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## GLAMOR SOCIAL NETWORKS AND THEIR UKRAINIAN DIMENSION

*Internet space, which has become a significant area of human life, can be considered as one of the forms of the field of power, which, like the field of power in reality, maintains a certain order in society. This function fully extends to the organization of the consumption process, which under no circumstances should stop. Thus there is a special discourse of consumption, which means organized social interaction about the sale and purchase of certain tangible and intangible assets (food, clothing, books, information, knowledge, etc.), which to some extent meet the needs of people and create a sense of boundaries reality.*

*The study focuses on the study of social networks of the existence of glamor and the process of promoting consumption as the main value of modern society. The Internet is considered as a special field of power that regulates the process of consumption. One way to regulate this is to create and promote social projects. The results of the research of the Internet project «Glamor» – one of the most influential and developed projects of the consumer society are given. Some virtual communication resources that promote the idea of glamorization through marketing strategies are considered. Particular attention is paid to such strategies to promote the Internet project, as the use of site developers training cycles aimed at programming consumer behavior; games with numbers, self-presentation opportunities, sales information, marketing express surveys, the possibility of developing a virtual career on the site, consulting on fashion and turning into a glamorous girl or man.*

**Key words:** *consumer society, consumer values, marketing strategies, social project, internet project, internet space, glamor.*

**Problem.** Internet space, which has become a significant area of human life, can be considered as one of the forms of the field of power, which, like the field of power in reality, maintains a certain order in society (Burdye, 2007). This function fully extends to the organization of the consumption process, which under no circumstances should stop. Thus there is a special discourse of consumption, which means organized social interaction about the sale and purchase of certain tangible and intangible assets (food, clothing, books, information, knowledge, etc.), which to some extent meet the needs of people and create a sense of boundaries reality.

The Internet makes a person feel complete in a plausible world due to the rapid dynamics of change (virtual) life situations, changing roles and images, the ability to demonstrate themselves (different) to others.

The Internet regulates supply and demand in the absorbing process of consumption. It develops and strengthens the possibilist nature of social reality by providing increasing (including imaginary) opportunities for self-realization. Blogs, forums, social networks are becoming public arenas for discussing the whole spectrum of consumption – from material to spiritual goods, from friendship and love to hate.

Ideas disseminated on the Internet, on the one hand, should be close to everyday reality (should be supported by everyday practices), and on the other – should aim to preserve the discourse of consumption, in which Consumption acts as a meta-code of Internet communication. In order for these two aspects to merge organically, it is necessary to create social projects and apply various marketing strategies in their promotion. The more sophisticated and diverse will be the content of projects (their fullness of meaning) and the impact of marketing strategies used by participants in virtual communication, the greater the likelihood of habituation (habitualization) (Berger & Lukman, 1995, p. 89-91)

transformation norms. And the more likely a person, joining the relevant Internet resource, is interested in a new construct of the norm.

Thus, the scientific problem is to study virtual communication resources in terms of designing and promoting social projects in the discourse of consumption using marketing strategies. In this regard, of great interest are sites whose content is not rigorous, but rather multi-layered. These sites are organized on the principle of «do not want – do not look and do not read». Therefore, we can say that the term «promotion» is used in its original meaning – as the promotion (creation, formation) of an idea and some actions to approve, enshrine in the minds of site participants (both real and potential) this idea. This meaning of the concept of «promotion» precedes the understanding of the term in marketing, but more in line with modern reality.

**Purpose.** Consider the online project «Glamour», which for many millions of people offers a new form of participation in glamorous life – to engage in the purchase of fashionable goods and touch the feast of saints – idols of glamor.

**Results and discussion.** Of course, the main site in the promotion of glamorous lifestyle is «Glamour» (Glamour) – an online version of a women's magazine. It sets the tone for all fans of glamor, defining the ideal to be pursued, to be equated and imitated. Glamour magazine is a classic of the women's magazine genre, so everything that a woman would like to buy / make / master / try is collected here, but for which she has neither the time nor the money. However, she can be around, as if inadvertently peeking into the private lives of celebrities, as a neighbor to tease about the successes or failures of others. It gives a sense of belonging to something big, significant that is happening in the world.

For example, you can go to parties (there is such a section) Miu Miu in Paris, or an evening of Glamor there, or at any premiere of the film. And you can easily discuss the personal life of any actor or actress.

