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PERSONAL AGGRESSION AND ANXIETY OF ADOLESCENTS AND PERCEPTION OF AGGRESSIVE ADVERTISING

This article presents a study of the relationship of the personal characteristics of adolescents (personal aggressiveness and anxiety) to an unconscious attitude to commercials in which there are acts of aggression. The study was conducted in two stages. At the first stage, the adolescents were offered the Buss-Durkee questionnaire, questionnaire of Spielberger-Khanin, Eysenck questionnaire. In addition, they had to rank the colors according to the method of M. Luscher according to the degree of their attractiveness to themselves. At the second stage of the study, they were shown commercials with elements of aggression. After watching commercials, retesting was performed using the technique of M. Luscher, as well as the method of Etkind's Color Test. A sample of our research was made by adolescents aged 14-16 in an amount of 60 people. The entire sample is divided into 2 subgroups: adolescents with a high level of aggression (30 people) and adolescents with a low level of aggression (30 people). The results indicate that adolescents with a high level of aggression perceive the scenes of violence in television advertising as encouraging activity and overcoming harassment, which further aggravates the aggression. At the same time, adolescents with low levels of aggression, on the contrary, perceive aggressive advertising as depressing and unpleasant.

Key words: adolescents, personal aggression, personal anxiety, perception of advertising.

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Жеткіншектердің тұлғалық агрессивтілігі мен үрейлігі және агрессивті жарнаманы қабылдауы

Мақалада жеткіншектердің тұлғалық ерекшеліктері (тұлғалық агрессивтілік пен үрейлік) және агрессивті жарнаманы қабылдауы арасындағы байланысын зерттеу нәтижелері көрсетілген. Зерттеу екі кезеңнен тұрды. Зерттеудің бірінші кезеңінде жеткіншектерге Басса-Даркидің агрессивтілік деңгейі сұрақнамасы, Спилберг-Ханиннің үрейлік деңгейі сұрақнамасы, Айзенктің тұлғалық сұрақнамасы, М. Люшердің түстік таңдаулар әдісі мен А.М. Эткиндтің түстік қатынастар тесті қолданылып, тестілеу жүргізілді. Зерттеудің екінші кезеңінде жеткіншектерге агрессия элементтері бар жарнамалық роликтер көрсетіліп, содан кейін М. Люшер мен А.М. Эткиндтің әдістерін қолдану арқылы екінші тестілеу өткізілді. Зерттеуге 14-16 жас аралығындағы 60 жеткіншек қатысты. Таңдама екі топқа бөлінді: жоғары деңгейдегі агрессия бар жеткіншектер (30 адам) және төмен деңгейдегі агрессиясы бар жеткіншектер (30 адам). Алынған нәтижелер бойынша жоғары деңгейдегі агрессиясы бар жеткіншектер телевизиялық жарнамадағы агрессивті қойылымдарды белсенді әрекетке және құдалауларды жеңуге итермелеуші деп қабылдайды, ол агрессияны одан әрі арттыратын болады. Сонымен қатар, төмен деңгейдегі агрессиясы бар жеткіншектер агрессивті жарнаманы жағымсыз деп қабылдайды.

Түйін сөздер: жеткіншектер, тұлғалық агрессивтілік, тұлғалық үрейлік, жарнаманы қабылдауы.

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Личностная агрессивность и тревожность подростков и восприятие агрессивной рекламы

