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**ЭПАТАЖ И МАНИПУЛЯЦИЯ:  
ПОНЯТИЕ И ДЕВИАНТОЛОГИЧЕСКАЯ ПРИРОДА**

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**EPATAGE AND MANIPULATION:  
CONCEPT AND DEVIANTOLOGICAL NATURE**

*Аннотация.* В статье с девиантологических и социально-психологических позиций анализируются понятия «эпатаж», «манипуляция» и «кич»; указывается на факторы восприятия и переработки эпатажной информации; говорится, что эпатаж предстает и как деструктивный, и как позитивный феномен, своеобразный усилитель эмоциональной, чувственной составляющей основы психики человека, это раздражитель «вкусовых рецепторов» устоявшейся морали; анализируются совпадения и взаимоисключения между эпатажем и кичем, утверждается, что кич является инструментом эпатажа; дается характеристика родовым признакам манипуляции, рассматриваются основные функции эпатажа как механизма манипуляции.

Автор выражает беспокойство о том, что государство и власть, используя тотальную манипуляцию, неминуемо ускоряет процесс изменения системы культурных норм и ценностей общества на уровне генерации. А это грозит обществу социокультурными и психологическими катаклизмами (не говоря уже об экономических и политических катаклизмах). И этот тотальный эксперимент власти и государства над своим народом может оказаться последним для нации, общества, а значит, и для самого государства.

*Ключевые слова:* эпатаж, манипуляция, кич, признаки и функции эпатажа, эпатажное поведение.

*Abstract.* The article analyses the concept of «epatage», «manipulation» and «kitsch» in the framework of deviantological and socio-psychological approach. The article indicates the factors of perception and processing of epatage information. Epatage is stated to be both a destructive and a positive phenomenon, a kind of intensifier of emotional and sensual component of human psychology; besides, it is a stimulus of «taste buds» of the settled morality code. The article gives the analysis of matches and mutual exclusions between epatage and kitsch. The author states that kitsch is a tool of epatage and gives a characteristic of the patrimonial signs of manipulation. The basic functions of epatage are considered to be the mechanism of manipulation.

The author expresses concern at the fact that the state and the government, using total manipulation, inevitably accelerate the process of changing the system of cultural norms and values of the society on the level of generation. And it threatens to the society with sociocultural and psychological cataclysms (let alone the economic and political cataclysms). Such broadband experiment of the authorities and the state over the people may be the last for the nation, the society, and, consequently, for the state itself.

*Key words:* epatage, manipulation, kitsch, the attributes and functions of shocking, scandalous behavior.

In the «Explanatory dictionary of the Russian language» S.I.Ozhegov read: «the epatage challenging behavior; scandalous trick» (2006, 911).

Epatage – scheduled, extraordinary, self-contained, breaking the norms beyond the traditional perception aimed at attracting attention to the product or service and the development of perceptions of a product or service from the point of view of innovation and strong superiority over competing products and services [1].

Epatage (FR. - epatage) intentionally scandalous trick or defiant, shocking behavior contrary to the accepted in a society legal, moral, social and other rules, usually the majority in a given society, as reprehensible wrong or invalid.

The word «epatage» corresponds the slangy FR. *épatage*, «footstep» from the Russian expression «give/substitute bandwagon». In Russian language the word in the XIX century, along with the desire to stun the bourgeoisie» (FR.- *épater les bourgeois* - «wow bourgeoisie»), preached by French artists from the 1830s. In many languages, including English, the word has no equivalent.

Epatage can be manifested not so much in human behavior, how much in his work or social activities, which are radically break existing traditions, canons, and rules. With the advent of modernism shocking entered art as an integral element. Attraction of attention to the goods and services with the help of outrageous widely used in advertising and marketing [2].

By psychologists it is proved that the perception and processing of any information carried out under the influence of many different factors, but three of them are practically always: is a *cognitive* (cognitive), *emotional* (affective) and *behavioral* (conative) factors.

The phenomenon of epatage, complex multifactorial phenomenon manifested in Russia in the last two decades, the subject of debate in the scientific literature and is at the intersection of problematic fields of psychology, sociology, social philosophy, law, history, cultural studies, art history, political science and other social Sciences.

The existence of the problem of shocking in the twentieth century cannot be overestimated. The collapse of the usual image of the world in the era of crisis the culture entails a massive loss of identity, both on the individual and group levels, as well as at the level of society as a whole. Fundamental changes in the twentieth century led to the birth of the society of creative individualities actualization deviance activity and, as a consequence – the quest for originality, which also found its expression in epatage, epatage behavior.

