

**SELFIE IS IT ART OR NARCISSISM**

Today due to the rapid growing of social networks, self-photography, known as selfie, is gaining special interest among young people.

The widespread of selfies among young students has both positive and negative impact on modern boys and girls. The problem exists and requires study.

The following two research questions were asked: 1. Does the act of posting selfies on social networking sites encourage narcissistic behaviour in teens? 2. What do teens try to gain from posting self-portraits on social media sites, and how does it benefit them?

The aims of the research: to explain the idea of selfie, to find out the reasons of self-photography, to determine the positive and negative aspects of selfie for young people, to present the results of the research, to develop recommendations for teens on formation positive adequate self-esteem.

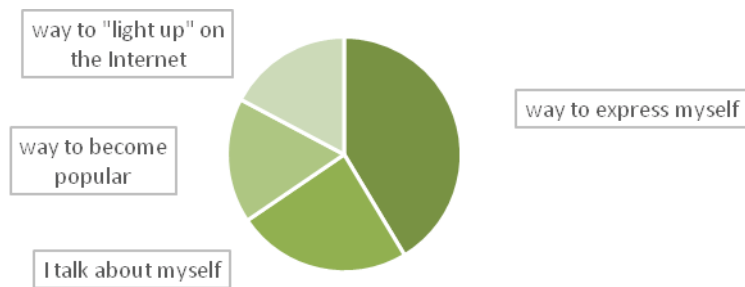
Research tasks:

1. To review the scientific literature on the theme of a topical phenomenon in modern society – selfie as a way of self-presentation in cyberspace.
2. To find out the main reasons of taking selfie among teenagers.
3. Identify the positive and negative effects of selfie.
4. To find out the influence of selfie on behavior of teenagers.
5. Develop recommendations for creating a positive virtual image and the formation of positive self-esteem.

Research methods: to examine the literature on the topic; to conduct a survey; data analysis.

**Table 1.**

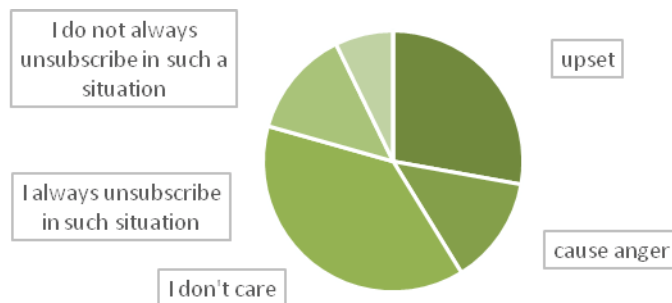
Selfie for me is...	%
way to express myself	41,28
I talk about myself	24,08
way to become popular	17,2
way to "light up" on the Internet	17,2



Thus, it can be argued that most teenagers choose selfie as a way to express themselves.

**Table 2. Attitude to negative comments**

Negative comments under the photo	%
upset	27.52
cause anger	13.76
I don't care	37.84
I always unsubscribe in such situation	13.76
I do not always unsubscribe in such a situation	6.88



Therefore, each of the selfies gives the opportunity through comments (positive or negative) to "get a rating" for your own photo and an assessment of your personality.

Practical meaning of this research is that the results can be used:

- as lectures for high school students;
- as the recommendations how to avoid the selfie addiction among teenagers.
- as information for parents how to improve the relationships with their teens
- for further research on this issue

We have picked up and conducted the experiment that allowed us to make the following conclusions:

Teens use social media to generate and maintain not only personal relationships, but also their own idealized personas;

With social networking sites teens feel the need to present themselves in ways that attract the most attention from their peers.

The survey results showed that the majority of participants believe that taking and posting selfies online encourages narcissistic and selfish behaviors. In addition, the study showed that participants think posting selfies is beneficial to them;

We have developed recommendations for overcoming and preventing dependence on virtual mobile phone reality for students and adults.

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## ANECDOTE AS A SPECIFIC GENRE OF FOLKLORE IN BRITISH AND RUSSIAN CULTURES

All peoples always have the ability to evoke a kind smile and purify, ennobling laughter. This helps relieve stress and even heal.

A critical attitude of people to the world around him, his understanding of the shortcomings of society manifested itself in folklore a