Abstract

MYTHS AND MODERN RITES: FABRICATING BELIEVES IN THE MEDIA. Even though modernity is characterized by the gradual disappearance of religious institutions, religion is now configured by the transmutation and coexistence of new forms of sacredness and the persistence of religious elements in many cultural spaces. This is the reason for the emergence of new myths and rites in political, economic and general knowledge spheres, as well as in the cultural industry; particularly in media and advertising. Private and public pieties are now dictated by the market and configure a new subjectivity project.

Keywords

Myth, rite, civil religion, society, mass media, advertising.