Psychological Influence of Secondary Information in Media Texts on Human Consciousness

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ABSTRACT

The article discusses the professional-critical approach to the psychological impact of secondary information in media texts on the human mind.

Keywords: Media education, advertising, information, secondary data.

The analysis of the concepts of media education showed that it is impossible to have a theoretical position in media education for students based on secondary data (advertising, various show and movie announcements, etc.). It must embody the ideas of media education theories such as semiotic, critical thinking, aesthetic and cultural.

It is known that the messages of secondary information (advertisements, various shows and movie announcements, etc.) reflected in the media, in most cases, do not refer to the mind, but to the unconscious acceptance of the mind (when there are certain associations, they appear in the mind by remembering what they saw somewhere or read somewhere). does. The use of visual images, emotions and voice track in secondary information (advertisements, variety shows, movie trailers, etc.) helps in this.

Application of the theory of development of professional-critical approach in the model of media education helps students to protect themselves from the manipulative influence of the media, to get the right direction in the information flow of the current democratic society. In today's information overload, there is a need to provide specific guidance to students.

Students should be able to perceive media information with high literacy, understand it, analyze it, know the mechanisms and consequences of the impact of information on the audience. Students should learn to distinguish between presented, known, and verifiable evidence, the reliability of a source of information, permissible and impermissible assertions, the difference between primary and secondary information, conflicting opinions, and abstract and ambiguous arguments.

Within the scope of our research, secondary data (advertising, various show and movie announcements, etc.) influence on the human mind is to study social-psychological aspects based on a professional-critical approach. In particular, if we think about the psychological effect of advertising, advertising is visible in the process of processing information: in emotions, critical thoughts, possible decisions. These situations reveal a certain type of moral behavior of the buyer. The moral component of advertising influence includes both conscious behavior and unconscious, that is, behavior at an unconscious level.

Most philosophers and sociologists of the West evaluated advertising extremely negatively, seeing in it a mechanism of hidden

manipulation of public consciousness. E. Fromm wrote: "Advertising appeals to the feeling, not the mind; like any hypnotic spell, it does not seek to influence its subjects intellectually. Such advertising has a dreamy, airy element, and in return, it gives a certain satisfaction to a person, just like a movie. But at the same time, it makes a person feel insignificant, useless and powerless. All this does not mean that advertising and political propaganda openly admit the worthlessness of the individual. On the contrary, they (advertisements and political propaganda) give importance to the eyes of the individual and pretend to appeal to his critical reasoning and omniscient powers. But this is nothing more than a way of dispelling the individual's doubts and helping him to deceive himself about his "independence" in decision-making"

Another point of view is expressed: "...secondary information is a powerful factor influencing what we eat, what we wear, and the work and behavior of the entire nation. Over time, we will become such that people will not be able to understand exactly what is of vital value without advertising. Secondary information is a great force, it participates in the work of reawakening and educating humanity"

Psychological methods used in order to more actively influence potential buyers are the cause of special attention and even concern of many researchers in the field of advertising. Analyzing the current state of advertising as an independent phenomenon, foreign experts note that "advertising is showing itself as a positive evidence that cannot be forgotten, because it serves the unity of peoples, unity of culture, removes many obstacles, and above all unites the youth of the world"

According to W. Wells, Dj. Burnett and S. Moriarty, secondary data is "paid, impersonal communication. It is carried out by an identified sponsor and uses the media in order to induce an audience (something or action) or (some) influence"

Secondary information steals the inner world of a person, facilitating perception through words in exchange for external images, advertising bypasses content, the crude illusion that the individual has in common with others, in other words, creates an illusion.

According to experts, the main types of psychological influence of second-level information include information, persuasion, persuasion, and motivation .

Currently, secondary data experts strongly advocate three forms of psychological state theory:

• a person knows what is happening to him and has the opportunity to explain it;

a person is aware of his feelings, but cannot explain their reason;

• a person does not know anything about his condition, nor about the reasons that created it

According to the rule established by psychologists, there is a clear difference between a person's honest assessment of his behavior and a rational explanation of why he behaved the way he did in this situation. From a psychological point of view, this is obvious:

- goods for the buyer - these are symbols, the denial or acceptance of their symbolic value leads to the realization or non-promotion of the purchase;

- making a purchase for a person means telling others about oneself, allowing others to make judgments about oneself. That is, when people are buying something, they listen to what others are saying, they take this into account;

- shopping can leave a feeling of anxiety in a person, because every time a person is forced to make a choice during a purchase, that is, he gives up one in favor of another, which can cause regret and doubt about the choice made

The main direction of psychological impact of secondary information on a person is his emotions and feelings. According to G. Le Bon, "ideas cannot affect behavior until they are transferred to the language of feelings."

