

Artículo de investigación**The specifics of manipulative influence in contemporary social interactions and communications****Особенности манипулятивного влияния в современных социальных интеракциях и коммуникациях**

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Maxim A. Yuzhanin⁴⁵elibrary.ru: https://elibrary.ru/author_profile.asp?id=643397**Abstract**

In the presented article socio-psychological mechanisms and basic principles of communicative intersubjective mutual influence in a context of contemporary social reality are regarded, and also possible ways of overcoming the arising manipulations are designated. The main goal of the work can be considered to identify the conceptual foundations for the implementation of intersubjective manipulative influence, study the basic principles and methods of applied socio-psychological impact on the interpersonal and personal-group levels of communications and interactions, and define possible methods of effectively countering unwanted and harmful manipulations. As a result of the undertaken analysis, it was found that the methodology of intersubjective influence in modern society consists of 7 key principles based on the paradigm of standardized and stereotypical behavioural responses of members of society, which include the principles (and the corresponding methods of applied manipulative influence) of contrasting perception, mutual exchange, consistent commitment, social affirmation, determinate emotional disposition, and authority reference. The author's interpretation and generalization of relevant areas and examples of domestic and foreign everyday social practice allowed forming a holistic vision of the issues under consideration. As a result, the presented article not only contains analytical conclusions about the nature and mechanisms of modern social interactions and communications, but also offers specific practical recommendations to avoid unwanted and dangerous intersubjective manipulative influences through the development of internal

Аннотация

В представленной статье рассматриваются социально-психологические механизмы и базовые принципы коммуникативного и интерактивного взаимного влияния субъектов в контексте современной общественной реальности, а также обозначаются возможные пути преодоления возникающих манипулятивных воздействий. Главной целью работы можно считать выявление концептуальных основ реализации межсубъектного манипулятивного влияния, изучение базовых принципов и способов прикладного социально-психологического воздействия на межличностном и личностно-групповом уровнях коммуникаций и интеракций, определение возможных методов эффективного противодействия нежелательным и вредоносным манипуляциям. В результате предпринятого анализа обнаружилось, что методологию intersubjective воздействия в современном обществе составляют 7 ключевых принципов, основывающихся на парадигме стандартизированного и стереотипного поведенческого реагирования членов социума, к числу которых относятся принципы (и соответствующие им методики прикладного манипулятивного влияния) контрастного восприятия, взаимного обмена, последовательного принятия обязательств, социального подтверждения, детерминированного эмоционального расположения, референтности авторитета, дефицитности. Авторская интерпретация и обобщение актуальных областей и примеров отечественной и зарубежной повседневной

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self-control in a person and the formation of a rationalized and differentiated critical perception surrounding people, the proposals and claims put forward by them, and following resulting social events. Thanks to this approach, modern citizens, voters, and consumers have the opportunity to stop being “passive puppets” in the skilful alien hands and turn into full-fledged actors, making independent decisions and forming their own behaviour models.

Keywords: Authority reference, communicative manipulation, contrast perception, inter-subjective influence, principle of deficiency, social confirmation, stereotype of behavior.

социальной практики позволили сформировать целостное видение рассматриваемой проблематики. В итоге представленная статья не только содержит в себе аналитические выводы о характере и механизмах осуществления современных социальных интеракций и коммуникаций, но и предлагает конкретные практические рекомендации во избежание нежелательных и опасных межсубъектных манипулятивных воздействий при помощи развития у человека внутреннего самоконтроля и формирования рационализированного и дифференцированного критического восприятия окружающих людей, выдвигаемых ими предложений и притязаний и происходящих в результате социальных событий. Благодаря подобному подходу, современные граждане, избиратели, потребители имеют возможность перестать быть «пассивными марионетками» в искусных чужих руках и превратиться в полноценных, самостоятельно принимающих решения и формирующих собственную модель поведения акторов.