E.A. Rogaleva in his work «Epatage in the twentieth century. Game theory in the analysis of epatage» (2001) argues that «traditionally phenomenon was considered outrageous Humanities in the context of the study of an individual's

private life in a genre of historical biographies, when the analysis was subjected to the very fact of going beyond the norm, we investigated the norm itself, sometimes with the positions of either psychological or legal approaches». The author also considers the scandal as a means of exit from the uncertain and unstable position generated by the lack of the common «cultural matrix» for decision-making in conditions of the contemporary clash of cultures. The epatage of Rogaleva's is a manifestation of deviant behavior due to a loss of identity and simultaneously search for a new identity. She believes that present in epatage element of the game allows the use of artists deviant behavior is not for destruction, and for creativity, as the game creates order outside the spaces of everyday life [3].

A similar position is S.Daniel. In his understanding epatage is deviance, passing from the life of the artist in his work [4].

Albert Camus believes that epatage is the limit for the manifestation of «metaphysical revolt» (rebellion of man against his inheritance and against the whole of the universe»). The epatage is futile rebellion of the artist, which closes in absolute denial» [5].

Marinetti argued that «without insolence is masterpieces», because «the main elements of our poetry will bravery, boldness and rebellion» [6].

Differences in the definition of epatage make some scholars avoid the term. So, A.Flaker uses two terms, «aesthetic provocation» and «aesthetic call» instead of epatage, as the latter in terms of A.Flaker's burdened «historical and class connotations» [7].

However, as a phenomenon of social life in the late twentieth century, a phenomenon which has not only deep socio-cultural and psychological (deviations) Foundation, epatage still not studied.

In science, such a complex and multifaceted phenomenon, as epatage, was investigated on the basis of the **principle of complementarity** (N. Bor). Such mutually complementary approaches are *the theory of deviant behavior, the concept of identification crisis and game theory*. Be subjected to shock and amazement of the

public, a deviation from the norm allow to consider epatage as a manifestation of deviant behavior. In terms of structural, epatage stems from the loss of identity and manifests itself as the mismatch of conduct regulatory requirements of the social environment. Epatage is the search for identification.

In the framework of social psychology and sociology of deviation epatage appears and how *destructive phenomenon*, calling dezakceptation, dezadaptation and confrontation, or even open conflict existing system of traditional norms of morality and law, and as a *positive phenomenon*, which has in its basis complementary, creativity, originality, innovation, extraordinary, and as a result is also a violation of the generally accepted norms, but only moral and culture. Here is strong daring emotionally intriguing component of the influence of epatage the audience, leading her in confusion and shock because of its contrast with the opinions and views of the environment. Therefore, for the outrageous it is important to continuously reinforce the emotional component. A.Starcev leads fairly accurate comparative parallel outrageous type of taste: the epatage acts like food amplifier taste glutamate sodium strikes our taste buds and makes food tastier. So in this case *epatage – a kind of power emotional, sensual component of the foundations of the human psyche, this stimulus «taste buds» well-established morality*. Why it is needed, why it is used. The main thing is not to overdo it with the dosage, as in the famous cartoon about the bread and files: in prison, taking the next transfer from a visitor says, «some More bread, smaller files!..».

An important feature of epatage is an open, public demonstrative. To show epatagee behavior, need the public, the audience, who will appreciate this behavior. Therefore, epatage, shocking event is a game, a kind of play with your script, its rules of the game set Epatage subject. And it is the element of the game allows the subjects, under the influence of shocking, primitive perceive inherent in such behavior of the idea, the concept and the meaning. This facilitates the process of evaluating what you see and hear and creates conditions epatage for broadcast, and then and the creation of new images.

In social nature epatage is not alone: he has relatives in the form of provocation, sensationalism, and kitsch. Very often epatage entities use them as a Supplement to outrageous and sometimes as substitutes<sup>1</sup>.

*What's* the coincidence and mutual exclusion, what is common between epatage and kitsch? General not so much and it is that:

*First*, and haughty, and epatage act of «here and now», to make external effect, dumbfound and impress.

*Secondly*, and haughty, and epatage is sufficiently persistent and invasive in their proposals to the society.

*Thirdly*, and epatage, and kitsch change your understanding about the moribund elements of public foundations (only differ mechanisms). They are forced to see in the dogmas of something that would cause revulsion of the audience, will find a familiar process from an unexpected side.

Fourth, epatage, and kitsch are a social development mechanism, pushing the public to a change of thinking, the development of relations.

Differences between epatage and kitsch much more and they are as follows:

1. *Kitsch* is the «mass orientation» is a popular pseudo-art, it can be seen on the fence, and in the exhibition hall.

*Epatage* – clearly focused on the target audience, it is important to place, time, environment, available only once, it is impossible to replicate.

2. *Kitsch* contains only the answers prepared in advance, clichés, does not cause spiritual quest, but aspires to the creation of stainless, self-tranquility.

*Epatage* – violates standards and stereotypes, mind flips, casts doubt on the objectivity of the generally accepted norms, look for other options.

