

Selfie: presentation of physicality in the social network Instagram

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It is considered the selfie phenomenon, which is a form of self-presentation of a modern person in social networks. It is shown how such a feature of post-modern culture as virtualization generates the phenomenon of a digital personality devoid of a recognizable body. This contradicts the trend of postmodern culture towards visualization, which makes selfies the dominant way of self-presentation of physicality on social networks. The selfie became a protest of the mass person against the disembodied digital personality, which does not allow to satisfy the need of the mass person for self-expression and self-identification. A person presents himself as a corporeal being, bringing spirituality as a criterion of self-esteem to the periphery of his own subjectivity. The need for self-identification and self-presentation is being met by the new Instagram network created for image sharing. Instagram is becoming a social platform that demonstrates the life of the body through selfies.

Keywords: *selfie, social network, self-presentation, physicality, Instagram, culture*

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