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EMOTIONAL AND STRESS ASPECTS OF MANIPULATION

MALIOVANA N.V., SAKHNO P.I., HUTNYK R.O. **Emotional and stress aspects of manipulation.** *Modern society is a set of close social ties, which determine many factors that affect human behavior, perception of individuals and interrelation in separate groups. Knowledge of psychological peculiarities of both an individual and of a group, to which the person belongs, allow to realize the qualitative assessment of actions and conduct the analysis of its subsequent steps. For some, perception of this type of information is not important, although it brings benefits to other people. The ability to conceal their intentions and the opportunity to predict them is in a high demand, although not everyone understands that this generates other peculiarities of the psyche, which are also a peculiar psychological burden for a person. Therefore, everyone who is interested in issues of personal manipulation and protection from it, should qualitatively evaluate the consequences of their actions. Mental components of manipulations, features of consciousness and subconsciousness of a person in the conditions of interaction were reasonably developed in the works of Z. Freud, G. Leona, V. Bekhterev, K.-G. Jung and other classics of psychology. Important steps in studying the manipulation*

problem in the context of psychological science itself were made in the 70's-80's of the twentieth century. Regardless of on a relatively large volume of literature on the problem there are relatively few of complete works, devoted to psychological manipulation. We can include to them the works of Western authors R. Gudin, G. Schiller, E. Shostrom, U. Proto, G. Rudinov and others. Since the 90's, the number of publications on the subject of psychological impact increases as an avalanche. Nowadays, among the most famous scholars who studied the issues of manipulative influence are: O. Dotsenko, O. Sydorenko, G. Grachev, I. Melnyk, T. Kabachenko, E. Bern, B. Bessonov, O. Wagin, G. Kovalev, V. Krysko, V. Kulikov, N. Koval, S. Povarnyn, V. Pankratov, G. Poceptsov, D. Rennedyk, V. Sagatovskyi, V. Sheinov, R. Chaldini and others. The topicality of the problem studied in the work comes from everyday needs of every person, particularly from the comfortable existence in the modern a society, which is closely connected with the peculiarities, habits of the group, in which the person exists, lives and communicates. The Knowledge of specific society behavior, the ability to recognize and prevent the development of events gives a possibility to feel comfortably in a group or other social groups, avoiding conflict situations. The object of the research is to discover the interaction behavior features, mental and physiological features, through which there is a human contact with the surrounding environment; to explore the most common ways of manipulating and to identify ways of its protection, taking into account the achievements of classical schools and more modern scientific views. To achieve this goal, it was supposed to accomplish the following tasks:

- 1) to discover a scientific discourse on manipulation issues, concealed/hidden management/control;*
- 2) to verify in practice (by questioning) the theory of the people's division on groups by type of world perception;*
- 3) to identify the main means of protection against manipulation and concealed/ concealed/hidden management.*

The objects of the study are ways and methods for manipulating and hidden management. The subject of research is a psychological basis in character and behavior of the person most often appealed by the initiators of manipulation. Academic novelty and theoretical significance of work deals with the generalized theoretical knowledge of the basic manipulation and hidden management concepts; the main ways of manipulation and ways of protection from it are considered; the

theory of the people's division of people into groups by type of perception is confirmed in practice.

