

Summary



This research aims is to define positions and roles of the pop-cultural phenomenon of Santa Claus as a carrier of ideas and values of the modern society. The Santa Claus Marketing Myth is a study within the framework of cultural studies. The analyses define benefits as well as detrimental manifestations of mass production and consumption of a mythologized “vision of ideal life”. Historical, mythical, Christian, pop-cultural, and marketing aspects of the process of global identity development are presented within comparative analyses of theoretical research. The Santa Claus Marketing Myth pictures the relations between the structural elements of the set forth social phenomena and shows the vibrancy of their impact on contemporary social reality. Within the framework of post-humanistic discussions and pluralistic point of view, the Santa Claus Marketing Myth points out the need for encouraging ethical research and its practical application in social and communication sciences.

Conclusion: The argumentation suggests that the “total social reality” - that is, the specific complex of the globalized society - communicates the nature of its phenomenon through the complexity of meaning and appearances of the Santa Claus character. It has been shown that the Santa Claus marketing myth does exist, being manifested through a pronouncedly influential value system in the processes of creation of contemporary globalized society, and that it stands for an efficient means of cultural hybridization. Based on the qualities of human race as a species and on human identity, the mythical language of the Santa Claus phenomenon is identified as the most general form of self-recognition and, subsequently, as a potent means of globalization.

Consequences and how to diminish them:
A systematic, moral, conscious, philanthropic advocacy within the cultural, educational and economic spheres of activity, along with the institutional support at all levels of authority, may secure sustainable development. Preventive protection of society ought to be provided through education from the earliest age, and applied ethics should accompany systematically all spheres of social development.