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**Selfie as a phenomenon of mass communication**

**Ревуцька М. І. Селфі як феномен масової комунікації.** Селфі – це спосіб фіксації себе у цифровому вигляді. За допомогою селфі можна передавати інформацію. У наш час високих технологій селфі упевнено входить у світову культуру – через пресу, кіно, телебачення, музику. Селфі можна розглядати як хворобу інформаційного суспільства: коли навколо вирують величезні потоки інформації, селфі може бути способом довести оточуючим, а також самому собі, свою присутність у цьому світі. Також селфі може бути способом самоідентифікації; способом створити про себе хибне уявлення («маски»); досягти ідеалу у віртуальному світі; способом спілкування; як не дивно, селфі може бути об'єктом і предметом мистецтва. У пропонованій статті розглядається походження терміну «селфі», історія цього явища і явищ пра-селфі, досліджується вплив технічного прогресу на розвиток селфі; визначаються причини, з яких люди роблять селфі, а також чим є селфі за своєю суттю; проводяться паралелі між сучасними фото-селфі і культурними явищами, які з'явилися набагато раніше селфі, але мають багато спільних рис. Метою статті буде описати феномен селфі як важливу частину сучасної масової комунікації. Робота заснована на низці наукових публікацій російських і зарубіжних дослідників, що підтверджує загальну об'єктивність опублікованого матеріалу. Практична частина дослідження включає в себе аналіз найвідоміших у світі селфі, підкріплений коментарями психологів.

**Ключові слова:** *селфі, фотографія, комунікація, масова комунікація, автопортрет, соціальні медіа, соціальні мережі.*

**Ревуцкая М. И. Селфи как феномен массовой коммуникации.** Селфи – это способ фиксации себя в цифровом виде. С помощью селфи можно передавать информацию. В наше время высоких технологий селфи уверенно входит в мировую культуру – через прессу, кино, телевидение, музыку. Селфи можно рассматривать как болезнь информационного общества: когда вокруг бушуют огромные потоки информации, селфи может быть способом доказать окружающим, а также самому себе, свое присутствие

в этом мире. Также селфи может быть способом самоидентификации; способом создать о себе мнимое представление («маски»); достичь идеала в виртуальном мире; способом общения; как ни странно, селфи может быть объектом и предметом искусства. В предлагаемой статье рассматривается происхождение термина «селфи», история этого явления и явления пра-селфи, исследуется влияние технического прогресса на развитие селфи; определяются причины, по которым люди делают селфи, а также чем является селфи по своей сути; проводятся параллели между современными фото-селфи и культурными явлениями, которые появились гораздо раньше селфи, но имеют много общих черт. Целью статьи будет описать феномен селфи как важную часть современной массовой коммуникации. Работа основана на ряде научных публикаций российских и зарубежных исследователей, что подтверждает общую объективность публикуемого материала. Практическая часть исследования включает в себя анализ самых известных в мире селфи, подкрепленный комментариями психологов.

**Ключевые слова:** *селфи, фотография, коммуникация, массовая коммуникация, автопортрет, социальные медиа, социальные сети.*

**Revutska M. Selfie as a phenomenon of mass communication.** Selfse is a way of capturing yourself digitally. Using selfie possible to transmit the information. In our time of high technology selfie is definitely a part of world culture – through the press, cinema, TV, music. Selfie can be seen as a disease of the information society: when raging around huge amounts of information, selfie can be a way to prove to others and himself, his presence in this world. Also selfie can be a way of self-identification; a way to create a false picture («mask»); to achieve the ideal in the virtual world; means of communication; it is not strange, selfie can be the object and subject of art. This article examines the origin of the term «selfie», the history of this phenomena and phenomena of the great-selfie, examines the impact of technological progress on the development selfie; determined the reasons why people do selfie, as well as what is selfie in nature; Parallels between modern photos self ieand cultural phenomena, which appeared much earlier selfie, but have a lot in common. The purpose of this article is to describe a phenomenon selfie as an important part of modern communication media. The work is based on the number of scientific publications by Russian and foreign researchers, which confirms the General objectivity of the published material. The practical part of the study includes the analysis of the world's most famous selfie, backed up by the comments of psychologists.