Ключевые слова: интерсубъективное социально-психологическое влияние, коммуникативная манипуляция, контрастное восприятие, принцип дефицитности, референтность авторитета, социальное подтверждение, стереотипность поведения.

Introduction

It is considered that one of two basic functions of communication, along with interaction, is the impact of one social subject on the other (or the others) in order to obtain a certain desired result. It is far from expressed in material and economic categories, but can be associated with socio-psychological goals (improving mood and emotional well-being, obtaining new useful information, joint development of new spiritual values, etc.). It is not rare that in modern society, a person becomes both a participant and an object (“target”) of various forms of socio-psychological influence. This impact is not limited by the framework of interpersonal communication. In the current period of informatization on a macro-social scale, a huge influence on people is exerted by numerous political and advertising technologies, mass media, disseminating propaganda and ideological myths, other institutionalized entities striving to create a positive image in the eyes of the public and thereby influence it. Ultimately, any manipulative component becomes the

reverse side of almost all forms of social interaction and communication, which are realized in the modern world.

For the consideration of all aspects of this issue significantly exceeds the scope of a single article, in this work the author focuses on the study of the basic principles and methods of intersubjective socio-psychological influence on the interpersonal and personality-group levels of interaction.

The main goal of this article is the formation of the conceptual foundations of the actualization of manipulative influence in the modern social systems, consideration of the basic principles (and corresponding techniques) of applied intersubjective influence, as well as identification of possible ways and means of effectively countering unwanted and dangerous manipulations. The results of this scientific research will help numerous categories of citizens, voters, consumers not to act as passive

"puppets", but to turn into full-fledged, critically thinking social actors who adequately perceive the surrounding reality and independently develop their own optimal behavior models.

Literature review

One of the first fundamental scientific works devoted to the problems of socio-psychological influence in the relationship between people was the famous book of D. Carnegie "How to win friends and influence people." Later, another American scientist, S. Milgram, in his scientific works "Experiment in Social Psychology" and "Submission to Authority: an Experimental Study" published valuable empirical data on the tendency of social subjects to submit to the society-given authority. Among modern Western authors who study the themes considered in this article, we can mention the basic works of R. Chaldini "Psychology of Influence", R. Martin, N. Maers "Manipulation". In Soviet and Russian science, the following well-known authors dealt with the problems of socio-psychological impact: G.M. Andreeva in the book "Social Psychology", A.S. Chamkin "Sociology of Communications", V.P. Konetskaya "Sociology of Communications." Following the above-mentioned foreign and domestic works, the author tries to continue and to regard in a new way the declared topic.

Methodology

This article is an interdisciplinary, theoretical, and sociological researching related not only to the field of communication sociology, but also to social psychology. The methodological basis of the work is formed by the dialectical approach, which allows studying various aspects of the problems involved in their mutual connection and integral unity. The main research methods used were theoretical analysis of social practice, analysis of documents and secondary data from previous empirical studies, as well as general scientific methods of induction, deduction, comparison, and synthesis. All of these facts made it possible to obtain a multifaceted and holistic picture of manipulative influence in modern social interactions and communications.

Conceptual theoretical framework for the implementation of intersubjective manipulative influence

As an analysis of social practice shows, the fundamental principle of the communicative impact of some social actors on others is the use of stereotypic perceptions and behavioral

responses acquired by people in the process of socialization. The formation of such standardized, template frames is due to a number of factors. On the one hand, they are able to significantly facilitate the social life of individuals by offering typical and, in most cases, successful algorithms for solving emerging life tasks and problems. At the psycho-physiological level, this also allows to significantly saving the efforts of the brain from unnecessary perceptual, cognitive, and intellectual overload. On the other hand, the socializing society of individuals is objectively interested in the formation of stereotypical representations and behavioral patterns in them, because this ensures the maintenance of optimal, orderly forms of social activity of people and their relationships with each other that correspond to regulatory standards. Moreover, it becomes a necessary condition for effective social management, allowing society, state, and other power structures to purposefully influence the subjects under their control, achieving the necessary socially useful result (Fedotova, 2014).

