Artemov N.

THE MOST POPULAR GENRE OF PHOTOGRAPHY OF THE

21ST CENTURY p. 21

N. Artemov, artemov.nickolay@gmail.ru, historian and collector of photographic equipment, RF

**Abstract**

A brief history of the self-portrait, aka the selfie, from the daguerreotype to modern selfies. A number of photographic self-portraits starting from the 1839 daggerotype are presented. The role of the development of social networks posted on the Internet and the increase in the number of their participants, as well as the role of the development of photographic equipment in the growing popularity of the selfie genre, are shown. Found the first documented use of the word Selfie on the Internet and the selfie that accompanied it. The examples of observations and statements of people show the change in the attitude of society towards the phenomenon of self-portrait, its acceptance, use as a tool for communication, emotional support, self-identification, promotion. Keywords: selfie, self-portrait, social network, myspace, facebook, instagram, society, culture.