The authors of the site came up with a good move to involve readers in interactive communication, inviting them to evaluate the clothes or appearance of the celebrity («Who's who?»). Here are examples of such an action: «The paparazzi caught Natalie Portman at the gas station. The actress was dressed in a simple green T-shirt, shorts and espadrilles. Alessandra Ambrosio also prefers to refuel her car. Which of the celebrities does it better?» You need to vote online for your choice. This is followed by the call «Dress like ...» and shows photos of singers, actresses and other stars (Glamour, 2018).

In the section «Paparazzi» we meet the same reception: «Elle Fenning returns from Paris to Los Angeles. Do you like the image of the actress?», «British singer Kimberly Walsh on the way to the BBC. Would you dress like a musician?» Here, too, you need to vote, and then, comparing two stars in the same clothes, to determine whose image is better. This move can be seen both as the development of taste in potential buyers-imitators (simply imposing the product could negatively affect the consumer behavior of readers), and as programming to memorize the style, model.

By the way, this way the fear of being like someone is lost, to lose your uniqueness: if the stars allow themselves to dress in the same outfits, then I can definitely afford to imitate them. But this is not enough. It is necessary that women not only remember the fashion trends that exist now, but know exactly what to buy in the near future. That's why the rubrics «GLAM-BLOG / The most stylish guests of the Miu Miu show spring-summer 2014», «10 best images at the Paris Fashion Week shows» were created and links on the topic: «Hermes: spring-summer 2018», «Chanel: spring-summer 2018», «Christian Dior: spring-summer 2018», «Nina Ricci: spring-summer 2018», etc. (only 61 headings), duplicated with the tags «Paris Fashion Week» and «Fashion Week», which presents fashion shows in Milan, New York, London.

This game continues on other pages of the online magazine: on «Street Style» you just look at how people who follow fashion can dress on the street; «Dress like» offers a complete set of clothing samples that your favorite idols like; «Flight analysis» consolidates what was done in the section «Who's who?». In this way, a training and programming cycle is created: assessment with an everyday look – imposing fashion images by demonstrating new trends, brands in fashion – a proposal to try on new images – again an assessment of images you have already seen – a proposal to «dress like ...».

It combines many factors that stimulate interest in updating the wardrobe. For example: the proposal to try on new images is a psychological factor that actualizes the readiness for change; the proposal to evaluate the images creates the illusion of having special design knowledge, which, of course, impresses (and even flatters) the reader, increases their interest, and ultimately works on the attractiveness of the change itself through the purchase of goods. Not only do all these manipulations of evaluation, fitting, comparison activate the instinct of imitation, so they also draw women (the main readers) to the children's experience of playing with dolls, with their dressing and dressing. And this, it seems, should further weaken the will and increase suggestibility.

It is clear that the fashion industry requires the consumer to be perfect in everything, and therefore, along with clothing brands are promoting other brands – jewelry, cosmetics, fitness products. The structure of the site includes sections that are divided into pages: «Beauty», «Fitness», «Relationships», «Horoscopes», «Forum», «Shopping», «Contests», «Woman of the Year». Each of the sections contains information on the topic, as well as ensures the consolidation of the main theme – fashion trends in clothing – through links, tags, posting photos.

The magazine continues its traditions and on almost all pages and in all sections you can find a game with numbers: «9 things that attract men», «8 ways to meet a handsome man on the street», «7 relevant styling of the season for any way and mood», «10 fashionable options for autumn outing», etc.

What is the appeal of this marketing method of presenting information? It is possible that some framework is given, a clear interval (from one to 7, 9, 10, etc.), getting into which you will probably be fashionable and successful. In addition, it is easier to remember the options: you know for sure that there are exactly eight ways to meet a man, and you can, bending your fingers (the number never exceeds the number of fingers on your hands), try each of them in turn or (also bending your fingers) tell your friends about them. And in general, with the help of numbers, information seems to become scientific, because it is quantified, and modern man, thanks in part to marketing, is accustomed to perceive information in numbers (percentages, numbers).