It is interesting to note that the mechanism of activation of stereotypical forms of response in humans is largely similar to representatives of the animal world. In both cases, in full accordance with the famous behaviorist formula, certain external incentives or their combinations can play the role of a kind of "trigger" that causes standardized behavioral reactions that reach automatism. The fundamental difference lies only in the fact that in animals they are innate, and in humans they are socially acquired (Konetskaya, 2005).

At the same time, it is precisely the socio-typical, stereotyped, and predictable nature of human behavior (in a very significant part) in the conditions of modern technogenic civilization that opens up many possibilities for large-scale social and psychological manipulation. Representatives of most public groups "created" a set of traits that play the role of activators of a stereotypical response that meets conventional standards and requirements. Intersubjective manipulation within the framework of this article refers to the process of targeted influence, which involves the covert management of other social actors (individuals or groups of people) in the interests of acting on them and generating activation of their desires, intentions, and actions that do not correspond to the objective need and the true needs of the mentioned subjects.

Summarizing the whole variety of ways and methods of the socio-psychological influence of

some actors on each other, based on the targeted use of stereotyping of perception and “automated response”, we can distinguish 7 key principles and the corresponding techniques for the manipulative impact of some subjects on others. They include the following principles: contrasting perception, mutual exchange, consistent commitment, social affirmation, deterministic emotional disposition, referential authority, and scarcity.

Principles and methods of socially-manipulative influence

The methodology of socio-psychological influence based on the principle of contrasting perception proceeds from the fact that our perception of people around us, facts, phenomena, and objects is substantially transformed when facts and subjects that sharply differ from them appear in our perceptual space. For example, non-statistical appearance may seem almost ugly at the sight of parallel images of “glossy” beauty. In the same way, ordinary life's joys or hardships can fade when compared with much greater successes or problems. It is not rare that this perceptual phenomenon is actively used by numerous manipulators. So, in order to force a customer to make a purchase, sales managers or agents can deliberately name the inflated price, then, “lowering” it to the real one, demonstrate to the buyer the most expensive product samples, then presenting those that are really intended to sell, impose in the appendage on a large purchase a number of small ones, etc. Each time, contrasting perception is capable of generating predictable automated reactions in the victims of manipulation; only critical perception and reflection can help a person to understand the true essence of what is happening.

Another important principle of social interaction and the influence of people on each other is the principle of mutual exchange. In accordance with it, a person tries to repay in a certain way for the fact that he was provided by another individual. By imposing an obligation on the “recipient” to make a return act in the future, the mutual exchange rule allows one entity to provide something else with the confidence that it will not remain free (especially if it is a matter of more or less equal relations). This conviction makes possible the development of numerous types of long-term, constructive, mutually beneficial relationships, and interactions that are beneficial to society. Thus, all members of society since childhood are oriented by the system to follow this rule. Those who ignore this norm of behavior feel negative sanctions from

society. At the same time, the principle of mutual exchange can create various manipulative traps for people.

The essence of one of the most common influence technologies is to give a person some tangible or intangible value (usually relatively insignificant) before asking him for a response service.

It is noteworthy that the effect of such behavioral tactics can occur even in cases when people are provided with services that they did not ask for. Thus, the ability to independently rationalized decision-making is reduced, and the choice for a person is made by those to whom he “owes something”. Finally, the manipulative use of the principle of mutual exchange can, in certain situations, turn the latter into obviously unequal. In order to make them free from the moral obligation that has arisen, people often agree to provide a much more serious service than the one that was rendered by them.

