Title: From *Kul'turnost'* to *Trofeinost'*: The Phantasmagoria of Everyday Consumption in Stagnation Culture

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Vera Dunham's "The Big Deal" describes the ways in which postwar Stalinist culture conflated prized commodities with ideology. She defines *kul'turnost'* as Soviet acquisitiveness that was aligned with one's virtue, dignity, and service to the state. This paper, part of a project on queue culture in the Soviet Union, details a variety of cultural projects during the period of Stagnation in which this correlation between the acquisition of material goods and moral and ideological standing is destroyed. Unlike Dunham's definition of *kul'turnost'*, material acquisition in much of Stagnation culture is pitted against the loss of morality.

   The paper introduces the term *trofeinost'*, translated here roughly as "trophying," to describe a new attitude toward consumerism amidst a culture of scarcity. The sacralization of an object, the practices in which scarce items or even their remnants such as wrappers and empty boxes, took on added meaning in late Soviet culture. Texts comment on the acquisition of goods against the backdrop of scarcity by developing comedic or fantastic plots surrounding consumer products in films such as El'dar Riazanov's *Beregis' avtomobilia* (1966) or Georgii Danelia's *Kindzadza* (1986). Similarly, texts create absurd new uses for goods as in Venedikt Erofeev's *Moskva-Petushki* (1970), which features grotesque forms of consumption. Finally, texts such as Vladimir Sorokin's *Ochered'* (1985) strip the identity of consumer products completely, depicting developed characters who wait in queues for unknown items. The paper traces how the identification between consumer and product is broken, offering new textual representations for both sides, and exploring the ways that Soviet culture begins to discuss the topic of acquisitiveness and its meaning under socialism.

Dunham, Vera. "The Big Deal." *The Structure of Soviet History*. Ed. Ronald Grigor Suny. NY: Oxford UP, 2003. 198–208.

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