**Keywords:** *selfie, photography, communication, mass communication, self, social media, social networks.*

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The word «selfie» comes from English («selfie») from the word «self», «myself», «yourself». It is a word of Australian origin, which is indicated by the suffix «-ie». The very word carries the meaning that revolves around only one person – the author. Those who first became interested in a new trend, prefer to call it solely a selfie (although in the Russian language there are synonyms such as «crossbow» and «sebasco»). Thus, according to them, they emphasize their commitment to be the best and the high dynamics of personal development. But for all that, to do self is considered bad taste, sometimes even among those who do selfie. But in spite of exhibiting a negative attitude toward selfie that exists in an intellectual environment, a large number of people continues daily to shoot portable camera and post your photo in social networks. Do selfie not only «ordinary people», but «cream of society». Hollywood socialite Kim Kardashian was presented a book, his own self «Kim Kardashian selfish». ABC has released a series called «Selfie», which constitutes a revision of the play by Bernard Shaw «Pygmalion». Self fast Queen Elizabeth II and the President of the United States Barack Obama, the Dalai Lama and the Pope. How many would not have written that selfie is a sign of bad taste, every day millions of people take pictures of themselves and upload these photos to the Internet. Therefore, the relevance of studying selfie today

than ever. Selfie is surely among the world culture through the press, film, television, music (the famous clip of the band the Chainsmokers song «#selfie», which was considered the most annoying song of 2014). Selfie the stars of music and film creates hundreds of parodies and imitations. For example, the currently known selfie from the ceremony Oscar-2014, made by the leading Ellen DeGeneres, was spirodienone Director of the famous cartoon «the Simpsons». Or playful exchange of selfie through social networks between Dima Bilan and Vladimir Pozner. The youtube is full of diogue «How to make selfie», «How to make an original selfie», «How to make money on your own selfie», and the like. Selfie confidence is instilled in modern information flow. This phenomenon has outgrown itself, and it is already possible to speak about self ieas a new way of communication.

The relevance of this article is that the phenomenon of the selfie certainly exists, but the consensus is that it is still not represented. The phenomenon of selfie has been studied by psychologists, sociologists and journalists, such as Yves-Alexandre Thalmann and Michael Bazoge (Michaël Bazoge) from the French edition «Atlantico», Piergiorgio M. Sandri with the Spanish «La Vanguardia», Enrique Valiente Noailles from «La Nacion Argentina» (Argentina), Serdar Turgut with «Haberturk» and Zorlu

Muhammad «Yeni Asya», both of Turkey. Some call the habit of selfie «ego surge», others – mental illness (so-called selfmade). There is even a view that the selfie is a new level of communication in the era of high speeds, when you don't have the patience to read two paragraphs of text (Pamela Rutledge, psychologist and Director of the Media Psychology Research Center).

The purpose of this article to describe the phenomenon of selfie as an important part of modern mass communication.

The article describes the origins of selfie and to explore the influence of technological progress on the development of selfie; to determine the reasons why people do selfie; to define what a selfie is inherently; to draw Parallels between contemporary photography-self and cultural phenomena that have appeared much earlier selfie, but have a lot in common.

The object of the article were numerous online publications. The subject – selfie and cultural phenomenon as similar to selfie in nature (portraits, vintage photos).

So, what is selfie? Pathology, information transmission method, the expression of narcissism, blindly following fashion, or attempting to leave material evidence of their existence?

Selfie is a kind of self – portrait, which consists in recording yourself on the camera. The term has been known since the late 2000s (in the West) in early 2010's (in Ukraine, Russia, etc) thanks to the development of the built-in camera functions of mobile devices (phones, tablets and the like). Selfie is most often done with an arm's length away, holding the device, therefore, has a characteristic composition – angle, slightly above or below the head. Selfie are of two types: direct (the phone will be returned to the author at arm's length) and mirror (the author stands in front of a mirror and photographing themselves on the smartphone).