Another characteristic way of influencing within the framework of following the principle of “mutual exchange” is the methodology of the “two-stage” requirement (Chaldini, 2015). Its essence start with an extremely high claim, which will be rejected without fail, the manipulator can profitably withdraw to a more real demand, which is his real goal. It is very likely to be achieved, since manipulation seems to be a concession to the victim. Studies show that this technique has high potential in its practical implementation and in the future, since the object of manipulative influence, perceiving the made “concession” as its socio-psychological victory, will succumb to this trick in the future.

In order to defend effectively oneself from the pressure of the principle of mutual exchange, one should not systematically reject valuable proposals from other actors, but rather with sincere gratitude to accept them, but at the same time maintain criticism and rationality of perception, being ready to regard them as possible manipulations. In the case that the concessions or services provided are analytically defined, as manipulative ones, the moral obligation on people to respond to them with their own service or concession will disappear.

Another regularity of human behavior is the desire of most people to be and look consistent in their thoughts, words and actions. When solving emerging life problems, dialectically based on previous experience, in similar standard situations, a person may not analyze all relevant

information, instead he should simply apply the already formed “reaction template” and act in accordance with it.

As part of the activation of an automated sequential response, the original commitment is of utmost importance. Having taken a certain position, made a choice, people tend to internalize and obey the requirements corresponding to this position. However, this mechanism of internal assumption of obligations is often used by various manipulators about from the outside. So, the method of imposing obligations implies the initial stimulation of future “victims of manipulation” to the election of a certain position that is desirable for an influential one and entails the desired behavior model.

However, there are a number of socio-psychological nuances that limit the imposition of role “pressure” from the outside. First of all, obligations must be internally motivated (without a sense of external imposition) and quite substantial efforts are spent on their implementation. Written and publicly assumed obligations are particular effectiveness. The exception, unfortunately, especially in many countries of “young democracy” is the expected fulfillment of the election promises of politicians, which does not always comply with this rule (Carnegie, 2004).

In a striking way, a “freely” decision made by a person to assume certain obligations, even harmful to him, has a tendency to “self-preservation” and self-strengthening, since they can “create psychological points of support”. Often people come up with new arguments, reasons and excuses to convince themselves of the need to fulfill their obligations (make a purchase, take a loan, take part in any action, accept a job offer, join a certain organization, close a deal, etc.) As a result, some obligations continue to be valid even after the circumstances that “gave rise to them” change or disappear altogether. This phenomenon underlies the extremely effective tactics of “throwing a low ball”, which is often used by manipulators (Martin, Maers, 2011; Chaldini, 2015). For example, consumers are often attracted by demonstratively low prices, tariffs, or interest rates on certain goods and services, seeking first the consent of the customers in principle for a purchase or acquisition and only then adding all kinds of extra-costs to the first one. Most of buyers (as practice shows) have already tuned in to a deal, even in the changed conditions, do not refuse it.

The rationalized critical perception of what is happening can again help to identify and detect the negative impact of the propensity to follow obligations. Every time, when the obligation offered to us looks too attractive or, on the contrary, is completely insignificant, one should ask oneself, whether it is a trap, or an initial link, fettering the chains of manipulative duty.

The next key principle of socio-psychological interactions between people is the principle of social confirmation. In accordance with it, the subjects, when choosing how to perceive and act in a certain situation, are guided by the feelings, thoughts and actions of other people who form their social environment. The propensity to imitate formed in the process of socialization is fully inherent in both children and adults. This trend manifests when people make a variety of decisions (to buy, wear, feel and do what most of people do around) (Chamkin, 2014).

In a modern inverted, technogenic society, of course, a manipulation technique based on the principle of social confirmation naturally exists. In this case, the individual or entire social groups are encouraged to accept a certain proposal, based on the fact that many (most of) people have already agreed to this. The slogan is the following: “truth where there is a majority” (G. Lebon) today is in the heart of a wide variety of political and advertising campaigns.