Of course, the most interesting in terms of using marketing strategies are the sections «Forum», «Shopping» and «Contests». At the Forum with the slogan «Do not part with the forum for a minute!» you can find a lot of interesting topics for discussion: «Fashion and style» (subforums: «That's how I dressed today», «Fashionable Fludilka-2», «Money changer», «Fashionable and inexpensive things» and more); «Beauty» (subforums: «My cosmetics and perfumes-2», «I'll give in good hands-2» (= cosmetic flea market), «Reviews of perfumes and cosmetics»); «Figure» (subforums: «Cellulite», «Purification of the body»); «Show business» (subforums: «House-2 on TNT: discussing the show and its participants», «Vacation in Mexico: discussing the show and participants», «Unsuccessful photos of celebrities», «(Semi) naked celebrities»); «Club life» (subforums: «Face control: go to the club!», «Drugs in clubs», «Favorite restaurants, cafes ...», «Night life»); «Sex and love: we discuss without shame» (subforums are closed to guests); as well as forums «Relationships», «Family», «Career», «Travel».

All these forums represent a wide field for self-presentation: personal photos, demonstration of fashion awareness, display and story about purchases, novelties, things that the forum participants have. It is possible to increase your status (make a virtual career) by becoming a kind of mentor (instructor, leader, or, as it is now fashionable to say, «promotion and sales manager») for beginners. To do this, you can compile a dictionary-guide (for example, the subforum «Flood about the beautiful»).

The main topics on the forum are mainly those that the moderators have marked as «Important topic» and «Poll». Usually, these topics somehow go to the consumption of goods, such as: «Stylish and inexpensive things: where?», «Discount cards: discounts, bonuses», «The last straw - what's wrong with us?» etc. Surveys are, in fact, well-organized marketing research of demand (in the short or long term). Survey topics: «Do you often wear a skirt?», «Shoe size», «Your height», «The perfect figure – what is it?». In addition to studying the demand, which in the future will undoubtedly be guided by suppliers to stores, the polls set the setting - you need to be fashionable and well-groomed (especially clear in the polls «Slimness and well-groomed – as a guarantee of sexuality and success in men: yes,

or no? Let's discuss!», «What kind of person do you consider beautiful?»). The Glamor survey on which networks PC users are registered in is still relevant (this will be useful for advertising attacks on these networks).

In the «Shopping» section you can find the addresses of stores that sell fashion brands of clothing and accessories, links to online stores and tips for those who want to buy gifts for a boyfriend, husband and yourself.

And, of course, all pages of the magazine store the most up-to-date seasonal set of recommendations. These headings are: «Basic wardrobe» (main autumn novelties), «Autumn trends» (curls, arrows, bright lips, wet hair effect), which are for variety (and most likely to force the reader to stay on the site as long as possible) are diluted by «Group therapy» (consultations of the psychologist Glamor on various problems).

Of course, the glamor that embodies consumer values is promoted not only on expensive sites with competent moderators and marketers. It exists in various forms, giving the opportunity to representatives of different social groups to join the dubious pleasures and self-expression, self-realization, to demonstrate themselves «in all their beauty», thus ensuring the infinity and diversity of the consumption process. Therefore, we can talk about subprojects of the social project «Glamor», which have their own specific features.

For example, there is a women's site forlove.com.ua, which is designed for well-off women who care about their appearance, family, home, willing to spend money on the purchase of advertised things. On this site first of all acquaint actually with a subject. The article «Glamorous style for complete glamor. How to become a glamorous woman?» (Glamurnyy stil, 2019). A visitor to the site learns that the main features of such a lady are «eroticism, the spirit of unshakable sexuality», they «should always be well-groomed, have a good figure and self-confidence and have no problems with finances». Readers are also drawn to the fact that examples of glamorous style exist everywhere and «are represented in almost the image of any famous secular lady, whether a singer, actress or TV presenter».

There is also a «Glamorous Women's Site» lady-glam.ru, which presents the following sections: home page, attributes of glamor, glamorous appearance, glam dictionary, glamorous interior, glamorous intimacy, fashion, glamorous lifestyle. Here is a guide on what, how, when and with what facial expression you should (preferably) do to be a real glamorous girl: how to decorate the house, in what colors to decorate the bedroom, bathroom and kitchen, what accessories you need to have. This is not the end of the transition to a glamorous life: it is necessary to update the wardrobe, filling it with expensive branded items, learn fashionable glamorous words from the glam dictionary provided on the site, make a fashionable drawing on nails and fashionable tattoos. Then get acquainted with where glamorous ladies celebrate the New Year, how to hold weddings, where they rest on their honeymoon and what they do in everyday life, in what order they change their make-up, outfits, go to the salon and meet the same glamorous girlfriends.