The first mention of the hashtag *#selfie* is for 2004, when he appeared on the Flickr resource. The term selfie was discussed by photographer Jim Krause in 2005. The Oxford editors also note that the very first memory of selfie they discovered in 2002, when one Joker is from Australia placed your injury painted self-portrait in a drunken company and called it selfie. This term appeared on the Internet forum ABC Online on 13 September. In the early 2000s selfie have been widely distributed to MySpace, they then had the name «MySpace pic». In the period 2006–2009 selfie has gained the reputation of bad taste, since MySpace lost popularity, and Facebook, which gained popularity at the beginning of its existence

used a well-focused avatars, more formal, in addition pictures were taken from a distance.

It is believed that self is a phenomenon that belongs to today, that is, the last ten to fifteen years XXI century. But when the self is interested in learning more seriously, it was an estimated time of occurrence of the phenomena, similar in nature to self (since the introduction of the portable Kodak Brownie camera by Kodak, 1900). Method «automotoportal» was based on photographing his own reflection in the mirror. Real estate cameras provided with tripod. To crop the next photo, the photographer looked through the viewfinder.

But it turns out that self did before the invention of the camera. Although numerous self-portraits of artists with real self – a controversial issue.

One of the first self-portraits as similar to self, can be called «self-Portrait in a convex mirror» Francesco Parmagianino (1524, the author was 21 years old), Italian painter and engraver of the Renaissance, the representative of mannerism. The picture he painted in oil on a wooden hemisphere, which is expertly conveyed by optical deformation of the reflection. Self experts claim that the artist had predicted in his work the fisheye – camera lenses, different pronounced neskorrigirovanoe djmoore distorsy and a field angle close to 180° or more, and a photo taken with these lenses.

Also to the phenomena of «great-self» include self-portrait of Leonardo da Vinci («the Turin self-portrait», 1514–1516), Raphael Santi (1504–1506), Albrecht durer (17 preserved his self-portraits, the most famous is dated the year 1500), Rembrandt (1661), Rubens (1628–1630), Caravaggio, Gauguin, Renoir, Modigliani and others, less well-known authors. With Rembrandt, by the way, has an interesting story: he decided to immortalize our own dignity and recognition: a painting of 1640, he sits in a respectful pose, dressed in expensive attire. In this work the author wanted to put themselves in one line with durer, Titian and Raphael, which was highly respected. In General, in his paintings he often «competed» with Titian took the typical colleague plots and overacted in his own style. This behavior is very similar to modern online exchange self (Schwarzenegger and Klitschko, Bilan and Posner and others).

Already more on self similar picture of Robert Cornelius taken in October 1839. American pioneer of photography, the author of the first ever realistic picture (at the same time – a first in the history of automotoportal), Hnter Robert Cornelius took a picture of myself in the window of the family store. This photo is one of the first made in the world, and self. On the back of the original

inscription: «the world's First light painting» (eng. The first light picture ever taken). Now in the Windows taking pictures not only girls but also boys. It usually showcases of expensive shops, so the purpose of these photos is to show where the author self. In the case of Robert Cornelius it was probably just a desire to fix his own image.

The first female self was shot in 1900, the dark mysterious woman on a Kodak camera Box Brownie. The heroine's name history has not preserved, as well as details of biography.

Vincent van Gogh, who created it in the mid to late XIX century, is famous not only because of his «Sonyashnik», but a collection of self-portraits. Despite the loneliness and the plight of the artist, among the reasons for the creation of «self-portraits» can be called an attempt to «fit» yourself into this world, who so cruelly threw him until his death.

In Russia, the first self dates back to 1914. Photo of the great Russian Princess Anastasia Nikolaevna Romanova, the youngest daughter of Tsar Nicholas II, it was done on a Kodak Brownie camera. In a note to his father on 28 October that Anastasia has made to the snapshot, she wrote: «I took this photo looking at myself in the mirror. It wasn't easy since my hands were shaking». Apparently, in order to stabilize the image, the Princess put the camera on a chair. This photo is called the first self-made teenager. Anastasia was 13 years old. Do now self and in a much younger age (mothers make self own children almost from birth). Anastasia picture can be explained by the desire of a teenager to look at yourself, to see yourself the way others see.