A person's motives for consumption are as complex and diverse as his needs. And the main thing for advertising work is their type. Types are determined by means of real needs. In the most general form, motives can be divided into the following forms:

•emotional (gaining attractiveness, gaining the attention of loved ones, arousing

admiration, settling into a certain environment, overcoming fear, satisfying curiosity, and the like);

• rational (low prices, long durability, economy and efficiency);

• utilitarian (operation, usage characteristics, warranty period, possibility of quick and high-quality repair);

• aesthetic (appearance of the product, ability to combine with other products);

• prestige motives (obviousness in certain social groups, because some people buy goods to show off their status in society, public practice shows that with the increase in material well-being and standard of living, the importance of the prestige motive increases);

• to be similar, motivations to stop and motives of fashion (desire to buy goods advertised by a famous person is caused by a crude reason such as being closer to one's idol, trying to resemble him);

• motives of self-expression (when buying a product, a person gets an illusion of originality, originality, although at this time the absolute majority wants to own what others have);

• motives of traditions (national-cultural identity of different nations and peoples, national psychology).

However, in addition to the problem of receiving secondary information, experts are also interested in the issue of the effect on the consumer. Today, the most common approaches are: psychoanalytically oriented approach; hypnotic approach; Erikson's hypnosis; neuro-linguistic programming (NLD).

Psychoanalytically oriented approaches. Since the middle of the 20th century, the use of mass psychoanalysis in secondary data has become the basis of the activities of sales campaigns. The phrase "involuntary" has become the slogan and content of a new trend in advertising. The result showed that the advertising using the technologies of influence on the mind does not create new needs, but it is more effective in the decision-making aspect.

Hypnotic approach. After World War II, the interest in mind manipulation became especially evident in the field of advertising. The results of similar studies were widely used in the hypnotic approach.

Suggestion or persuasion is the process of influencing the human psyche. In this case, when accepting misleading content, conscious behavior and critical thinking decrease, a person does not require personal analysis and evaluation. Avrash is carried out in order to create a state of encouragement to commit a certain behavior. The essence of persuasion is to affect human feelings. Through them, his mind and intellect are influenced. The power of influence largely depends on the clarity, openness and logic of the information, as well as the authority of the suggestor.

If what is being shown is fully compatible with the needs and interests of the receiver, then the effect will be very strong, the positive outcome of the process depends on a number of factors. Indecision, lack of courage, low self-esteem, impressionability, and weakness of logical analysis can be included among these.

A Neuro-Linguistic Programming (NLD) approach. The first and most important discovery in NLD: there is nothing in the human experience except visual images ("pictures"), sounds and feelings. Each of us imagines reality in our own way. Just as a geographical map of a region is different from the region itself, so is this image different from the world itself. There are three types of perception of reality:

- visual, related to sight. It is better to see once than to hear a hundred times. In his lexicon, you can see a series of words related to vision (clear gesture, impressive stroke, colorful stature);

- audial, hearing. He describes the world by means of auditory images (a humming gesture, an ear-shaking blow, a calm figure);

- kinesthetic, a type of perception and evaluation of the world primarily with the help of sensations and feelings (rough gesture, sliding stroke, pressing figure).

From the perspective of NLD, all three systems of perception should be used in the advertising message.

Some secondary data agencies employ simple strategies of buyer mindset. They are called "metaprograms" in NLD.

Metaprograms are the forerunners of traditional censors. People apply them to everything they see, hear, or feel in the world around them. These censors sort out only the information that needs to be brought to consciousness anyway. What does not correspond to the metaprogram will not be understood, it will not be noticed. So, because of these censors, people are living in a very limited space without realizing it.

A metaprogram is a program of striving for something and avoiding something. Striving for something is the motivation to succeed, avoiding something is the motivation to avoid failure. Aspirants understand better than anyone that they have an advantage by buying this or that product. And the outliers, first of all, evaluate how many problems they can avoid when they own this product.