В данной статье представлено исследование взаимосвязи личностных особенностей подростков (личностной агрессивности и тревожности) и неосознанного отношения к рекламным роликам, в которых присутствуют акты агрессии. Исследование проводилось в два этапа. На первом этапе подростки приняли участие в тестировании с использованием опросника уровня агрессивности Басса-Дарки, опросника уровня тревожности Спилберга-Ханина, личностного опросника Айзенка, метода цветowych выборов М. Люшера и ЦТО А.М. Эткинда. На втором этапе исследования им были показаны рекламные ролики с элементами агрессии. После просмотра роликов проводилось повторное тестирование с использованием методики М. Люшера и ЦТО Эткинда. Выборкой нашего исследования выступили подростки в возрасте 14–16 лет в количестве 60 человек. Вся выборка поделена на 2 подгруппы: подростки с высоким уровнем агрессии (30 человек) и подростки с низким уровнем агрессии (30 человек). Полученные результаты свидетельствуют о том, что подростки с высоким уровнем агрессии воспринимают сцены насилия в телевизионной рекламе как побуждающие к активной деятельности и преодолению притеснений, что еще больше усиливает агрессию. В то же время, подростки с низким уровнем агрессии, наоборот, воспринимают агрессивную рекламу как удручающую и неприятную.

Ключевые слова: подростки, личностная агрессивность, личностная тревожность, восприятие рекламы.

Introduction

The study of the effectiveness of promotional activities is one of the most relevant areas in modern management. The means of advertising used in modern conditions are diverse, many of them are technically very perfect, have a complex classification by purpose, place of use, nature of use, degree of emotional and psychological impact on people. From the world experience is known the power and role of advertising. First of all, it bears in itself information, usually presented in a concise, artistically expressed form, emotionally colored and brings to the mind and attention of potential buyers the most important facts and information about goods and services (Raigorodskiy, 2007). It should be noted that advertising is always information, and information is not always advertising. Advertising, on the one hand, brings to consumers information necessary for the purchase and use of goods. On the other hand, combining its informational content with persuasiveness and suggestion, it has an emotional and psychological effect on a person. Advertising is increasingly interfering in the life of a person, controlling him on conscious and unconscious levels (Tsenev, 2007).

Now the experts are most concerned about the models of aggression shown in television advertising. And this is not by chance, because

both verbal and physical aggression on television are not at all uncommon (Rean, 1995). According to sociological studies, the most popular television programs for every hour of broadcasting account for an average of about nine acts of physical and eight acts of verbal aggression (Baron, 1994). The question of how people relate to aggression on television, how important these or other personal characteristics of the subjects of perception are becomes central to understanding the psychological patterns of perception of mass communication. It can be assumed that certain personal qualities, such as the initial level of aggressiveness, contribute to the perception and evaluation of advertising (Cantor, 1998; Cannon, 1995; Cantor, 2000; Carlsson & Feilitzen, 1998).

Analysis of theoretical studies in this area allowed us to formulate the following assumption that the unconscious emotional attitude to the scenes of aggression in commercials will be determined by personal aggression and anxiety of adolescents (Reshetnikov, 2018).

Television advertising is not only the most expensive, but also quite strong in terms of the degree of psychological impact on the population by the type of advertising. The study of the patterns and mechanisms of such exposure in order to develop recommendations for practitioners (advertisers, social workers, educators, etc.) make psychological

research in this area highly relevant and significant for practical activities (Freedman, 2002).

Recently, advertising researchers have noted a sharp increase in the aggressiveness of modern television advertising, an increase in the number of scenes of violence that have been shown repeatedly over a long time. Psychologists say that aggressive advertising has a significant impact on children and adolescents, the psyche of which is practically unprotected.

Thus, Males note that in the United States, on average, about 9 acts of physical and 8 acts of verbal aggression occur in the most popular television programs for every hour of broadcasting (Males, 2001). Thus, a child who spends only 2 hours of television per day sees, on average, more than 17 acts of aggression. This trend is observed in Russian advertising, which is broadcast in Kazakhstan (Fedorov, 2000).

On this basis, the purpose of our research was built: to identify the relationship of personal aggressiveness and anxiety of adolescents with an emotional attitude to aggression in television advertising.

Materials and methods

The following methods were used in the work: theoretical analysis of psychological literature, observation method, experiment, conversation, testing, statistical methods for processing experimental material. On the basis of these methods, the following methods were presented: the method of color choices by M. Luscher and the method of A.M. Etkind's Color Test (preferences of commercials); The Aggression Questionnaire of Buss-Durkee; questionnaire "Study of anxiety" Spielberg-Khanin; The personal questionnaire of Eysenck (Raygorodskiy, 1998; Golovei, 2001).

