

REFLECTION OF AMERICAN VALUES IN ECONOMIC DISCOURSE ON JAPAN

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The article deals with the topic of reflection of basic American values in the economic discourse on Japan. The author gives some sociocultural and cognitive grounding to highlighting and functioning of the values reflected. Mass-media discourse is the instrument of social construction of reality and reproduction of basic cultural values of society. Among most common, such values as freedom, equality, patriotism, individualism, success, ecological safety, constant progress, efficiency and others are enlisted. The analysis of three-way interrelationship among economic discourse, American values and evaluation of Japan by Americans reaffirms the status of the given values as mainstays of national identity.