Key words: *manipulation, stress, psychology, emotions.*

МАЛЬОВАНА Н.В., САХНО П.І., ГУТНИК Р.О. Емоційні та стресові аспекти маніпуляції. Сучасне суспільство представляє собою сукупність тісних соціальних зв'язків, що визначають багато факторів, які впливають на поведінку людини, сприйняття особистостей та взаємозв'язок суб'єктів в окремих групах. Знання психологічних особливостей як окремої людини, так і групи, до якої вона відноситься, дозволяють здійснити якісну оцінку вчинків та провести аналіз наступних її кроків. Для деяого сприйняття такого роду інформації не є важливим, хоча іншим особам вона приносить велику користь. Здатність приховувати свої наміри та можливість їх передбачити користується більшим попитом, хоча не всі розуміють, що це породжує інші особливості психіки, які також є своєрідним психологічним навантаженням для людини. Тому всі, кого цікавлять питання маніпуляції особистістю та захист від неї, повинні якісно оцінювати наслідки своїх дій. Психічні складові маніпуляцій, особливостей свідомості і підсвідомості людини в умовах взаємодії розроблялись тією чи іншою мірою в працях З. Фрейда, Г. Леона, В. Бехтерева, К. - Г. Юнга, інших класиків психології. Важливі кроки у вивченні проблеми маніпуляції в контексті саме психологічної науки було зроблено у 70-х – 80-х роках ХХ століття. Не зважаючи на відносно великий обсяг літератури з проблеми, повноцінних праць, присвячених психологічним маніпуляціям, відносно небагато. До них ми можемо віднести роботи західних авторів Р. Гудіна, Г. Шиллера, Е. Шострома, У. Прото, Дж. Рудінова та ін. Починаючи з 90-х років, кількість публікацій з тематики психологічного впливу наростає лавиноподібно. На сьогоднішній день серед найбільш відомих науковців, які досліджували питання маніпулятивного впливу, є: О. Доценко, О. Сидоренко, Г. Грачев, І. Мельник, Т. Кабаченко, Е. Берн, Б. Бессонов, О. Вагін, Г. Ковалев, В. Крисько, В. Куліков, Н. Коваль, С. Поварнин, В. Панкратов, Г. Почепцов, Д. Рамендик, В. Сагатовський, В. Шейнов, Р. Чалдіні та ін. Актуальність проблеми, що досліджується в роботі, витікає з повсякденних потреб кожної людини, а саме комфортного існування в сучасному суспільстві, що тісно пов'язане з особливостями, звичками того колективу, в якому існує, живе та спілкується людина. Знання специфіки поведінки суспільства, вміння розпізнавати та попереджувати

розвиток подій дає можливість комфортно почуватися в колективі чи інших соціальних групах, уникаючи конфліктних ситуацій. Мета роботи – розкрити особливості взаємодії поведінки, психічних та фізіологічних особливостей, через які виникає контакт людини з навколишнім середовищем; дослідити основні найбільш поширені способи маніпуляції та визначити способи захисту від них, враховуючи досягнення класичних шкіл та більш сучасних наукових поглядів. Для досягнення поставленої мети передбачалося виконати такі завдання:

- 1) опрацювати науковий дискурс з питань маніпуляції, прихованого управління;
- 2) перевірити на практиці (шляхом анкетування) теорію про поділ людей на групи за типом світосприйняття;
- 3) виділити основні засоби захисту від маніпуляції та прихованого управління.

Об'єкт дослідження – способи та методи здійснення маніпуляції та прихованого управління. Предмет дослідження – психологічне підґрунтя в характері та поведінці людини, до якого найчастіше апелюють ініціатори маніпуляції. Наукова новизна та теоретичне значення роботи: узагальнено теоретичні відомості з базових понять маніпуляції та прихованого управління; розглянуто основні шляхи маніпуляції та способи захисту від неї; підтверджено на практиці теорію про поділ людей на групи за типом сприйняття.

Ключові слова: маніпуляція, стрес, психологія, емоції.

МАЛЬОВАНА Н. В., САХНО П. И., ГУТНИК Р. О. Эмоциональные и стрессовые аспекты манипуляции. Современное общество представляет собой совокупность тесных социальных связей, определяющих многие факторы, влияющие на поведение человека, восприятие личностей и взаимосвязи субъектов в отдельных группах. Знания психологических особенностей как отдельного человека, так и группы, к которой он относится, позволяют осуществить качественную оценку поступков и провести анализ следующих его шагов. Для некоторых восприятия такого рода информации не важно, хотя другим лицам она приносит большую пользу. Способность скрывать свои намерения и возможность их предугадать пользуется большим спросом, хотя не все понимают, что это порождает другие особенности психики, которые также являются своеобразной психологической нагрузкой для человека. Поэтому все интересующие вопросы манипуляции личностью и защита от