Profound studies show that there are at least two factors that reinforce the principle of social confirmation. The first of these is the uncertainty of the situation and the uncertainty of the subject in what to do. Uncertainty gives rise to doubts, in which case people tend to pay attention to the actions of others and consider them correct. In particular, when witnesses of an emergency doubt the need to help someone, the actions of others present influence their decision to help much more than the critical nature of the situation itself. The second one of these factors is subjectively perceived similarity. People are more inclined to follow the example of those who are similar to them (externally, having equal status, in terms of age similarity, lifestyle, thoughts, manner of dressing, etc.) Evidence of the powerful impact of actions of “similar and therefore significant others” on behavior people are contained in socio-statistical data collected by the famous sociologist D. Phillips. The results of his research show that after widespread media coverage of suicide cases, a sufficiently large number of anxious individuals, somewhat similar to suicide, decide to commit suicide (Helpiks.org, 2019). A lot of examples of mass

suicides in totalitarian sects are also known, when their leaders use the action of factors of uncertainty and similarity to provoke a controlled herd reaction and aspiration in followers right moment to end life (Andreeva, 2014).

In their attempts to influence people's decisions and actions, manipulators often seek to provide the public with falsified evidence of social confirmation. Thus, manufacturers of goods, trade organizations and agents, enterprises of the entertainment industry, advertising themselves, often create the illusion of rush demand for their products. Religious and other public organizations demonstrate visible "evidence" of active financial contributions and donations addressed to newcomers, trying to encourage them to do the same; in the same way, staff can ask for tips in bars, restaurants, hotels, etc.

In order for the principle of social confirmation not to become harmful and addictive for us, we must learn to recognize clearly fake evidence and recognize that when making important decisions it is far from always necessary to unconditionally focus on the actions of the social environment (including one that is similar to us).

The next principle on which communication, social interaction and the influence of people on each other are based is the principle of deterministic emotional disposition. Its effect is due to the halo effect, when one or another perceived characteristic or trait of a person overshadows all the others, affecting the formation of the final perceptual image. As a result, it is much easier for individuals with some noticeable attractive qualities to arouse emotional disposition, sympathy, interest, and willingness to accept their suggestions and requirements. Therefore, it is not rare that many manipulators (sales and advertising agents, agitators, as well as fraudsters and swindlers) try to look as attractive as possible to their potential victims (Kahneman, 2011).

The primary factor causing determinate emotional disposition in people is external physical attractiveness. Although this fact is fairly well-known, the results of the studies very convincingly prove that the role of physical attractiveness in establishing social contacts is much more significant than anticipated. As it turned out, physical attractiveness, in addition to itself, forms in the minds of people a perceptual illusion of possessing a beautiful person such qualities as kindness, intelligence, giftedness, persuasiveness, moral purity, etc. Therefore, attractive people seem more trustworthy and they

need to spend less energy in order to form a positive opinion of themselves and achieve the desired result (Jesse, 2012).

Another factor influencing the formation of emotional disposition in the process of social interactions is the similarity of age, appearance, status, identification, worldview, etc.) Most people like individuals similar to them, and they are especially willing to agree with their proposals and requirements, often without even realizing it.

It is also necessary to note that people who abundantly and skillfully squander compliments and praises cause emotional favor. In this case, even insincere words uttered out of mercenary motives can cause extremely strong behavioral compliance.

Another significant factor, generating a determinate emotional disposition, is a close acquaintance with a person over a certain period of time. In the case of the formation of positive experience from communication with a familiar subject (relative, neighbor, co-worker, partner, etc.), his socio-psychological influence on us can be very noticeable, which is often used for personal gain. The described phenomenon is one of the confirmations of the influence of emotional associations on the social behavior of people. As part of this trend, advertisers, political strategists, sales agents and sellers seek to associate in the consciousness and subconscious of people themselves or their products with any positive, pleasant, seductive, sensual objects and situations (Muscovites, 2011).