The average values of the obtained indices in each of the two groups, the reliability of the differences between the data of the two groups

according to the Mann-Whitney U-test and the coefficient of the ϕ^* angular Fisher transform are calculated. To study the relationships between the indicators, the Pearson linear correlation criterion was used. As a result of the study, the data obtained were processed using SPSS 15 computer statistical analysis (Nasledov, 2005).

A sample of our research was made by adolescents aged 14–16 in an amount of 60 people. Since, as studies show, the greatest manifestations of aggressiveness in adolescence are typical for boys, then, for purposes of purity of the experiment, we will also examine only boys, since it is they who, first of all, emotionally react to the manifestations of scenes of aggression in commercials. The study was conducted individually with each subject in specially organized conditions.

The study was conducted in two stages. At the first stage, the adolescents were offered the Buss-Durkee questionnaire, questionnaire of Spielberg-Khanin, Eysenck questionnaire. In addition, they had to rank the colors according to the method of M. Luscher according to the degree of their attractiveness to themselves. At the second stage of the study, they were shown commercials (5 commercials), in which there are elements of aggression. After watching commercials, they will be asked once again to be tested according to the method of M. Luscher, as well as the method of Etkind.

Results and discussion

For the purposes of our research, it was important for us to divide the sample of adolescents under investigation into 2 subgroups: A group – aggressive adolescents and B group – non-aggressive adolescents. To this end, we conducted a methodology for the study of Buss-Durkee aggression. The division of the sample into aggressive and non-aggressive adolescents was conducted by us on the basis of the aggressiveness index (Table 1).

Table 1 – The average group data by the method of Buss-Durkee

№	Physical Aggression	Displaced Aggression	Irritation	Negativism	Offense	Suspicion	Verbal Aggression	Guilt	Hostility	Aggression
A group	9	3.43	9.03	4.23	5.66	4.53	9.23	3.06	14.7	27.26
B group	3.06	3.76	2.9	2.1	5.7	7.06	2.63	6.13	12.76	8.6
U _{emp}	300	365	300	345	365	342	300	340	345	100

Analyzing the obtained results, we can say that in a group of aggressive adolescents predominate physical aggression, irritability, offense, and verbal aggression. This means that adolescents are ready to use physical force in response to an insult, they will not be silent, but are ready to sharply respond to the abuser. They have a very strong sense of guilt, but they also experience intense irritation. They have a very high index of aggressiveness, which tells us about a fairly high level of aggression in this group.

Analyzing the results in the group of non-aggressive adolescents, we note that they have

completely different results. Their various forms of aggression are expressed to a small extent, but offense, suspicion and guilt prevail. This tells us that they are very much offended by someone, but at the same time they feel guilty, which causes internal conflict. They also clearly show suspicion. The index of aggressiveness in this group is extremely small, which allows us to speak about a low level of aggressiveness in this group.

The results we noted are more clearly represented in Figure 1:

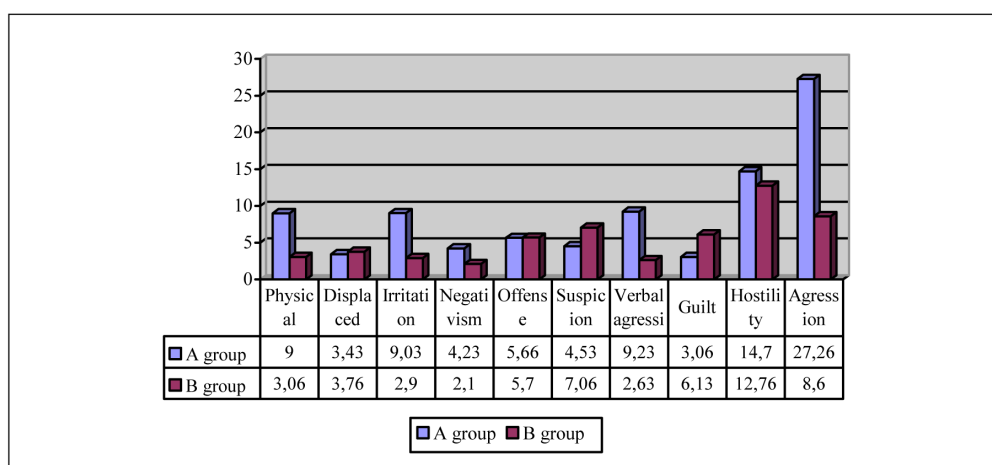


Figure 1 – Indicators of the severity of various forms of aggression of research participants

Since in our study, it was fundamentally important for us to study the attitude to advertising, precisely depending on the level of personal aggressiveness, to check the truth and authenticity of the differences we found, we used the Mann-Whitney U-test. All the results obtained by us in the course of calculating the criterion are presented in Table 1.

They show us that there are significant differences between the two groups in terms of physical aggression, verbal aggression, irritability

and level of general aggression, since $U_{emp} \leq U_{crit}$ ($U_{crit} = 338, p \leq 0.05$). And this allows us to conclude that the 2 groups of adolescents we have chosen significantly differ in the level of aggressiveness.

At the next stage of our research, it was also important for us to study anxiety. The study of anxiety, as well as other techniques, we carried out already taking into account the division into these 2 subgroups. The average group data on the study of anxiety in tabulated form are presented in Table 2.

Table 2 – Average group results by method of Spielberger-Khanin

	Aggressive adolescents		Non-Aggressive adolescents	
	Reactive Anxiety	Personal Anxiety	Reactive Anxiety	Personal Anxiety
Average value	32.96	23.8	28.9	46.5
Low (%)	16.6	100	83.4	-
Moderate (%)	83.4	-	16.6	-
High (%)	-	-	-	100

Analyzing the data, it should be noted that in the group of aggressive adolescents, moderate situational anxiety and low personal anxiety prevail. This tells us that aggressive adolescents to a small degree are experiencing both in the context of a specific situation and in personal terms. They are calm, confident in themselves, what is happening, presumably due to the reaction of aggressive emotions. In the group of non-aggressive adolescents, a different situation

is observed. If reactive anxiety in this group of adolescents is at a low level, then personal anxiety in all adolescents reaches its peak – is high. Perhaps this is due to feelings of guilt and suspicion, which are at a high level according to the method of Buss-Durkee.

The differences we noted in the qualitative analysis we decided to test for significance using for this purpose the criterion φ^* – the angular Fisher transformation. The results are shown in Table 3.

Table 3 – The results of the criterion φ^* – angular Fisher transformation

	Aggressive and non-aggressive adolescents			Aggressive and non-aggressive adolescents		
	reactive anxiety	reactive anxiety	φ	personal anxiety	personal anxiety	φ
Low (%)	16.6	83.4	5.66	100	-	12.1
Moderate (%)	83.4	16.6	5.66	-	-	12.1
High (%)	-	-		-	100	

Analysis of the results showed that there are significant differences between groups of aggressive and non-aggressive adolescents in all indicators, since $\varphi^*_{emp} > \varphi^*_{crit}$, $\varphi^*_{crit} = 1.64$ ($p \leq 0.05$).

Thus, moderate reactive anxiety significantly dominates in the group of aggressive adolescents, and low reactive anxiety significantly dominates in the group of non-aggressive adolescents. As for

personal anxiety, in the group of aggressive adolescents, it is significantly lower than in the group of non-aggressive adolescents, in whom it is high.

Also, studying the personal aggressiveness and anxiety, it was important for us to identify the level of neuroticism and the emotional stability of the personality. For this purpose, we used the Eysenck technique. The average group data are shown in Table 4.

