Russian society under the influence of American values, and analyzes the main trends of the changes taking place in Russian society.

Keywords: culture, western countries, globalization, intercultural communications, interaction, influence, peculiarities.

American influence is evident in modern Russia. The world has turned into a uniform mass of consumers with similar tastes; there is a unification of consumption. We can distinguish several features that distinguish the transformation of Russian society under the influence of American values:

global change – all parameters of social structures change, global values dominate the values of local, and there is a hybridization of culture, mosaic perception and construction of reality (fragmented world).

The impact of such values as freedom and democracy, underlying the US worldview, has acquired a specific meaning in Russia. Russia admits that there are some universal norms of democracy, the protection of human rights and economic freedom. Such a value as freedom of speech also acquired a peculiar form. At the level of the law, this value is enshrined in the Constitution of the Russian Federation - a Russian citizen has the right to freely seek, receive, transmit, produce and disseminate information in any lawful way [1].

Transformational processes are also taking place in the sphere of culture. We can distinguish certain features of the influence of American values in the field of culture: priority of quantitative characteristics, the irrationalization of cultural elements, the use of symbolic forms, guaranteed quality at a certain level, readiness for use.

All these characteristics were described in the work of J. Ritzer «Contemporary Sociological Theory» [2], in which he gave a description of the structures of society undergoing macdonaldization. The influence of America's consumer culture exerts

pressure on people, makes them change their way of life, reduces the value of traditional values, and breaks down an original identity.

Widespread distribution of American style music and the corresponding fashion, patterns of behavior. Thus, because of the spread of American values, the cultural space of other cultures is reduced, denying them the opportunity to preserve their uniqueness, to be different from America.

Another example is the distribution of American films in Russian cinema. In 2014, the share of American films was 75-80% of the total Russian hire. Most entertainment programs, serials are adapted versions of American films.

In the sphere of education, one can also notice the transformation processes under the influence of American values. If earlier higher education was a source of dissemination of fundamental scientific values, now, first of all, its accessibility or convenience is valued, the subsequent maximum realization of the received knowledge in the commercial plan.

Similar transformations can be observed in the development of modern forms of labor. Easy and constant change of places of work and specializations generates new values in labor activity, which have little in common with the traditional concept of labor. Increasing importance is attached to external accessories of prestige and appropriate forms of prestigious consumption.

One of the most important tools of cultural expression is language. Language reflects the specificity of culture. The most common language now is English. As John Sutherland points out in the article «Linguicide: the death of language» [3].

«The spread of the English language is a consequence of an open language expansion». English language penetrates into the mass culture. Moreover, since access to this culture is open to any person, the elements of the English language begin to meet in Russian more often.

It is also necessary to note changes in the economic sphere. A genuine market with healthy competition, the formulation of stable legislation, real denationalization in Russia has not developed. What is happening now cannot be called a mature market economy.

Thus, American values have a significant impact on all spheres of Russian society, changing and transforming traditional values and representations.

On the one hand, this process is seen as threatening to destroy the national identity, traditions and values inherent in Russian society. However, there is an opinion that determines the spread of US values as a process rather positive than negative. In this case, American values and lifestyle are seen as capable of leading to the same standard of living as in America.

Despite the fact that the degree of influence of American culture on Russian society is very high, but it is not determinative. Therefore, an important point is the perception of the experience of their own people, the need to recognize the specifics of their country, and not to transfer to it the patterns of other countries.

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