нее должны качественно оценивать последствия своих действий. Психические составляющие манипуляций, особенностей сознания и подсознания человека в условиях взаимодействия разрабатывались в той или иной степени в трудах З. Фрейда, Г. Леона, В. Бехтерева, К. – Г. Юнга, других классиков психологии. Важные шаги в изучении проблемы манипуляции в контексте именно психологической науки были сделаны в 70-80-х годах XX века. Несмотря на относительно большой объем литературы по проблеме полноценных трудов, посвященных психологическим манипуляциям, относительно немного. К ним мы можем отнести работы западных авторов Г. Гудина, Г. Шиллера, Э. Шострома, У. Прото, Дж. Рудинова и т.д. Начиная с 90-х годов количество публикаций по тематике психологического воздействия нарастает лавинообразно. На сегодняшний день среди наиболее известных ученых, исследовавших вопросы манипулятивного воздействия, есть: О. Доценко, А. Сидоренко, Г. Грачев, И. Мельник, Т. Кабаченко, Э. Берн, Б. Бессонов, О. Вагин, Г. Ковалев, В. Крысько, В. Куликов, Н. Коваль, С. Поварнин, В. Панкратов, Г. Почепцов, Д. Рамэндик, В. Сагатовский, В. Шейнов, Р. Чалдини и др. Актуальность исследуемой в работе проблемы вытекает из повседневных потребностей каждого человека, а именно комфортного существования в современном обществе, что тесно связано с особенностями, привычками того коллектива, в котором существует, живет и общается человек. Знание специфики поведения общества, умение распознавать и предупреждать развитие событий позволяет комфортно чувствовать себя в коллективе или других социальных группах, избегая конфликтных ситуаций. Цель работы – раскрыть особенности взаимодействия поведения, психических и физиологических особенностей, из-за которых возникает контакт человека с окружающей средой; исследовать основные наиболее распространенные способы манипуляции и определить способы защиты от них, учитывая достижения классических школ и более современных научных взглядов. Для достижения поставленной цели предполагалось выполнить следующие задачи:

- 1) разработать научный дискурс по вопросам манипуляции, скрытого управления;
- 2) проверить на практике (путем анкетирования) теорию о разделе людей на группы по типу мировосприятия;

3) выделить основные средства защиты от манипуляции и скрытого управления.

Объект исследования – способы и методы манипуляции и скрытого управления.

Предмет исследования – психологическая основа в характере и поведении человека, к которому чаще всего апеллируют инициаторы манипуляции.

Научная новизна и теоретическое значение работы: обобщены теоретические сведения из базовых понятий манипуляции и скрытого управления; рассмотрены основные пути манипуляции и способы защиты от нее; подтверждена на практике теория о разделе людей на группы по типу восприятия.

Ключевые слова: манипуляция, стресс, психология, эмоции.

Introduction. The phenomenon of manipulation is extremely common in modern society. At the present stage, the use of methods of manipulative influence on the individual in various spheres of social interaction is perceived as a proper process of development and transformation of social relations. In the most general form, it is traditional to use covert methods of psychological influence in diplomatic relations, military affairs, special services, competition in the economic sphere, political struggle.

But despite the widespread use of manipulative influence in daily life, it is becoming more common to use it for harmful purposes, to meet the needs of the manipulator. It is now quite difficult to determine where the permissible effects of manipulation end and the harmful ones begin. That is why, in the framework of protection against manipulation, we have considered the main ways of manipulation and various ways to protect against it.

All the variety of information transacted on the purpose of hidden addressee management control can be grouped in several directions: distortion of information; information concealing; private coverage of a question; way of serving; psychological stress.

Distortion of information varies from outright lies to private ones deformations such as cluttering facts or shifting on the set of concept meanings, when, for example, the struggle for the right of any minority is presented as a struggle against the interests of the majority. Concealing information in the most complete form is revealed in the default – in hiding of certain topics. The method of partial illumination or selective submission of material is much more often used. Sometimes they «emit information» so that there is actually only the visibility of the information transfer, and it is not transmitted at all. For example, answers to the question, when the set of

spoken words only illustrates a well-known phrase: «Language is given to a diplomat to conceal their thoughts».

Widespread the ways of informing, aimed at providing psychological, in particular manipulative loading, pressure on the interlocutor. In the examples that are given, underlined words that implement such action with the help of «loading» a new meaning:

«universal statements», which in principle cannot be verified, and therefore they are not a subject to discussion: for example, «All men are scammers», «All women lie», «Even a wise man stumbles».