The first group was self filmed in December 1920 on the roof of the Marceau Studio on Fifth Avenue in new York five mustached photographers. The camera was so heavy that I had to keep it together: the left hand she was holding Joseph Byron and the right Ben Faulk. In the center are Pirie MacDonald, Colonel Marceau and Pop Core. All five gentlemen were members of the popular Studio Byron Company, which traces its history all the way since 1892, when it was founded by Joseph Byron. By the way, there is now chaired by the photographer in the seventh generation by Thomas Byron and his son. Now the collective self – are not uncommon. The development of electronic devices allows you to hold the camera or phone to one person, especially without straining. In addition, in 1985 in the U.S., the two Japanese had patented «telescopic extender for supporting compact camera». In 1995 in Japan stick for self was described in the book «101 useful Japanese invention», however, in our reality, he

seemed not useful. This invention is now called genius. It allows better to capture people who are posing along with the photographer, and, if necessary, a large panorama in the background.

Colin Luther Powell, General, U.S. Armed Forces, the Secretary of state in the first term of the presidency of George Walker Bush and the 65th U.S. Secretary of state (January 2005), is also sin self. Recently he shared found a self-portrait, made in 1950-ies. In his opinion, this is the first in the history of the self.

Salvador Dali, the brilliant Spanish painter, graphic artist, sculptor, filmmaker, writer, one of the most famous representatives of surrealism and the king of self-praise, could not do without self. This artist had to live in the era of social media. The fact that he died in 1989, did not prevent him to take some pictures of yourself in the style of self. His self dated 1954 and 1972. Further, known self in the mirror. But actually there were more.

It is known that Barack Obama likes to do self and print posts to Twitter. But the first presidential family that made self, was the Kennedy family. In 1954, Jackie Kennedy lifted myself in the mirror, her husband John F. Kennedy and sister-in-law of John Ethel. On the Internet go to the joke that this photo looks more like vintage Gap ads.

Buzz Aldrin is an American aeronautical engineer, Colonel USAF retired and NASA astronaut, was the astronaut who made the first space self. The photo was taken during the mission «Gemini XII» on orbit No. 14 and subsequently published in the journal GEM12-17-62922. Basso Aldro now 85 years old, he often wrote in Twitter for the audience 844 000 people, acted in blockbusters like «Transformers» in a role of himself and is still very actively interested in the space program, taking part in the debate. The famous photo was taken on November 12, 1966, and the glory of Cosmo-self does not give other astronauts the rest, so the workers of the space stations continues to shock all new pictures. For example, self astronaut Akihiko Hose in the open space (5 September 2012). Japanese astronaut on the ISS Akihiko Chose made this stunning shot during a 6,5 hour stay in the open space. The photo was taken on a standard zerozerozero Nikon camera. 370 miles — the approximate distance of the Earth from which Akihiko Hoste took this picture from the top of the International Space Station. The orbital speed of the ISS was about 28 000 km/h.

It would be strange if a list of historical self did not contain at least one self-photography Annie Leibovitz. Famous American photographer specializing in portraits of celebrities and today is

the most popular among the female photographers who creates masterpieces even in those cases, when turns the camera on himself. Date self – 1970.

Another artist who liked to shock the audience, Andy Warhol. His photo-self was made in 1979. Andy Warhol, American artist, film Director, an iconic person in the history of pop art movement and contemporary art in General, the founder of the ideology of «homo universale», too, it turns out, did self. Despite the odiousness of this figure, the reasons why Andy did self, is quite simple – the desire to impress a loved one.

The Beatles from an early age had to learn to live in the company of the paparazzi. It is not surprising that at some point they reached for cameras, so we have a self collection of the fab four. Paul rented family, Lennon and Harrison posed against the backdrop of the Taj Mahal, and Ringo got on one of the first toilet self in the history of stars.

Continuous improvement of the front camera of American, Korean and Japanese mobile phones, and the development fotomodelki (such as Instagram, Snapchat, etc) led to the revival of self in early 2010-ies that does not lose popularity now.