3. *Kitsch*, imitating the high artistic designs, intentionally brings them down to the clichés and platitudes.

<sup>1</sup> Substitute (lat. substitution replacement; substitutus – substituted) – substitute, substitute; replacement of the goods to another product with a similar him properties; in psychoanalysis - the same that sublimation of aggression (replacement destructive impulses to other, higher and socially-accepted levels of mental functioning).

*Epatage* itself is the art and model, has a high long-term objectives relating to the subject matter of shocking, a base of operations – style.

4. *Flag of kitsch* – fashion and pop music.

*The Bible epotazhe* – sense measures, inaccessible to others.

Based on this classification, the General and the specific in *epatage quiche*, we can say that *the kitsch is a tool of epatage*, or his companion. Kitsch less attractive than *epatage*. However, both are powerful socio-psychological provoking the mechanism of changing consciousness, attitudes and behavior of people, social groups and society in General. And yet *epatage* is a democratic tool that offers another take or not to take the source outrageous. Has a clear internal orientation. Kitsch same characterized by unscrupulousness, unconscious and blatant violation of the norms of morality.

Frankly, rare person not involved in something that is rejected by the canons of decency: immoral about whether the actions of a talk or asocial behavior, lustful desires, or black humor. It should be acknowledged that all of this together or separately - is inherent in each. However, there is another problem: when, through the outrageous unreasonably denied, vulgarization and distorted cultural norms, values and traditions of generations of the whole people and the formation of new, strange and aggressive norms, human subconscious «rebels» experiencing discomfort, «mixed feelings»: on the one hand, is protected by blocking the fact that you cannot, and on the other, with interest absorbs this information<sup>1</sup>. And if earlier *epatage* touched on only the sphere of art and show business, now it penetrates all spheres of human activity: we are in personal and family relationships, business

<sup>1</sup> Russian writers Viktor Erofeev, in speaking about the trends in the contemporary literature in his book «Russian flowers of evil» writes: «Collapsed well the protected in classical literature wall [...] between the agents of life and death (positive and negative characters). Everyone can suddenly and arbitrarily become the bearer of the devastating beginning; the reverse movement is difficult. [...] Beauty replaced expressive paintings of ugliness. Developing the aesthetics of astonishment and shock, interest at a dirty word, Matos as the detonator text. New literature varies between black despair and quite cynical indifference. In the literature, once smelling wildflowers and hay, new smells - a stink».

communication, religious beliefs affect us their influence and manipulation of a state of its citizens does not know borders. It has always been, is and will be.

Under the influence of psychological provocations, manipulation *epatage* subjects of the person, social group, ethnicity, and society transformation of their consciousness with all resulting consequences, taking the form described in his time Lebon, Freud, Moscovici, Canneti and other researchers of the impact of manipulative techniques applicable to the masses. ***State and power, using a total manipulation, inevitably accelerates the process of changing the system of cultural norms and values of society on at the level of the generation.*** And it threatens society sociocultural and psychological cataclysms (I'm not talking about the economic and political disasters). And this broadband experiment authorities and the state over his people may be the last for the nation, the society, and, means, and for the state itself.

In the modern interpretation of the notion of «manipulation» is treated as «impact on a person (group of people) to inspire action contrary to his (their) own interests». It should be noted that from other types of psychological effects of manipulation distinguishes closed: hide not only the aims, intentions or the interests of the active side, but the fact of the persecution other than the declared purposes. Thus, the essence of manipulation is apparent openness of information, the Declaration of a lofty goal, but there is something hidden from the eye, some mechanism which allows to affect people, not being himself the detected. Real goals and motives of the manipulators almost always at odds with the declared.

Used subliminal and sub threshold information incentives of different modalities: but audio, visual, audio-visual, tactile. The universal stimulate behavior include such human feelings and motives, as well as the need for security, food, Association with other individuals and groups in power and achievement, pride and need in self-esteem. Often driven by human actions desire for comfort and improving the status, hostility towards the «other» and desire for comfort, in-

cluding psychological need for protection and control of events and people control over their own lives.

E.L. Docenko (1996) cites a number of the following concepts manipulation:

- Kind of psychological impact, skillful execution of which leads to a hidden excitement of another person's intentions, does not coincide with its actual existing desires;
- Type of psychological influence, in which the mastery of the manipulator is used for concealed introduction into the psyche of the recipient's goals, desires, intentions, relationships, or installations, not coinciding with those available to the recipient at the moment;
- Kind of psychological impact, directed on change of activity of another person, made so skillfully that go unnoticed by them;
- Kind of psychological impact, aimed at implicit induces another to commit certain manipulator action;
- Skillful induce another to achieve (prosecution) indirectly nested manipulator purpose;
- Type of psychological influence used to achieve the one-sided win by using the hidden motives of another to perform certain actions.