In order to try to minimize the undesirable influence of the principle of deterministic emotional disposition on decisions and actions and to resist the will of others, one can adhere to the following behavioral model. Initial suspicion should be caused by unreasonable, hanging sympathy for a person offering us something or his products. Having realized this emotional reaction, you should mentally separate this person from his proposal and make a rational decision based solely on a comparison of the advantages and disadvantages of the proposed option.

The next very important aspect of intersubjective socio-psychological impact is the principle of reference authorities. The empirical evidence of this was the famous experiments of S. Milgram, which demonstrated social but the conditional tendency of people to obey an authoritative subject (in this case, leader-teacher, under the

influence of which the subjects were ready to inflict increasing pain on an innocent person) (Milgram, 2018). According to the results of the experiments, it was concluded that society and its structures exert strong pressure on their individual socialized members in order to encourage them to comply with the requirements of authorities (authorities, experts, government executives, law enforcement officials, doctors, etc.) (Milgram, 2000). The unconditional consent cultivated by society with recognized authoritative subjects is determined by a long socio-historical practice of introducing ideologues into the mass consciousness about the correctness and usefulness of such behavioral attitudes. In addition, in many situations, people find it easier and more convenient to trust in making decisions to the guiding influence of reference authorities, since they, as a rule, have a large supply of knowledge, experience, capabilities and resources. Due to these circumstances, following and subordinating people to an authoritative opinion can often occur automatically, unconsciously.

Stereotypical behavioral responses can often be caused not so much by the authority as by its perceived symbolic attributes. Such indicators include, for example, high formal status, service uniform, prestigious car brand, branded items and accessories. According to empirical studies, individuals who have only symbolic attributes of authority (but do not have it in reality) are still treated with great respect and trust by those around them. Moreover, almost all individuals who respect the symbols of authority do not always realize the degree of influence of these symbols on their perceptions and behavior.

As part of the manipulative impact on people from subjects with symbolic attributes of authority, a common trick is the initial negative information of the manipulator about the sphere under his control in order to create the illusion of his sincerity and frankness, to inspire confidence to him and to use it in the future. An even larger and more serious instrumental application of the principle of authority referent is regularly carried out in modern advertising. On the one hand, advertisers are actively attracting popular artists, musicians, athletes and other well-known media persons for their purposes, counting on the influence of their authority on a large number of potential consumers. On the other hand, hired actors in advertising often play the roles of physicians, scientific and practical experts and simply successful people demonstrate to the inhabitants symbolic attributes of "their" status

and thereby strive to inspire confidence not only in themselves, but also in the offered products.

The socio-psychological defense of oneself from the harmful influence of any true or false authority lies in a rationalized critical perception of the latter. In this case, one can mentally ask whether this authority is really an expert in the field under consideration and how true it may turn out to be. The answer to the first question distracts our attention from the perceived symbols of authority and allows us to focus on the true status of a person. The answer to the second question makes us think not only about the competence of an "expert" in this field, but also about how much he can be engaged and whether he is trustworthy.

Finally, the principle of scarcity becomes another fundamental element of intersubjective socio-psychological influence. There are two main reasons for the effectiveness of its impact on people's consciousness. One of them is the specificity of the subjective psychological perception of hard-to-reach items of goods and resources as especially valuable and desirable. In this context, people's assessment of the degree of accessibility of an object or experience is often a rational way of assessing their quality. Another point is due to the fact that when certain goods become less accessible or forbidden, subjects psychologically regard this as an infringement of their capabilities and their own freedom, which naturally leads to their reactive resistance. According to the theory of the same name, a typical reaction for the majority of people to the restriction of their freedom can be considered a sharp increase in the desire to possess it (as well as all the attendant material and intangible attributes, including goods and services).

