

INSTAGRAM-FACE OF THE VISUAL AGE

Synova T.O., Shkurpela O.V.

Scientific supervisor: assoc. prof. Artemenko Y.I.
National University of Pharmacy, Kharkiv, Ukraine
pharmacy.synova@gmail.com

Introduction. Of particular importance in today's society is the sphere of the visual. The visual image is increasingly replacing verbal messages in the fields of art, politics, ideology, advertising, descriptions of scientific phenomena, everyday communication. One of the phenomena that most clearly illustrates these processes is Instagram.

Aim. To explore Instagram as a complex socio-cultural phenomenon that reflects and positions the principles of modern man's attitude to the world and to himself.

Materials and methods. Structural-functional – to study the nature, principles and mechanisms of Instagram as a special system; method of textual analysis; hermeneutic – for interpreting "texts" of visual images of Instagram; method of frame analysis – for exploring stories as fragments of Instagram reality; phenomenological; socio-analytical; descriptive;

Results and discussion. Publications that contain face images on Instagram have 38 percent more likes than without them. As a result of this, we can easily mark on any line the frequency with which selfies are published. The fact is that our brain is focused on face recognition. This feature of our vision is associated with primary adaptive tasks. We are not built into the world of not living objects for adaptation, but into the space of our own kind. There are many tools on Instagram that allow us to become part of events for other people. Such tools include visual and text narratives. For example, this can be stories, such as a news line where the text combined with photo and video content. New meanings appear which were not outside the narrative. Typically, the output result is not important as their presentation.

Conclusions. Instagram's popularity these days is due to both the specifics of social information and the characteristics of the visual sphere itself.