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**TRANSLATION OF CULTURAL PATTERNS IN THE MODERN POLITICAL REVOLUTIONS**

Revolution is an undesirable but still possible and legitimate form of a political and social change in the modern world. In the traditional perspective of scholarly research revolution is usually explained as an outcome of political, social and economic interactions. Culture as a factor of revolutionary dynamics while not neglected, but nevertheless considered to be of a lesser importance. Meanwhile in the modern revolutions culture is becoming increasingly important.

During a revolution culture has three main aspects. First, сulture of political protest and uprising. Second, сulture as a substitute of revolutionary ideology and propaganda: elaborate ideological schemes and narratives of liberation known from the late 18th century have been replaced with a few vague but enthusiastic slogans, short exuberant videos and pop music. Images instead of ideology, audiovisual messages instead of literary (i.e. based on the words) revolutionary propaganda means the dramatic shift of attention from politics and economics towards culture. Social media connect protesters while mass culture forms a common ground for them. Third, culture is not only a driving force of the modern revolutions but is also becoming an important form of their public representation. Revolutionary events increasingly resemble pop concerts and revolutionary leaders (consciously or unconsciously) try to emulate pop idols.

At the same time we can watch a *modular* character of the modern political revolutions which means a conscious imitation and borrowing of prior successful examples and patterns, invluding cultural models. This is not only an imitation, but also a guided transfer of experience from countries with successful revolutions to countries where revolution could take place . Such a translation of cultural patterns can be easily traced in the political revolutions (or attempts of the revolutions) during the last 15 years from Bulldozer revolution in Serbia (2000) through Carnation/Orange/Tulip/ Arab spring/failed Snow (2011-2012, Russia) revolutions to Dignity revolution in Ukraine. Every revolution applies previously successful practices and patterns while simultaneously modifying them for the next revolutions.