Recently, glamor is becoming more common among men. «With special diligence, all hints of masculinity are removed, especially as an active principle. Any bodies in such a society are considered feminine, ie designed to extract pleasure from them, so these bodies require decoration ...» (Semenov, 2012). This is largely due to advertising, patterns of behavior of the stars.

There are sites that describe different fashion items for men. For example, on the site «How easy» you can find instructions for creating a new image. To create the image of a fashionable guy, you need to: 1) «trust advertising»; «always smell the most fashionable perfume», have a «neat hair, clean and well-groomed hair, be thoroughly shaved»; 2) become the owner of fashionable gadgets: «the latest model phone or at least an iPad, a thin, light and powerful laptop»; 3) «fashionable clothes and shoes, stylish and preferably expensive watches»; 4) «be smart and interesting» (Garankin, 2019).

Popular sites about the beautiful life include: Vogue, Cosmopolitan, Elle, Fashion and beauty and many others. Entering the word «glamor» in the search bar gives the following variations: «glamor women's clothing», «glamorous girls photo», «glamorous clothes for dogs», «glamor life», «glamorous pictures», «glamorous mom», «glamorous forum», «glamor design», etc. These possible areas,

designed to get acquainted with glamor, are further thematized in more detail. For example, «Glamorous dog – Forums about dogs», «Forum of glamorous mothers», «Women's forums myJane». (Google found more than 2 million responses to your query). Each of the options offers consumption «under its own sauce» – in its communicative code, whether it is «loving and beautiful mother», «luxurious animal lover» or something else.

**Conclusions.** Despite the fact that glamor is criticized, ridiculed, glamorous members of the human race are mocked in every way (Glamurnaya kisologiya, 2019), he continues to live and develop. Sometimes it looks like a grotesque, cartoon, parody of a person, sometimes disgusting, and sometimes pity. But the most important sign of a glamorous person – the willingness to spend the last money to look «glamorous» remains the same for people of any level of wealth.

We considered the Internet project «Glamor». Of course, in one article it is impossible to describe the full range of sites that develop in the discourse of consumption, but the main activities of these sites were recorded. They all advertise luxury that requires the purchase of new and new expensive things. As Z. Bauman rightly noted, the implementation of the principle of satisfaction necessitates the formation of «competence of an experienced and tireless buyer» involved in a continuous race, which becomes a real passion and rejects as unnecessary all other goals and aspirations of man» (Bauman, 2008, p. 80- 84).

It is for this purpose that social internet projects exist, as they change traditional morals, promote hedonistic values, while using a standard set of marketing strategies for zombie shopping.

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## СОЦІАЛЬНІ МЕРЕЖІ ГЛАМУРУ ТА ЇХ УКРАЇНСЬКИЙ ВИМІР

*Інтернет-простір, що став значущою сферою життєдіяльності людини, можна розглядати як одну з форм поля влади, яке, так само як і поле влади в реальності, підтримує певний порядок в суспільстві. Ця функція повною мірою поширюється і на організацію процесу споживання, яке ні за яких обставин не повинно зупинитися. Так виникає особливий дискурс споживання, під яким розуміється організована соціальна взаємодія з приводу продажу-покупки деяких матеріальних і нематеріальних цінностей (їжі, одягу, книг, інформації, знання тощо), що задовольняють в тій чи іншій мірі потреби людей і створюють за допомогою смислів межі реальності.*

*Дослідження зосереджене на вивченні соціальних мереж існування гламуру та процесу просування споживання як головної цінності сучасного суспільства. Розглядається інтернет-простір як особливе поле влади, що регулює процес споживання. Одним із способів такого регулювання є створення і просування соціальних проєктів. Наводяться результати дослідження інтернет-проєкту «Гламур» – одного з найбільш впливових і розвинених проєктів споживчого товариства. Розглянуто деякі віртуальні комунікативні ресурси, які просувають ідеї гламуризації за допомогою маркетингових стратегій. Особливу увагу приділено таким стратегіям просування інтернет-проєкту, як використання розробниками сайтів навчальних циклів, націлених на програмування споживчої поведінки, гри з цифрами, можливості самопрезентації, інформування про розпродажі, маркетингові експрес-опитування, можливість розвитку віртуальної кар'єри на сторінках сайтів, консультування з питань моди і перетворенню на гламурну дівчину або чоловіка.*

**Ключові слова:** суспільство споживання, споживацькі цінності, маркетингові стратегії, соціальний проєкт, інтернет-проєкт, інтернет-простір, гламур.