Sometimes, in his opinion, for practical purposes is more convenient to directly use the metaphor in defining the concept, wording it as follows: «Manipulation – it is the actions aimed at «lay their hands» of another person, to use it, they produced so skillfully that you have the impression that he manages its behavior» [8].

Manipulation is a hidden psychological technique, the aim of which is to make a person, contrary to his interests, to perform the desired actions. Many important factor of manipulation is done so that man himself wants to.

Manipulation is a tool of influence on the people, and all depends on whose hands it is. Like a knife, can serve as a murder weapon, and can be a tool for the salvation of life, when the surgery.

Any person in his life, faced with the fact that he is being manipulative effect, and himself, consciously or unconsciously, manipulating other people. The whole society in varying degrees, uses different methods of manipulation, it built and fully encourages them. Thus, the psyche of

absolutely any individual (with rare exceptions) is exposed to the manipulative influences from the outside: Professor S.G.Kara-Murza attributed to those, first of all, the psyche of people and Professor V.Medvedev - psyche of individuals, which is not, realized the impact of the mass media, primarily television.

The results of the analysis E.L. Docenko (1996), can reveal how the approach and the basic notions of «manipulation». Selected characteristics of manipulation used by different authors grouped the signs and summarized in the following integral criteria that can be used for the definition of manipulation:

- 1) Patrimonial attribute of psychological influence;
- 2) Relationship to objects of manipulation as a means of achieving their own aims;
- 3) The desire to get one-sided win;
- 4) The hidden nature of the impact (as the very fact of influence, and its orientation);
- 5) The use of (psychological) forces, playing on the weaknesses of the (use of psychological vulnerability);
- 6) Motivation introduction (creating artificial needs and motivation to change behavior in the interests of the initiator of the manipulative influence);
- 7) Skill and dexterity in the implementation of manipulative actions [9].

Thus, summarizing the above manipulation, you can make a well-reasoned conclusion that the notion of «manipulation» is used in the following portable values [10].

First, as the designation of specific common approach to social interaction and management, this involves active use of various methods and tools of covert coercion people.

Secondly, manipulation is used as a designation of a specific type of psychological influence. This value uses the concept of manipulative effect», «psychological manipulation», «manipulation of public opinion» and «manipulation of public conscience», «interpersonal manipulation», «socio-political manipulation of personality etc.

Thirdly, the notion of manipulation is used to denote certain organizational forms of the use of secret coercive rights and individual methods or

sustainable combinations of techniques hidden psychological impact on the person.

Moreover, the process of manipulation can be relatively straightforward, including «one-act» period of communion with one or more recipients manipulative influence, or structurally complex enough, that is to include the complex (system) of a variety of manipulative methods, action is directed at various psychological structure of personality and the use of different psychological mechanisms with phased implementation of these techniques at certain times and in various situations of interaction [11].

In conclusion, let us consider the basic functions of epatage as the mechanism of manipulation.

1. *Informative function.* The information carried by one or another epatage entity notifies the public about the following things:

- World stood and needs to be upgraded in one of the spheres;
- The subject of the outrageous offers information about how to resolve the existing situation;
- The subject of the outrageous shows how this can be done;
- The subject of changes internally and does not require, and offers an environment to focus on the issue.

2. *Analytical function.* It is a serious analytical work Startling subject to rethink and a new vision of the problem. The prevailing dogmas here are not valid and are rejected at once – you want to have a conceptually new approach, distinctive, iconic, and recognizable.

3. *Mobilizing function.* As shocking phenomenon expensive, it requires the mobilization of many of resources: human (agree with the organizers of the possibility of epatage, find like-minded people, find the assistants and attendants); Finance; information; material (materials used must also be new and demonstrative).

4. *Function emancipation.* Willingness to epatage moves a person to seek confirmation of the correctness or at least justification of their actions. And it always is. Man needs support, so it does not feel lonely in the flamboyant impulse. Through epatage offered opened completely and perceive

only the present moment of the action, be fully available in the explanation of its objections in regard to the postulates and dogmas. Emancipation expects to find the point of support, which will naturally and freely exercise epatage acts.

5. *Function actualization.* Under this function is defined as a process «unwinding» of the topic, popularization of the problem, proof that question is really matured and now requires a solution. Startling subject «makes» the issue relevant, vital, hot, spicy discussed. Did Kulik, for example, during the action «Piglet distributes gifts» in 1995 during the animalistic festival, when the USSR vengeance discussed the question of the abolition of the death penalty (and all the deputies voted against).

And last. Epatage, in General, a relative term, as are the ethics and morality - that was banned yesterday, today nobody will be surprised. Epatage phenomenon relative that was yesterday public irritant today is the norm. With the expansion and seal of the information space, what is happening now actively, demand for non-trivial ideas, provocation, epatage will invariably increase. And I can't help it. You must understand and accept.

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