Extended generalizations that are transferred to groups of people: «This work is for half an hour. But they are elderly people» is a hidden generalization, as «the elderly is not able to perform even easy work»; generalizations in time: «always», «constantly», «forever». For example: «We are always waiting for surprises from you»;

Implicit indication of a violation of the generally accepted norm: «You haven't even closed the door after yourself» – acts more than a simple indication: «Close the door».

Expanding the message: «Despite their relationship, they still went together on a business trip». It is reported: «They have «such» relationships». Or else examples: «Because he does not know English!», «But she also studied on external form of education» (an implicit reference to a disadvantaged education).

Replacement of the action subject: «The authorities will not forgive us ...», «How do we feel now?» – In the last phrase, a psychological extension from the top is also well felt.

The substitution of neutral notions to emotionally-estimated and vice versa: «the second-hand goods» instead of «used things» or even «things from another's shoulder»; instead negative «Spy» – «a secret service man» and others.

False analogy: «Volvo» is a car for people who think, as if the rest of all cars are made for those who do not capable to think.

Thematic switching: «Well, how did you talk to the boss?» «Why do you have such a tone?»

Implicit assumptions that are introduced in the information exchange: «As you understand, I cannot give it» – the assumption «you all understand» imposes itself to the partner like something self-evident.

Assumption of the type «clearly and obviously»: «Come with us?» – Do I have a choice...» or «Do I have a choice?» – an obvious hint of coercion as the consequence of removing responsibility from yourself, and possibly, the subsequent acts.

There are no human weaknesses that would not be used for hidden management control of people. Here we will list only those that are more frequent.

1. Curiosity.

We are all interested in something, some – less, others – more.

2. Admissibility.

To suggestion in one way or another, practically everyone is inclined. But of course in varying degrees. Usually people who are not self-confident, as well as children and people of the elderly age are most susceptible to suggestion/admissibility. Women are on average inclined to suggestion/admissibility more than men. Personality's education significantly reduces the level of inventiveness: an educated person trusts the mind more, and, consequently, facts and arguments.

The well-known «effect of placebo» is based on a suggestion: the patient is given instead of promising drugs, a neutral means (for example, simple water or a pill – binky), arguing that it will definitely help. And indeed, it helps.

Using the features of the psychics.

1. Psychological infection.

Its meaning is that the state of one person is passed on to others. For example, when communicating with an interlocutor who has a bad mood, we notice that he has ruined our mood as well. The optimizer, on the contrary, infects us with cheerfulness, energy. To a friendly smile, we inevitably respond with a smile.

2. The crowd effect.

The larger the audience, the easier it is for a psychological infection. For example, to cheer the full hall of people is easier: it is enough to let one laugh and this state will rapidly gain everyone. This technique is often used in comedy programs – after a regular joke behind the scenes a friendly laughter is heard that helps the audience to rejoice.

3. Identification.

«After that, consequently, as a result of this» – says the formulation of one of the common mistakes/misconceptions made by people who have already noted ancient logics.

An artful property of analogy is immediately revealing. Because the investigation always happens after a cause, similarly uncritical listener perceives the next in time as a consequence.

The same nature is erroneous: «if beside – then together». (Usually nearby just those who were near not accidentally, so they are together; hence the mistake).

4. Templates.

Hidden management control is often built on predicting our reactions and deeds. The education system instills certain patterns that make us vulnerable to hidden management control.

The problem of manipulation is considered in many studies.[4, p.183]. If the Soviet specialists mainly focused on political and ideological aspects, then western researchers stressed the influence of manipulation on the moral and intelligent people's installations. According to X. Ortega y Hasset, the phenomenon of

«manipulation» consists in the fatal need of a spiritual dictatorship. Without spiritual power, without manipulating public opinion and people in society would have anarchy that would have led to its collapse. Most people does not have their opinion, says the philosopher. In his opinion, modern «mass man» cannot think and does not want to do it, which is confirmed by the historical one development. So it is possible to claim that freedom gift for many people is too difficult, and there is a desire to give it to someone, to decline all responsibility for actions and acts.

According to the peculiarities of the interlocutors' perception, interlocutors can be divided into four types: audializers, visualizers, kinesthetics and dygitals (dyscrete). It all depends on which of the human sensory systems is better developed: auditory, visual, kinetic or imaginative. Man unknowingly strives to use mostly the system that is better developed.

