The article by Legeza S. deals with the problems of mass culture functioning. The features of constructing in the mass culture of ideological conceptions are considered. A mass culture leans on a cliche: it is its fundamental feature. The text becomes manifestation of set of cultural codes. Codes depend on a cultural situation. Social changes and shocks conduce to the changes and in an utilitarian mass culture (for example, development of «criminal novel» in 90th of XX age). A mass culture supposes the presence of «base-line knowledges» for users, who beforehand mastered the rules of game. Besides, a mass culture actively works with a problem of «other». In particular, science fiction develops two themes actively. At first, problem of «stranger», maximal alien human reason (problem of contact). Secondly, it is possible to talk about the transition of fantasy from a futurology area to the themes of «escape from reality». The second problem already finds the embodiment (researches of sectors of computer games et cetera). The first problem, widely presented in a mass culture, still requires a comprehension. In addition, exactly here is usual subject: theme «our man in the stranger world». It begins as a) «escape from reality» and b) apology of «ordinary contemporary». It is possible to talk about a reaction on shock of transforming of society. However, today a turn happened in this theme. Previous appeared tradition forced out appearance of «spontaneous trip in time». Moving of hero takes place not in the fantastic world, but in the pas of Russian history. Both: the points of history, where heroes are, and their mutual relations that become a historical reality, are characterized here. It is possible here to talk about the scray desire of authors to «rescue Great Power». And all, who - objectively or subjectively – is the opponent of the side, which a protagonist plays for, declared «stranger». «Stranger»
here – external (countries-opponents) and internal (all, whoever divides ideology of hero and author). To play again history here - to provide superiority a not alone man, but to the state machine.

Keywords: Mass culture, structures of reiteration, patterns, ideologies.