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HYPE AS A WAY TO PROMOTE A PERSONAL BRAND IN THE CULTURAL SPACE

In modern conditions the informatization and globalization of social processes is increasing and it is in these conditions that the problem of self-presentation of the individual is becoming increasingly relevant. Finding and building an adequate self-presentation and maintaining it as one's self is an important foundation for the formation and positive development of both the individual and society as a whole. In the present, the process of self-presentation is severely hampered by the accelerating growth of technology and the creation of new spheres of human activity (such as the Internet environment), and therefore their impact needs more study. Both in life and in virtual reality, black PR (or simply hype) can be an effective move to draw attention and interest to the page owner.

"Hype" in English comes from the word "hyperbole", "exaggeration". At first, "hype" was used in the sense of "purposefully warming up interest in something". For example, a musical artist, a film, a news item or a product. Today, in colloquial English, "hype" is also often used in the sense of "hype", referring to a sudden surge of interest in something that does not generate interest, or temporarily.

The term "hype" originated with Marty Lucas, founder of Paper Tiger Television (USA), who first introduced the concept of hype into the professional vocabulary of media representatives in the late 1980s.

In socio-cultural activities, which are most characterized by informational and communicative functions, the phenomenon of hype is of particular interest, as the phenomenon is associated with social engineering technologies as well as methods of non-administrative influence on individuals and various social groups in order to change the motivations for their activities.

Not only positive but also negative images are very popular on the internet. I.P. Shkuratova singles out the reason: "unlike live communication, Internet communication is less regulated in terms of morals and generally accepted norms of behaviour, therefore in the Internet environment a person may afford to be more 'different' or 'not normal'. In life as well as in virtual reality, black PR (more simply, hype) can be an effective move to attract attention and interest to the owner of the page.

So, a hype is a successful way to stimulate interest in a phenomenon or event among a specific target audience for a specific purpose.

Unlike the "glorious acts" of the past, a hype is purely short-term, situational and requires a keen sense of the interests of the target audience. It is the hype itself that motivates people, especially the young. "Hype " is more important than "making money". The hype wave is very often conducted by large numbers of people who are unfamiliar with each other and have different interests. This community is not hierarchical and exists only for the duration of the hype.

Some of the active modern day hype figures in the community include: Sasha Shapik, Tima Belorussky, Sasha Shapik, Oleg Brain, Andrey Martynenko, Diana Shurygina, Oleg Lyashko, Vladimir Zhirinovsky and others.

A striking representative of contemporary hype culture is the Russian rock singer Sergei Shnurov. The boy Shnurov never imagined that in the future he would have such a huge audience and be able to gather thousands of people at the stadium. Sergei had no financial or any other help in his business, but had the most important thing - the desire, which led to such an incredible popularity.

It's clear that Sergei's desire to create the most popular band in Russia is only a part of success. In order to achieve this, you really had to "get high". Sergei Shnurov's main talent is the ability to catch the wave of a trend, and hype on its interpretation. However, unlike many other media personalities, Shnurov manages to stay on top of the wave almost constantly, raising hype after hype around him. What is there to talk about, if even his body and private life are no longer private and put on public display.

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