Up to 5-7 years (sometimes up to 14) each person is capable of environment's perception, using equally visual, audial and kinetic system. Therefore, children's memories of this period remain on the whole life. In the future, each individual develops his excessive channel of memory (visual, auditory or kinetic), which determines the most advanced kind of perception [2, p.18,19].

1. Visualizers.

The visual type of perception is characterized by the fact that, while speaking, a visualizer gestures much, as if depicting what he/she is talking about. In the conversation he often uses the expressions: «Imagine yourself ...», «Look ...», «Pay attention». In this case, the visualizer often looks into the eyes of the interlocutor.

A look up to the left (from the side of the observer) means visual design (constructed images) and it is inherent to people with visual type of perception. These are visual images or paintings created by the individual. They can be repeated rearrangements of parts of the previous one visual into new parts or in new shapes and sequences, as well as simply created images, designed in response to other sensory irritants.

A look upwards to the right: visual memories (identical images). These are saved visual images or pictures of past events, as well as others previously felt visual irritants. They include dreams and constructive images that previously had been felt by man.

For a visual type, features such as pure voice are characteristic. They speak loudly, and not intonationally, accentuate the meaning. Trying to keep up exactly. The line of contact at the contact should be not lower than the line of the interlocutor's sight, they always need a contact with their eyes («if you do not look - it means you do not hear «). During the conversation gestures are higher than the breast, and while listening, they freeze. The contact area of the visualizers is very high – they hold the distance when you cross their zone, then they consistently expand the pupils, raise their eyebrows, push away head, shoulders, and depart.

They want to dress nicely, have a good hairstyle, do good tweaks and take beautiful poses.

Most people have mostly a visual type of perception.

2. Audializers.

People with an audible type of perception use the expressions: «It sounds so ...», «Listen ...». Any audializer leads the look to the left when he/she recalls something. When talking he often returns to the interlocutor sideways (to the ear), looks into the eye rare enough.

View horizontally and left: audible design (constructed language). This is due to the process of creating spoken language. In this position a person «inserts opinions into words», defining what she wants to say next.

A view horizontally and to the right: auditory memory (sound that is remembered) It includes the «alphabet melody», the letters, the sounds of advertising, phone numbers, as well as slang. It also occurs when a person is often moves with eye-catching apples in memories about the previously heard auditory image, which is stored in short, often melodic or rhythmic patterns, whose existence is not realized due to frequent repetitions.

The audio type is characterized by the fact that when interacted more draws attention to timbre, volume and other audio submodalities, «shows in voice», beautifully copies the voices of others and intonations. Audializers do not require visual contact during conversation, their eyes are covered. Usually they hold hands in pockets, rarely they do «stingy» gestures near the chest, cover their eyes with the palm, touch their ears, and often rattle. Only the bottom of the face (mouth) is clear out of the facial expressions. The movements are rhythmic, the head is tilted, rely on the hand. They can tell one story many times in the same words.

3. Kinesthetics.

People with a kinetic type of perception often use words related to severity, ease, warmth or cold. For example, «frost on the skin», «shedding cold sweat», «heavy head», etc. Reminiscing of something, kinesthetics looks straight in front of his own or down.

A look down and to the left: kinetics (feelings). In this position of the eye man gets access both to the emotions and feelings that arise, and to the kinesthetic stored memories. Remember the pose that you can often observe in man who has depression: head is directed down, shoulders lowered, body is completely dead. Such a person literally plunged «into his/her senses.»

Kinesthetics perceives the world through a body. Breathing is slow and deep. They have a low tone, slow tempo, speech is quiet, penetrating, and weighty (they do not say «just so»). They sit usually closer, touch, rub hands, stroke. The line of sight is lower or at the level of the interlocutor's look, the visual contact with the interlocutor is not obligatory, and often prevents: it distracts from their own feelings.

4. Digitals (discrete).

The name comes from the English «digital» – the number.

People of this type express themselves with words related to information, interests, concepts. Their favorite words are «interesting», «I understand», «therefore», «I know». The most important for them is the internal dialogue. Some authors call people of this type «computers». It is due in particular to the fact that the largest number representatives of digitalists is among programmers, chess players. Many of them are among lawyers.

