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**THE "SINIY KYT" GAME AS THE WAY OF MANIPULATION OF**

**TEENAGERS' PSYCHOEMOTIONAL CONDITION**

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**Introduction.** Puberty is a responsible stage of a human's psychological and personality development. Precisely in this age self-consciousness and ability to environmental analysis are formed as well as the interest to distracted problems. Teenagers are the risk group by emotional reactions. If a teenager finds himself on emotionally uncomfortable condition he seeks compassion and tries to draw attention. If not found from his closest friends and relatives, he disappears in social networks. Teenagers are curious, looking for exposure all the time, want to know as much as possible from the environment, but because of lack of experience he or her can't foresee, perceive or just be precautious about the consequences of what he's doing. It may fead to death issues.

The aim of this research is to draw forth the most vulnerable aspects of teenager's psychoemotional condition, as well as the most successfully way used for manipulating his fragile personality and searching for an answer on the question «What or how can a kid make the last step in his life?».

**Materials and methods.** As a research subject we considered the "Siniy Kyt" game, which became popular in social networks 3 years ago. Its participants were teenagers aged from 11 to 19, aiming on committing suicide as a final result. We conducted analysis of the tasks the teenagers received (to draw a blue whale on their arms, to sit on the edge of the roof legs down etc.), of manipulation methods (watching spooky videos at the night) and frightening children if quitted the game (threats to bring down the relatives) and finally defined the reasons why teenagers took part.

**Results of research.** In our opinion, the reasons of popularity of this game are as

follows:

• lack of parental love and attention;

• socially disadvantaged families;

• unshared love;

• courage, curiosity and personal self-confidence, that is at anytime there's an

opportunity to quit the game.

Teenagers’ personality is drawn to such type of a game mostly because of loneliness and bad relations between closest friends and relatives, but in the same time doesn't want parents to die, so is very frightened to abandon the game all by himself. Being in a depressed condition, maintained by scary videos, pressuring music and disrupted sleep, infant personalities can't resist the counselors.

**Conclusions.** A teenager with unstable psychic, suffering from impossibility to live his emotions in reality, seeks more simple ways of solving problems, which often leads to suicide. Therefore, any person could use teenage' problems on his own purpose in view of their imperfect and unformed personalities as they are.