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## **TYPES OF EMOTIONAL RESPONSE TO SOCIAL ADVERTISEMENT**

Human activities and behaviour always create some positive or negative impression. Emotions are mental processes that occur in one's brain and are reflected as satisfaction or dissatisfaction of some needs.

Emotions motivate people to do some work, to gain some knowledge, to perform certain deeds or, on the contrary, to prevent them from doing so.

Emotions are often considered as internal mental processes and the way they are reflected. Emotions appeared as a result of evolution of human nervous system in order to ensure better adjustment to life. They are bivalent or, in other words, positive and negative. Emotions occur when people face certain situations in life; these are emotions that make people show various behaviour reactions. Emotions are fundamental phenomena of human psyche. They are connected with the functioning of hemispheres of the brain and the right hemisphere in particular. Some impulses reach the subcortex, for example, hypothalamus, where the direct effect of an organism's basic needs is formed; people experience these needs subjectively in the form of emotions. Scientists have found that there are certain nervous structures in the subcortex (hypothalamus), which are called pleasure centres, suffering centres, aggression centres, etc.

The classification of fundamental emotions was developed by C. Izard [1; 2] who singled out the following emotions:

- interest-excitement (a positive emotion which effects motivation and development of skills, stimulates curiosity and cognition processes);
- joy (a positive excitement which can occur due to the necessity to satisfy certain needs, or as a result of lessening the impact of negative factors);
- distress-anguish (an emotion caused by some losses in life; it is reflected in such feelings as loneliness, self-pity, unimportance);
- anger (an emotion which takes place when person's behaviour does not coincide with certain moral and ethical norms);
- disgust (an emotion which, as a rule, accompanies anger and is reflected in a strong desire to get rid of an object, considered to be unpleasant at the moment);
- contempt (an emotion that occurs together with depersonalization of a person or a group of people);
- fear (an emotion caused by a message about a real or imagined danger or unpleasant event, or by an expectation of failures);
- surprise (an emotion which takes place as a result of rapid rise in the functioning of nervous system, after getting some unpredictable information);
- shame (an emotion caused by the fact that *de facto* one's behaviour differs from the accepted standards, as well as anticipation of harsh, negative, condemning attitude from other people);
- guilt or remorse (this emotion is similar to shame, yet it differs from it, as it occurs when moral or aesthetical violations take place, usually when people feel their own responsibility).

People experience emotions in different spheres of their life, while facing some problem or trouble of a kind which everybody is familiar with.

Nowadays, social advertisement is one of the means used to increase the effectiveness of regulation of social processes taking place in the society. Within this context, social advertisement is aimed at transmitting socially meaningful information in order to shape public opinion to important issues, social norms and

modes of behaviour, and, what is of the greatest importance, to involve citizens in searching for the solution of topical social problems [3].

At the moment, despite a number of popular public issues social advertisement has received very little attention in our country and it remains one of the most actual points of the research.

### **References**

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