It is curious that the effect of the principle of scarcity is also manifested in the subjective perception and assessment of the information received by people. The results of the study confirm that restricting access to information forces social actors to strive extremely hard to obtain this access in full, as well as treat this information with great interest, attention and favor. Paradoxically limited and inaccessible, i.e. scarce, information seems to people more attractive and convincing. If there is censorship in society, this effect often takes place even when information is not received at all. When the necessary information is finally available, it seems extremely valuable. This effect is often used for their own purposes by commercial organizations, creating the appearance of a leak of "secret" information regarding their products,

thereby wanting to cause increased consumer demand for it.

There are also two factors that particularly reinforce the effect of the scarcity principle on human behavior. The first one is the factor of the suddenness of the deficit: certain objects, goods and resources sharply increase their value in the minds of people when it is discovered that they suddenly became inaccessible. In other words, social actors value more what was recently lacking than what was always like that. The second factor can be considered the emergence of competition for scarce resources and goods, in which people are forced to participate. It is the awareness of the competition for certain social objects that sharply enhances their attractiveness in the eyes of the subjects.

In modern society, all of the above are skillfully used by many manufacturers and trading organizations that create consumer hype around time-limited sales and discounts, "limited series", marketed valuable products, and trade shares held under the motto: "now or never".

Unfortunately, it can be very difficult for people to maintain internal rational control, which neutralizes the impact of the principle of scarcity on their perceptions and behavior. As it was already noted, the occurrence of a deficit (combined with competition for limited resources) excites strong emotions, often drowning out the voice of reason. Only long-term, focused efforts to develop internal self-control and rationalized critical perception can help to rectify the situation, which will, if necessary, reduce the level of emotional arousal and objectively assess the advantages and disadvantages of a deficient item.

Results of study

The crucial result of the work can be considered as the identification the conceptual foundations for the implementation of intersubjective manipulative influence, study of the basic principles and methods of applied socio-psychological impact on the interpersonal and personal-group levels of communications and interactions, definition of possible methods of effectively countering unwanted and harmful manipulations. As a summary of the undertaken analysis, it was found that the methodology of intersubjective influence in modern society consists of 7 key principles based on the paradigm of standardized and stereotypical behavioural responses of members of society, which include the principles (and the

corresponding methods of applied manipulative influence) of contrasting perception, mutual exchange, consistent commitment, social affirmation, determinate emotional disposition, and authority reference. The author's interpretation and generalization of relevant areas and examples of domestic and foreign everyday social practice allowed forming a holistic vision of the issues under consideration. As a result, the presented article not only contains analytical conclusions about the nature and mechanisms of modern social interactions and communications, but also offers specific practical recommendations to avoid unwanted and dangerous intersubjective manipulative influences through the development of internal self-control in a person and the formation of a rationalized and differentiated critical perception of surrounding people, the proposals and claims put forward by them, and following after that social events. Thanks to this approach, modern citizens, voters, and consumers have the opportunity to stop being "passive puppets" in the skilful alien hands and turn into full-fledged actors, making independent decisions and forming their own behaviour models.

Conclusion

Summing up, it should be noted that the standardization and stereotype of perception and behavior exist largely due to the dynamism of the everyday life of a modern person, the abundance of information flows circulating in it and many cognitive, intellectual and interactive tasks that need to be addressed as soon as possible. People not always can afford the luxury of carefully considering possible options for action; instead, they increasingly have to be guided by typical, behavioral patterns and algorithms, as a result of which the decision to concede (agree, believe, buy) is made on the basis of a separate, usually credible, information item.

Following the further increase in mental stress and accelerating the pace of life, it can be assumed that in standard situations people will increasingly make decisions automatically, almost without thinking. In turn, all sorts of manipulators will continue to use this skillfully, permanently expanding the range of applied influence techniques, thereby striving to stimulate the predictable and controlled reactions of the townsfolk. Numerous troubles from imposed acts will be avoided only by a rationalized critical approach and the development of internal self-control, which help soberly assess situations that arise and separate

effective and desirable behaviors from erroneous and dangerous ones.

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