Table 4 – Average group results by the Eysenck method

	Aggressive adolescents		Non-aggressive adolescents	
	E-AND	H	E-AND	H
Average receptacle.	17.63	9.86	7.56	14.06
U_{emp}	290	334	290	334

Analyzing the results obtained by the method of Eysenck, we can note the following. The group of aggressive adolescents is characterized by high aggressiveness and a low degree of neuroticism. This tells us that a group of aggressive adolescents is characterized by sociability, impulsivity, flexibility of behavior, great initiative in combination with low perseverance and high social adaptability. They are characterized by emotional stability, maturity and excellent adaptability.

The group of non-aggressive adolescents is characterized by a high degree of emotional instability and an introverted orientation of the personality. This tells us that a group of non-aggressive adolescents is characterized by unsociability, isolation, social passivity combined with great persistence, a tendency to self-analysis and difficulties in social adaptation. They are nervous, unstable and poorly adapted.

The results are clearly shown in Figure 6.

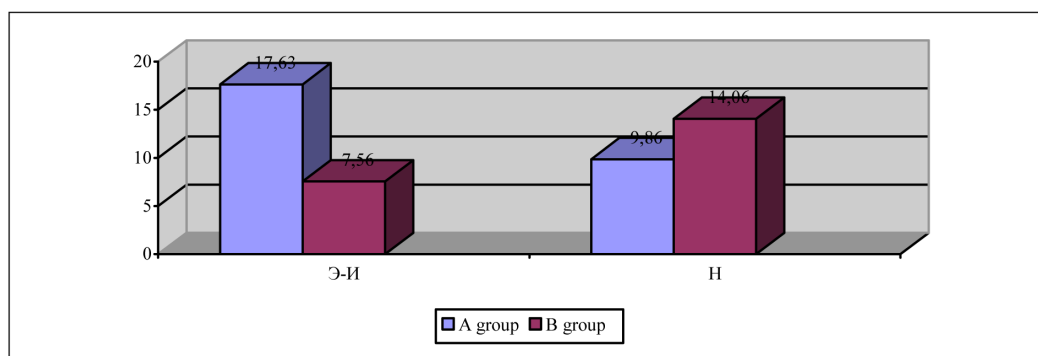


Figure 2 – Average group results by the Eysenck method

We decided to test the differences noted for significance using the Mann-Whitney test (the results are presented in Table 4). We received significant differences in both the level of extraversion-introversion and the level of neuroticism, since $U_{emp} \leq U_{crit}$ ($U_{crit} = 338$, $p \leq 0.05$). And this allows us to conclude that adolescent groups differ in the extroverted orientation of the personality and in the level of neuroticism.

Thus, during our study 2 groups of adolescents were involved, which significantly differ in the level of personal aggression, anxiety, which was the main criterion in the formation of samples. To study the unconscious emotional attitude towards aggressive advertising, we used M.Luscher's color test and A.M. Etkind's color test. On the basis of individual elections, the average group ranks were calculated using this method, which are presented in Table 5.

Table 5 – Average group ranks

	Pref. before	O1	2	3	4	5	Pref. after
Agr.	35204167	32470156	23150647	32470156	23150647	32470156	32470156
Non-agr.	14063257	10253746	70162435	10253746	70162435	10253746	02163547

Analyzing the elections, we can note the following. The preferences of aggressive adolescents are characterized as follows. They are colored by the desire to generate interest, be catchy and impress. They are attracted by erotic and stimulating stimuli. They manage their actions, guided by feelings, to gain confidence and success (+ 3 + 5). They strive to resolutely defend their claims, despite the opposition (x2x0). In sensual contacts and especially in close relationships, they are demanding, therefore the desire for cordial unity remains unsatisfied (= 4 = 1). They strive for free development in accordance with their own convictions. They want to be respected as a person. They want to use all their abilities and opportunities for development. However, they do not allow others to interfere with their intentions (-6-7).

