

Abstract:

Mirror selfies are a ubiquitous phenomenon across social media. This master's thesis notices some similarities between mirror selfies and Christian icons. The main goal of this thesis is to explore those similarities to a greater degree. Prior theoretical research regarding this subject seems to be almost nonexistent. This thesis focuses on two seemingly unrelated subjects. Made observations were based on research of literature regarding given topics and on constructed parallels and analogies with texts of Jean-Paul Sartre and Jean Baudrillard. The conclusion made by this thesis is that both mirror selfies and holy icons do have similar societal roles, which is to follow certain imperatives. The imperatives are different between those two. Mirror selfies are rich in symbolism the same way holy icons are. This symbolism is not tied to Christian ideology but to consumer society.

Keywords: Selfie, Consumer society, Icons, Social networks, Electronical culture