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THE FEATURES OF THE REPRESENTATIVE SYSTEM OF THE PERSON AS A PSYCHOLOGICAL ASPECT OF MANIPULATION

The topicality of the problems investigated in the research is derived from the daily needs of each person, namely a comfortable existence in the modern society, closely associated with the characteristics, habits of the group, in which he/she lives and socializes. Knowledge of the behavior of society and the ability to recognize and prevent the development of events give you the opportunity to feel comfortable in the group or other social groups, avoiding conflict situations.

Mental manipulation components, the characteristics of the consciousness and subconsciousness of the person in interaction, were developed in the works by S. Freud, G. Leon, V. Bekhterev, K.-G. Jung, and other classics of psychology.

The important steps in studying the problems of manipulation in the context of psychological science were made in the 70-ies – 80-ies of XX century. Despite the large amount of literature in psychology, the works devoted to psychological manipulation, are relatively few. Among them we can mention the works of Western authors: R. Goodin, G. Schiller, E. Shostroma, V. Proto, J. Rudynova and others.

Since the 90-ies, the number of publications on the subject of psychological impact grows like an avalanche. Nowadays among the most well-known scientists who have studied the issues of manipulative influence, are: A. Dotsenko, A. Sydorenko, G. Grachev, I. Miller, T. Kabachenko, E. Bern, B. Bessonov, A. Vagin, G. Kovalev, V. Krys'ko, V. Kulikov, N. Koval,

S. Povarnyn, V. Pankratov, G. Pocheptsov, D. Ramendyk, V. Sagatovsky, V. Sheinov, R. Cialdini and others .

The objective of paper – to reveal the features of interaction behavior, psychological and physiological characteristics, dictated by the representational system, through which there is a human contact with the environment; to learn the basics of the most common ways to manipulate and identify the methods how to protect from it, considering the achievements of the classical schools and contemporary scientific views.

To achieve this objective it was necessary to perform the following tasks:

- 1) to work on scientific discourse on manipulation and hidden management;
- 2) to check in practice (using questionnaires) the theory of the division of people into groups by type of world outlook;
- 3) to provide basic protection against manipulation and hidden control.

The problem of manipulation regarded in various research works. If the Soviet specialists mainly focused on political and ideological aspects, the Western scholars emphasized the impact of manipulating the moral and intellectual attitude of people.

According to J. Ortega y Gasset, the phenomenon of «manipulation» is in a fatal need of spiritual dictatorship. Without any spiritual power, without any manipulating of public opinion and people, anarchy would be dominated in society and it would have caused its collapse. Most people don't have their opinion, said the philosopher. In his opinion, the modern «mass man» does not know how to think and doesn't want to do, and it confirms the historical development. That is to say that the gift of freedom for many people is too complicated, and there is a desire to give it to someone who takes responsibility for his /her actions and deeds.

For the peculiarities of perception interlocutors can be divided into four types: auditory, visual, kinesthetic and digital (discrete). It all depends on which of the person's sensory systems is better developed: auditory, visual, kinetic or mental one. People unknowingly tries to use primarily the system that is better developed. Up to 5-7 years (sometimes up to 14) every person is able to perceive the world, using equally visual, auditory and kinetic systems. So children's memories of this period remain for life. In the future, every individual develops its redundant channel memories (visual, auditory, or kinetic), which determines the most developed form of perception.

Knowledge of the types of the individual's perception allows to use it to control them. Communicating in the system of perception is comfortable for a

person, he/she sets a stable communication channel with another person. In this case the recipient feels comfortable, feels pleasure from the fact that he/she is well understood, «as if they know each other all their life» and so on. All of this contributes to attraction (effective to attract attention), and then to hidden control.

The person who is distressed or in a nervous situation, concentrates his/her worries on a particular system of perception. To relieve the state of the individual it is helpful to widen the perception of reality by downloading other channels. For example, you can hug the auditory person or just friendly touch, shake or take his/her hand, all this appeals to the kinetic perception, or vice versa, you can ask the kinesthetic person to listen to the song or the lyrics, the sound of the trees.

In our research, we have tested the theory in practice dividing people into groups by the way of perceiving the world to examine the results for further usage it in life to build the effective communication and calibrate the behavior in a subjective contact with the members of these groups. Because of the small number of people who use discrete channels of perception, we have decided not taken them into account.

In Sumy State University, we conducted a survey among the 1st, 2nd and 3rd year students of the specialty «Translation». These were mostly girls. The number of all participants totaled: 96 students.

The survey results showed that most students who were surveyed are visual (50%). Students with auditory perception system in the world are on the second place (29%) and the lowest proportion was accounted for kinesthetic system (21%).

From the received percentage ratios it is possible to conclude that the auditory system predominates the kinesthetic perception that, in turn, appears to be very interesting and unexpected result. It can be explained by the fact that survey was aimed at the students namely interpreters/translators because it takes them plenty of time studying languages, listening, learning new words and its correct pronunciation, – all this promotes the development of auditory perception system.

Thus as a result of the survey, we have proved again the true fact of the existence of theories about the division of people into groups by the type of perception of the world and the relevance its study, confirmed that generalization should be made not out of own conclusions but the specific situation characterizing his/her way of life. For being understood correctly and accurately it is necessary to find the approach for every individual and any group of people.

All in all the most important is that learning and understanding of representative systems are only the first steps in the most effective communication.

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