

UDC 130.2 (043.2)

**Novytska K.**

*National Aviation University, Kyiv*

## **THE ERA OF NARCISSISM**

It is in the nature of each generation of people to find its correspondence with some mythological character (Oedipus, Prometheus, Faust, Sisyphus...) fitting the current problems. The present, for many philosophers, is symbolized by Narcissus with increased attention to his body and personality. Narcissus appeared in the ring at the moment of replacing of authoritarian capitalism with hedonistic and liberal capitalism.

The revolution of needs and its hedonistic ethics, gradually spraying individuals and depriving the society of its ultimate goals, has allowed the theme of «psy» (pure individualism) to become a new ideology. Narcissism revival is the result of strengthening of the position of hedonistic logic, as well as turning knowledge in medicine and psychology into public domain.

Philosophers of postmodern society state that human autonomy, guarded by Modernity is no longer possible. Everything, including a man, is totally dissolved in information and communication. A man is nothing but the terminal station of numerous networks. The identity of a postmodern agent is neither given nor authoritatively confirmed, it is being constructed. In other words, self-organization of agents in terms of life-project is replaced by self-construction process. In contrast to life-project, self-construction has no end point, in line with which one could monitor and evaluate its development. Thus, the only visible effect of continuous efforts of self-construction is the body. It corresponds to the single constant factor among fluent and changing identities; the base of location of all past, present and future identities. The ultimate goal of narcissism is to make the body exist for its own sake. Narcissus' adoration of the body is daily manifested in a thousand things among which passion for health care, sophisticated rituals of hygiene and many others.

Manifestation of cult of the body is considered to be a «selfie» as a type of self-portrait photos showing a deliberate accident. Selfie acts as an intermediary. A typical day of a person can be traced with the help of photos immediately sending into the social network. Making photos, a man creates an image to present to the public not mere for its emotion reaction embodied in likes and comments to the photos but for his direct presence in the virtual audience.

Similar to emotional devastation of the public sphere as a result of an excess of information, «self» loses its integrity due to an excess of attention. Creative spontaneity, non-directivity, culture of self-expression, ideology of welfare encourage the dispersion at the expense of concentration, temporary instead of stable. All this contributes into the partition of «self». As the society is turning into personalized molecules, our consciousness is broken up into pieces. Narcissus is not the restoration of the lost integrity or compensation of the absence of the personality. Narcissism produces a new type of consciousness with its uncertainties and fluctuations, making «self» «floating», without any stable identification, capable of fast combinations, suitable to the instability of the systems – in short, a perfect instrument for the postmodern experimentation.

*Scientific supervisor: Abysova M., Ph.D., assoc. Prof.*