Knowledge of the individual's types per perception allows you to use it for managing them. By communicating in an object-acceptable system of perception, the subject establishes a stable communication channel with him. The recipient feels comfortable, feels pleasure that he is well understood, «as if they are acquaintances of all life », etc. All this promotes attraction (effective engagement attention), and then hidden management.

A person who is in a stress or is in a nervous state situation, concentrates his/her experiences in the system of perception that leads to him/her. Facilitating the state of the individual can be the expanding of the perception of the reality by loading other channels. For example, you can spit an audializator on the shoulder or just touch your friends, take hands, and do so on by appealing to the kinetic perception; or vice versa, you can ask for it the individual-kinesthetic listen to the melody or the song's lyrics, the noise of trees.

In our study, it was interesting to test the theory in practice dividing people into groups by way of perceiving the world and exploring the results with further using them in life to build effective communication and calibrate their behavior when subjectively contacting members of these groups.

Due to the small number of people who use discrete channel of perception, we decided not to take it into account. For the study, there was used a test, completed in the form of a questionnaire. It consists of 16 questions, for which determined the representative system that a person uses for knowledge of the world. The vast majority of responses speak of the domination of one systems over others, and the distribution with the same number of values indicates that a person may masterfully use as one and another system perception of the environment. Of course, there are not many of such people, but they meet.

On the basis of Sumy State University, we conducted a questionnaire, in which the 3rd year students of the specialty “Journalism” were attended. It was mostly girls. The total number of participants was 96.

Based on the results of the questionnaire, the following diagram was constructed (see Figure 1), which clearly reflects the results of the study.

Based on the result of questionnaire, we found that the majority of the interviewed students are visuals (50%). The second place is the students with the

auditory system world's perception (29%), and the smallest proportion belongs to the kinesthetic system (21%).

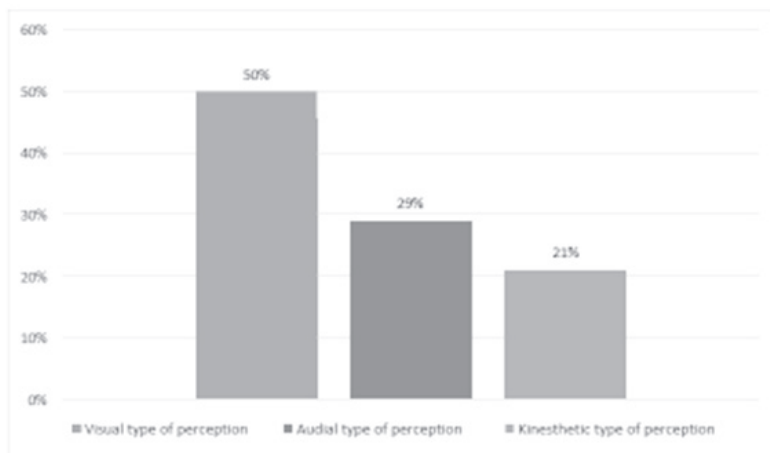


Figure 1 – Results of the questionnaire on the definition of representative systems.

From the received interest rates, it can be concluded that the auditory system of perception prevails over kinesthetic, which turned out to be a very unexpected and interesting result. It would seem a nonsense in compared to the results described in tutorials or presented online tests on the network that the theory says is different, and that people with such a system of the world's perception should be the smallest number. We got discovered that they predominate over the kinesthetic way of world's perception. But still the results are true, since the testing was aimed at the audience in which they are studying interpreters, because they spend a lot of time studying listening, of words, their correct pronunciation, which in turn contributes to the development of the auditory systems of perception.

So as a result of testing, we have once again proved justice The existence of theories about the division of people into groups by the type of perception of the world and the relevance of their study. We confirmed that generalization should not be done with own conclusions, but from a specific situation, typical for a man's way of life. For each person, groups of people need to find their own approach, if you want to be understood correctly. And most importantly, that study and understanding representative systems is only the first step for success communication.