After watching the aggressive commercials, the preferences are as follows. They want to intensively

pursue their plans and do not allow themselves to be distracted from the goal. They want to assert themselves by overcoming oppression, and by success they are judged on the ability to assert their rights (+ 3 + 2). They demand and look forward to the fulfillment of their desires and hopes (x4x7). Relationships with other people rarely meet their emotional expectations, which leads to isolation and the inability to establish a harmonious relationship (= 0 = 1). They want to establish a connection with any partner who would satisfy their aesthetic needs. At the same time, they want to establish themselves as an individual and therefore take a critical position in relation to the partner, with the result that there is a rapprochement, then estrangement in the relationship (-5-6).

In relation to the commercials, the adolescents of the aggressive group occupy the following position. 1, 3 and 5 video they perceive identical

(the elections are the same). This election suggests the following. They want to intensively pursue their plans and do not allow themselves to be distracted from the goal. They want to assert themselves by overcoming oppression, and by success they are judged on the ability to assert their rights (+ 3 + 2). They demand and look forward to the fulfillment of their desires and hopes (x4x7). Relationships with other people rarely satisfy their emotional expectations, which leads to isolation and the inability to establish harmonious relationships (= 0 = 1). They want to connect with any partner that meets their aesthetic needs. At the same time, they want to establish themselves as an individual and therefore take a critical position in relation to the partner, with the result that there is a rapprochement, then alienation in the relationship (-5-6).

For commercials 2 and 4, the subjects observed the following emotional relationship. This feeling that they want to overcome obstacles and difficulties, to achieve recognition. They want to make independent decisions, to carry out their intentions consistently, regardless of the intentions of others (+ 2 + 3).

They are sensitive and need the same sensitive and understanding partner, are ready for complete mutual understanding and sensitivity of proximity (x1x5). They are ready for emotional communication and want to feel emotionally involved (= 0 = 6). Unfulfilled hopes led them to insecurity and suspicion. They demand freedom of action and reject any whatsoever control (-4-7).

For a group of non-aggressive adolescents, the following emotional attitudes are characteristic. If we analyze their preferences before watching commercials, we can note the following.

This tells us that the adolescents of this group achieve a happy, satisfying love. They are able to experience a strong and full of inspiration feeling. Complaisant and compliant to get a reciprocal feeling. But at the same time they need mutual understanding and attentiveness on the part of the partner (+ 1 + 4). At the same time, due to conflicting tensions, they feel tired and need rest (x0x6). In an effort to achieve the desired adolescents of this group, they encounter obstacles, so they feel exhausted and are forced to accept the circumstances (= 3 = 2). However, with all this, there is a requirement from close people to give him to make decisions, regardless of any authoritative opinion (-5-7).

After watching videos, the preferences in this group have changed. Analysis of preferences in

the group of non-aggressive adolescents shows that they feel the hostility of circumstances and exhausted by conflicts and quarrels. They want to protect themselves from them and hide their intentions so that they cannot be prevented (+ 0 + 2). They need protection and guardianship, security and companionship, but they also avoid making any efforts (x1x6). They painfully perceive the lack of attention to their needs and demands, they are very sensitive and touchy (= 3 = 5). Unfulfilled hopes led them to insecurity and suspicion. They demand freedom of action and reject any whatsoever control (-4-7).

Analyzing the emotional attitude to the watched videos, we can note the following. Elections for 1, 3 and 5 commercials are similar. This tells us about the following. Commercials adolescents of this group are perceived as follows. First of all, it's the need to get rid of stress and tension. Striving for unshakeable, satisfying harmony (+ 1 + 0). Also there is a desire for other people to understand his desires and needs (x2x5). There is a feeling that circumstances constrain and limit his actions, forcing him to give up joys and pleasures (= 3 = 7). He feels lonely and dissatisfied, the need to unite with other people. He wants to open up and show the uniqueness of his character, but these attempts encounter fear of disapproval from other people (-4-6).