First, self is popular among teenagers, but later received a considerable spread among adults. What started as not very intellectual fascination of individuals, grew into a separate layer of culture, got a lot of fans, its own terminology, rules, and even fulfils certain social and communicative functions. For example, in December 2012 «Time» magazine noted that the word selfie was included in the «Top 10 buzz words of the year» [4], despite the fact that the term existed many years before. And by 2013 the word selfie became common that it was included in the Oxford online English dictionary. The word is Australian in origin, and in November 2013 became a «word of the year» (word of the year in the Oxford dictionary can be a word or expression that attracted the greatest interest during the calendar year) [12:7]. Also not spared selfie and sociologists at Harvard University. They called self-portrait with a lover or loved one «self» (relfie from the English. relationship selfie) and found him the most annoying type of photos in social networks.

About our realities, in the post-Soviet space the word selfie appeared in 2011:

[möwe@yoursamaya1](#)

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День убит на селфи. НУ КОНЕЧНО У  
МЕНЯ СЕССИЯ ЖЕ В СРЕДУ НАФИГ  
ВООБЩЕ УЧИТЬ

11:59 AM - 18 Dec 2011

If at the beginning of its existence the phenomenon of self was a staged photo, which not everyone could afford the expensive cameras, and its development depended on technological progress, technological progress now works on self: smartphones, except that became more accessible to the masses, and constantly improving, get front-facing cameras for convenient photographing owners; created a special application for quick self teaching in the network; photoshop releases a new version for better photo processing, not to mention finding sticks for self and the use of flying drones (quadrocopters) for the removal of self from all sides the face and in any weather.

Therefore, the fundamental cause of the universal obsession with self is, firstly, that by using these images one can satisfy your psychological hunger in search of identity, both in real life and in virtual space. Like many other efforts to do this, self help a person to claim that she is a person, and this habit is part of human existence. In other words, if we reinterpret the statement of Descartes, will be something like «I'm doing self, therefore I am». Self the user is messaged that he lives a rich and beautiful social life; rarely self are in unhappy moments.

Researcher Jennifer Hollett, author of «Me, Myself and Why: Searching for the Science of Self», writes: «Your page on Facebook, for instance, is one gigantic statement about self-identity. This is exactly how you want to be perceived. If to speak more pretentious, is one of the forms of your personal performance... I think self is certainly a way to say "Here I am". Also it is a kind of mirror, to which people come with the same purpose» [2]. Explains Owlett, all we need documentary evidence that we are those who have, in the context of the world around us. For the same reasons we surround ourselves with various «totems» – photos on the table beside the bed, Souvenirs from trips or posters of your favorite movie. All these things connect our inner world with the outer.

In addition, the self became a new form of communication. In this sense, photos can develop possibilities for social dialogue, speaking a kind of invitation to discussion. With the help of your photo, people often share information about what they are currently working on: the self with a trip to the theatre, or Jogging or Cycling after the first winter – all of them, in fact, encourage the communication and adoption of these actions.

Train to document life, to leave a trace of their existence for posterity has always been, and self is only another stage of its development. «There is a

primary human urge to look at himself from outside» (Clive Thompson, author of *Smarter Than You Think: How Technology Is Changing Our Minds for the Better* [3]). This visual diary is a way to mark our short existence. It is possible that in a few years selfshoot can result in something completely different. For example, in an interactive virtual messages that can be stored indefinitely even after the death of the person who made them.

All lovers of self are United by one thing: a new personalized process of thinking – «I as a part of the picture».

So, examining the history of the self, it can be concluded that this type of photos is not only how you commit yourself in digital form, but also the ability to transfer information, both explicit («I of the Maldives») or implicit (when, for example, a

large number of self of one person may indicate its loneliness). Self can be considered as the disease of the information society: when raging around huge amounts of information, the only way to prove to yourself and others that you exist, you live, have a connection to these information flows, and self – this is the opportunity to do so. State pgcluster to your own self is the proof of life in the world of the visual image that won. So, for all its faults self may be a way to prove to others and himself, his presence in this world; method of identification; the way to create a false representation («mask»); to achieve the ideal in the virtual world; the way so-and-Sanogo communication; ironically, the self can be the object and subject of art. Finally, self is a way to leave in this world something tangible.

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