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From a “New Human” to “Luxury Life”: The Political Significance of Tempting Images in Post-Soviet Russia

Abstract. The political identity of post-Soviet Russian society operates with neither consolidating ideas, nor persuading political aims. There is no “new political project” to serve as guide for society in its transformations. At the same time, Russian society is embracing new ideas and norms that, at first glimpse, might not appear to be connected with political issues. This article examines the idea of personal enrichment and the concept of ‘luxury life’. The author shows how the tempting images of glamour are connected – in a paradoxical way – with the Soviet ideology and Utopian ideas of the New Society. The author also argues that images of luxury and glamour have evident ideological meaning in Russian political processes.

Key words: post-Soviet political identity, post-Soviet human, soviet ideology, political transformation, civic identity

The whole text of this article is written in Russian.