The choices for commercials 2 and 4 also turn out to be identical and they show us the following emotional relationship. This is, above all, a feeling of hopelessness of the situation. Discontent with unpleasant circumstances and an attempt to protect oneself from anything that may cause irritation and deepen depression (+ 7 + 0). This is the need for protection and care. There is a need for security, quiet and friendly communication, but at the same time they do not want to make any effort to this (x1x6). They believe that they have experienced more difficulties than anyone, because of what they feel offended (= 2 = 4). They have sensual irritability and the ability to intense experiences. At the same time, they perceive the situation as painful and unpleasant, as a result of which they feel the need for rest and security (-3-5).

Thus, we can note that if for adolescents from an aggressive group, watching videos caused active, optimistic and activity-inducing feelings, then for adolescents from a non-aggressive group, these videos cause a feeling of hopelessness, a desire to protect themselves from stress and find peace and security.

To study the relationships, we used the Pearson linear correlation criterion. This analysis showed us that there are significant correlations between physical aggression, irritation, negativism, verbal aggression, hostility and aggression. This tells us that the more a person shows aggressiveness, the more he is ready for verbal aggression, hostility to circumstances, and negative perception of circumstances.

A positive correlation is found between displaced aggression and feeling of guilt. Thus, the more the person feels guilty of himself, the more he will hide the aggression, or direct it to foreign objects.

Offence reveals a positive correlation with hostility. Accordingly, the more people are offended, the more hostile they are to others.

Reactive anxiety reveals a negative relationship with extroversion. The more a person exhibits extraverted qualities, the less he is subject to reactive anxiety.

We were especially interested in relationships with colors according to Luscher (2 choice). We found a negative dependence of 3 and 4 colors with physical, displaced aggression, verbal aggression, with irritation, as well as with an index of hostility. This tells us that the more a teenager shows aggressive qualities, the more often he puts colors such as 3 and 4 on the first place. This characterizes the fact that aggressive advertising causes vigorous activity in adolescents, striving for success through fighting, excitement, the need to act and expend power, leadership, initiative, hope for ease, joy and relaxation, the desire for a new, liberation, optimism, emancipation, sensitivity and empowerment.

Positive relationships are found with aggression scales with 0 and 6 colors. This tells us that the more aggressive adolescents are, the less they seek for bodily sensations, physical lightness, sensory satisfaction, neutrality, non-participation, social isolation, and freedom from obligations, since the rank of these colors is also more that corresponds to the denial of these qualities.

Conclusion

An empirical study of the influence of personal aggressiveness and anxiety of adolescents on the attitude to scenes of aggression in television advertising led to the following conclusions.

1. A group of aggressive adolescents perceives aggressive advertising as an incentive to action, forcing them to achieve fulfillment of their plans and not allowing them to distract themselves from the goal. Aggressive advertising forces them to assert themselves by overcoming oppression, relying only on their own opinions. Relationships with other people rarely satisfy them in this case, which leads to isolation.

2. A group of adolescents with a low level of aggression reacts to advertising as follows. They seek to break free from stress and debilitating tensions. There is a feeling that circumstances constrain and limit its actions. Teens feel a sense of loneliness and dissatisfaction, the need to unite with other people. There is also a feeling of hopelessness of the situation, discontent with unpleasant circumstances and an attempt to protect themselves from anything that may cause irritation and deepen depression.

Thus, we note that adolescents with a high level of aggression perceive the scenes of aggression in television advertising as encouraging activity and overcoming oppression, which further intensifies the aggression. Adolescents with a low level of aggression perceive aggressive advertising as depressing, unpleasant.

Based on this, we claim that our assumption that the unconscious emotional attitude to the scenes of aggression in commercials will be determined by personal aggression and anxiety of adolescents was confirmed. It was also confirmed by the assumption that with high personal aggressiveness and low anxiety of adolescents, the attitude to the scenes of aggression in commercials will be positive.

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