

COUNTER - CULTURE AS AN IDEOLOGY

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The article considers a sociocultural phenomenon which served as the USA ideology in the 1960s. Ideology is understood as a symbolic universum within which discreditation of the existing social institutions and an attempt to legitimate the new ones take place. Counter-culture becomes an «active text» which «presses through» reality by exchanging it for an alternative one. In compliance with this approach the study of semantic shifts induced by counter-culture in the language obtains great importance.