

to marine flora and fauna, and secondly, oil is a toxic compound. According to the specialists' research, every year about 10 million tons of oil are dumped into the World Ocean and about 2 million tons are discharged by river run-offs. As a result, about 20 % of the Ocean surface is covered with an untransparent oil film. The negative consequences of this, the largest in the history of the United States environmental disaster in the Gulf of Mexico has demonstrated. The explosions of the oil platform and the oil spill on the surface of the Ocean have led to an oil slick measuring 75,000 km². As a result, a dead area was formed where all representatives of the flora and fauna died. The long-term effect is still unknown. The real ecological disasters are oil spills during pipelines breaking and supertankers crash.

But most of all the Ocean is not polluted by catastrophes, but by planned extraction and transportation. Despite the huge environmental risk, ocean prospecting and production of oil are still going on. Over the past 30 years, about 2000 wells have been drilled and oil decreases annually by 0,1 million tons because of minor dumpings. Nowadays, the production of ocean oil is already one-third of the world's oil production, but the production growth continues and affects new seas and oceans.

The public is concerned about oil pollution that causes the growth of economic losses in various fields of activities. Currently, only fishing industry and sea fishing bring income more than 55 billion dollars. As for the inhabitants of China and Japan, they become a half of the animal proteins from the sea. The growing pollution of the World Ocean can deprive them of this resource.

In conclusion, it should be pointed out that the problem of the World Ocean pollution is very acute and key. Mankind is trying to develop technical, organizational, legislative strategies for preventing its from further pollution. In this situation, the main task of each of us is not to be indifferent. In our opinion, educational work can play a huge role in solving the problem. Maintaining the World Ocean, we will save life on the planet.

VIRTUAL REALITY AS A FACTOR OF DEVELOPMENT OF ADDICTIVE BEHAVIOR IN CONDITIONS OF MODERN ENVIRONMENT

I. Drozdov, T. Shershniova

Belarusian State University, ISEI BSU,

Minsk, Republic of Belarus

gosha.drozdov.94@gmail.com

The phenomenon of the virtual reality and dependence on it is considered in the work. Also, the theoretical relationship between the mechanism of occurrence of other addictions is considered.

Keywords: virtual reality, addiction, psychoactive substances, mechanism

Rapid development of computer technologies and their unusually rapid introduction into everyday life activates the processes of biopsychic personality rearrangement in the "human-computer" bundle, manifested by new psychopathological symptoms. "Human-computer" bundle that generates a phenomenon called computer virtual reality.

The term "Internet addiction" have founded in 1996, Dr. A. Goldberg suggested to describe an unreasonably long, pathological, stay on the Internet. Internet addiction can be defined as a non-chemical dependence on the use of the Internet, characterized by the desire to escape from reality by achieving a special emotional state of satisfaction, self-confidence, which otherwise a person can not achieve, for various reasons. At the basis of Internet addiction is the obsessive need of the individual to use the Internet, accompanied by social desadaptation and marked psychological symptoms. K. Young described the symptoms of Internet addiction: 1) obsessive desire to check e-mail; 2) constant waiting for the next Internet connection; 3) complaints from others that a person spends too much time on the Internet; 4) complaints from others that a person spends too much money on the Internet [2].

There are number of psychological and physical symptoms closely related to each other. The psychological symptoms include: 1) good feelings or euphoria at the computer; 2) impossibility to stop; 3) increasing the amount of time spent at the computer; 4) neglect of family, friends; 5) feelings of emptiness, depression, irritation not at the computer; 6) lie to employers or family members about their activities; 7) problems with work, study. Among the physical symptoms there are: 1) "tunnel syndrome"; 2) dry eyes; 3) headaches; 4) back pain; 5) irregular meals, skipping meals; 6) neglect of personal hygiene; 7) sleep disorders, changes in sleep patterns [3].

