

SUMMARY

The topic of the graduate qualification paper: Psychological aspects of manipulating mass consciousness through advertising: theoretical and practical insight.

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Relevance of the research topic: The phenomenon of manipulating mass consciousness through various communication technologies takes the vital nature. This can be attributed to the fact that in modern conditions the formation of the new information society, the increasing role of globalization and international integration, with the magnitude and complexity of the content and structure of the information environment is magnified its impact on the human psyche, and the pace of this influence is rapidly increasing. In this paper, all the means of manipulating mass consciousness was selected ads because it has an important place in the lives of the vast majority of people. Advertise largely determines the image and lifestyle, inevitably has an impact on people's views on their attitude toward themselves and the world around them. It uses a number of different methods and techniques that affect different mental structure of man, both on a conscious and an unconscious level. In this regard, it is legitimate to raise the question: to what extent advertising provides information about these or other products, and the extent to which information and psychological impact of advertising is manipulative. Naturally there is a need to study the methods of manipulation in advertising.

At the same time it should be noted that modern advertising is an extremely complex and multifaceted phenomenon that continues to evolve and change under the influence of new economic, political, social, cultural and technological conditions. Advertising is a powerful source of information able to show us a

ready-made forms of behavior in a current situation.

The object of the research psychological manipulative technologies in the advertising sector.

The subject of the research features of the manipulative techniques in domestic and foreign advertising.

The purpose of the study is the description and the following analysis techniques and methods of manipulative practices used in advertising communications.

Problems of the research are: to determine the scope of manipulation, ie the main structural components of the mass consciousness, are the subject of advertising; explore the history of manipulative technologies; to consider the examples of methods of manipulation in advertising; to study advertising activities in Russia

The theoretical and practical significance of the study lies in the fact that the results of graduate studies can be incorporated into the teaching of such subjects as "The Psychology of Public Relations", "Advertising in the communication process", "Political advertising" on the problems of manipulation. The practical results can be used to develop methods of information-psychological security.

The structure of the work reflects its aims and objectives and is determined by the logic of the research. The paper structurally consists of introduction, 2 research chapters: each with 2 paragraphs, conclusion. The total amount of work is 79 pages.