Neurolinguistic programming arose in the mid 70's of the past century. It is based on what is usually called «simulation», it is a study of those processes of thinking and behavior that allow people to do what they do. NLP builds a model of

skill in all areas of human activities: health, sport, communication, learning, business and management to make these skills accessible to other people. It creates real models of people, describes only possible things that have already been made, and not draw abstract ideals [5,p.254]. NLP is an art and a science of personal craftsmanship. It is an art, because everyone brings his unique personality and style to the what he does and it cannot be displayed in words or technologies. It is a science, because there is a method and process of finding the patterns used by the known individuals in any field to achieve outstanding results [1,p. 24].

Now NLP is one of the most popular applications of psychology. The scope of use of NLP includes psychotherapy, pedagogy, medicine, business, marketing, advertising, as well as management and management political consulting. At the same time, NLP is one of the most complex systems of psycho-technologies, the assimilation of which requires considerable effort. Unlike «Classical» psychological disciplines, which to a certain degree represent themselves quintessence of common sense, paradigms, concepts, models, frames and techniques neurolinguistic programming is not derived from the human experience that requires a person who is studying NLP, a serious reorientation of its characters' mental activity and the rejection of many stereotypes of activity [3, p.56].

NLP deals with the structure of subjective human experience: how we organize what we see, hear and feel, and how we edit and filter with the help of the sensory organs, we hear what we get from the outside world. NLP also explores how we describe it in the language and how we act – deliberately or unintentionally – to get the result [1, p.78].

We will show only those methods developed within the NLP, which can be used for hidden management control of a person, including, of course, its manipulating. As a new technology of effective communication, NLP was created not on the empty place and absorbed a lot of useful from what had been achieved by previous studies. You can define NLP as a system for the knowledge and change of human behavior and thinking.

In the folk consciousness, such an irrational concept as deeply rooted in «basilisk glance». This, as the scientists have found, is the formula is with precisely chosen and in a certain way located words with a programmed result. Each of us in a state of affection can «condemn» another to misfortune. Today, scientists are convinced: the curse is its own kind of virus, capable of infecting immunity. According to popular belief, pronounced anathema can keep its power for seven years before it falls on that whom is addressed. As it became clear from experiments, evil can even change the word structure of water: its molecules acquire properties similar to those known poisons from the soul, the well-said word creates the structure of water molecules, shape and properties are similar to the DNA of a healthy person. Scientists succeeded Prove that the power of good wishes can

destroy the curse: the grain wheat, in which after a «dose» of licks, similar to ten thousand X-rays, was confused DNA, after the blessing came down as the most common sprouts. Old is wisdom testifies: pray for the lost.

Conclusion. If the fact of manipulation is detected and recognized, but the person to whom the psychological influence was directed, for some reason (no desire (expediency) to conflict, insecure, uncertain situation, etc.) does not want to enter into open confrontation, usually choose passive protection. It is based on slowing down the processes of interaction – blocking their own spontaneous reactions to the actions of the manipulator and slowing down the pace of manipulative influence. The main forms of passive protection are, in particular, complete or partial disregard for the words of the manipulator; evasion (refusal) of contact; tactful, restrained and unexpected for the manipulator of silence; formalization of communication; postponing the issue of making a final decision until later.

Active protection against manipulation goes through three stages in its development: analysis (establishing the fact of manipulation; assessing the situation; understanding the content of manipulation); preparation (establishing control over emotions; restoring the balance of power relations); action (beating

manipulative influence on tempo and rhythm; taking and declaring a clear and unambiguous position on the issue that is the subject of manipulation; removal of the manipulator from the state of emotional balance; provoking the manipulator to «self-disclosure», i.e. voicing the purpose of manipulation; revealing the fact of manipulation and revealing its essence; counter-manipulation). Thus, in the art of self-defense against manipulation there are no ready-made (single) recipes. People, regardless of which of them is the subject of manipulation and which – the object, differ significantly in mental characteristics and physical development. Therefore, everyone can (should) create their own set of techniques and methods of self-defense, which, incidentally, cannot be universal. When creating your own model of protection, you should not blindly copy what others do or recommend: it should be created on the basis of knowledge about yourself, your own skills, abilities, experience and potential.

Passive and active forms of protection can be effectively used in the process of political negotiations, consultations, discussions, talk shows, meetings of candidates for deputies with voters, etc.

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