Secondary data - the International Advertising Code of Practice is expected to play an important role in the organization and management of advertising activities. The Code was adopted in 1992 by the members of the Association of Advertising Professionals. The Code sees advertising as a means of communication between buyers and sellers, and recognizes the responsibility of all participants in the advertising process to customers and society, and the need to strike a fair balance between business and customer interests.

The code is based on advertising norms: not to go beyond the scope of ethics, honesty, truthfulness, comparison, proof and testimony, protection of individual rights, use of reputation, imitation of advertising appeal, ensuring security, etc.

According to the Law "On Advertising", false advertising: misleads or may mislead users of advertising due to its ambiguity, double meaning, exaggeration, concealment, violation of the requirements for the time, place and method of advertisement distribution and other requirements provided for by law. advertising that can cause harm and moral damage to individuals, as well as the state, is considered false advertising (Article 13). False advertising is prohibited.

Stealth advertising: Stealth advertising is advertising that affects the consumer's perception without his or her awareness, including through the use of special video applications (dubbing) and other methods.

It is not allowed to use hidden advertising in radio, television, video, audio and film products, as well as in other products, and to distribute it in other ways (Article 14). Stealth advertising is advertising that has an effect on the perception of the advertising content that the consumer is not aware of. This is done in ways such as putting a special video, using two-track audio recording, for example. Unfortunately, it is very difficult, and sometimes impossible, to prove that an exact sample is a hidden advertisement.

Thus, it can be said that modern advertising is a multifaceted economic, socio-psychological and political reality. All advertising messages can be grouped into three groups: commercial (merchandise), political and social advertising.

If an advertiser (producer of advertising, distributor of advertising) intentionally tries to mislead the consumer of advertising with the help of his product, such advertising is considered clearly false advertising.

It is impossible not to agree with the opinion of experts who consider the following functions of advertising to be the main ones

- economic function (promoting the development of economic processes);
- social function (goods become symbols of a certain society, unification of needs, tastes, consumer priorities);
- ideological, i.e., ideological function (bringing concrete values, ideas, etc. into the mind and consciousness of society);
- educational function (advertising demonstrates ready-made forms of behavior in a specific situation, affects the position of a person in relation to himself and the environment);
- cultural function (advertising is part of public culture in the field of recreation and recreation);
- political function (determines not only the choice of a specific political candidate, but also shows the ways of the country's political

development and the development of politics itself).

Modern advertising is considered a powerful factor that determines the behavior, way of thinking and way of life of a huge mass of people. Advertising has a special influence on the education and re-education of mankind.

Today, the field of media education in the world is at a significant stage of development. It is understandable that today only certain conceptual approaches and directions developed on the basis of media theories are formed: protective (injection), audience needs satisfaction theory, practical, critical thinking development theory, ideological, semiotic, culturological, aesthetic (artistic) theory.

The evolution of scientific and practical ideas about media education shows that the positions and points of view of scientists from different countries are getting closer. The conceptual basis of media education in various countries is the aesthetic, practical, culturological, semiotic theory of the media, the theory of satisfying the needs of the audience.

The number of media pedagogues who believe that the priority direction in the field of media education should be the formation of critical thinking of the audience in relation to media texts is increasing. Media pedagogues explain the important goals of media education as follows:

- media texts prepare students for professional activities, develop professional and critical thinking;

- development of media literacy of the audience, development of creative abilities, initiative, professional-critical thinking, the ability to independently discuss media texts with arguments, effective influence on the formation of the perception and worldview of a wide audience, and the like;

- the ability of the audience to understand how the media works, the technologies of creating and distributing various media texts, forming a culture of interaction with the media, improving the ability to perceive information in different forms, teaching different forms of expressing one's opinion using the media, against dangerous stereotypes during media culture education stand up etc.

In accordance with the priority goals of media education, the following tasks are defined, the methodological solution of which has common positions: studying the theoretical foundations of media function, using media information in the educational process, integrating media education technologies with compulsory subjects of the educational course, etc.

Advertising is one of the genres of media text. It incorporates all the famous technologies of influencing the audience, techniques of influencing the emotional and sensory spheres of a person, relying on consumer motives; psychoanalytic approaches; NLD techniques and the like. It should not be forgotten that advertising not only informs about a product or service, but also causes a person to change his life in accordance with advertising examples. It is for this reason that it is necessary to teach the audience, especially young people, to analyze advertisements in the process of media education.

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