One of the most weighty evidence of the dependence of addiction on virtual reality with addiction on psychoactive substances was a study that showed that using the Internet can cause physiological changes in the human body. The study involved 144 men and women aged 18 to 33 years. On average the participants said that they spent

about five hours a day on the network, while 20 % of them had more than six hours of Internet time. Over 40 % of the participants admitted that they have some degree of Internet addiction, during the day they spend too much time on the network and it is difficult for them to stop doing it. To test how the network affects the participants' condition, the researchers measured their heart rate and blood pressure level before and after short Internet sessions. In addition, participants underwent psychological testing for the level of anxiety. It turned out that those who themselves called «Internet addicted», experienced immediately after the termination of the session increased anxiety and, as a result, physiological arousal. At them on 3-4 %, and in some cases on 6-8% pulse increased and pressure raised in comparison with the parameters measured before the beginning of the session. Those participants who did not experience problems with the Internet, such changes have not observed. Although the observed effect is relatively weak and does not threaten life and health, it is based on a hormonal imbalance that can weaken the immune system. It has noted that the physiological and psychic reactions of Internet addicts are very similar to the "withdrawal syndrome" observed in drug addicts and alcoholics. To relieve tension and calm down, the Internet-addicted needs to reunite with the object of his obsessive passion - with his smartphone or laptop [1].

Taking into account the forecasts of the growth rates of Internet prevalence all over the world, the growth of the percentage of youth among Internet users, development of addiction on the virtual environment among many users in the first six months after the beginning of work on the Internet, we can conclude that the study of the influence of Internet addiction on the personal characteristics of modern youth is an actual problem of psychology. Studying this problem will allow us to develop a preventive and psych corrective program, as well as strategy of drug treatment to prevent physiological changes and changes in the personality of Internet-dependent users.

BIBLIOGRAPHY

1. *Кастельс, М.* Информационная эпоха. Экономика, общество и культура: пер. с англ. / М. Кастельс. – Москва: Изд-во ГУ-ВШЭ, 2000. – 485 с.
2. *Донцов А. И., Емельянова Т. П.* Концепция социальных представлений в современной французской социальной психологии. – Москва, 1987. – С. 23.
3. Differential physiological changes following internet exposure in higher and lower problematic internet users [электронный ресурс]. – Режим доступа: <http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0178480>. Дата доступа: 07.06.2017.

POSITIVE AND NEGATIVE FEATURES OF THE CONSUMER SOCIETY

A. Dumcheva, V. Emelyanova, E. Bogdanyuk, A. Korotkevich
*Belarusian State University, ISEI BSU,
 Minsk, Republic of Belarus
 lisok-1997@mail.ru*

Consumer society is a social and cultural phenomenon that was formed in developed countries in the second half of the twentieth century. Formed by this time, the middle class became the basis of consumer culture, which was heavily influenced by advertising, the media and cinematography.

Keywords: society, consumption, information, value, consumer culture.

Today, we are constantly surrounded by appeals: "Buy!". Mass media and advertising form public opinion, lay the system of needs, values, certain social norms, to which we all should strive together.

Consumer culture as an appropriate system of values, attitudes, patterns of behavior shapes a way of thinking and a way of life in which a person loses the notion of his own worth, identifying himself with the things he possesses. There is a substitution of values, the criteria of the truly human in man, on the artificial. A person in a consumption society feels valuable, self-sufficient, worthy of self-esteem, if he has a certain definite consumer behavior, and not personal qualities. In the structure of the self-worth of the consumer, criteria for the availability of various "toys": a prestigious brand car, a high-priced cellular phone, various services and goods dictated by fashion, and not an urgent need. And such a person begins to appreciate himself not for his own personal achievements, but for having different fashionable toys or excess things. In this setting, things become an extension of a person. And in some cases, replace the man himself. The consumer's internal criteria for their value disappear.

The consumer society has not only flaws, but its advantages. It gives an incentive and motivation for both consumers and producers, people want to work and earn. High consumer standards are an incentive for making money and hard work. Producers of goods and services in the struggle for the client are forced to take into account individual tastes and wishes of the person. At the same time, social tension, manifestations of extremism decrease, tolerance towards people of other races, nationalities and religions increases.