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*О.И. Бабтракинова, А.А. Волошко, П.А. Сницарёва***ВЛИЯНИЕ СОВРЕМЕННОЙ МУЗЫКИ НА МОЛОДОЕ ПОКОЛЕНИЕ**

Аннотация: в данной статье исследователями было рассмотрено психологическое воздействие различных жанров музыки и музыкальных клипов на подростков. В настоящее время это очень актуальная проблема. Подростки каждый день слушают музыку и конечно всем интересно посмотреть музыкальные клипы на эти песни. Однако слушание музыки и просмотр музыкальных клипов могут влиять на психику подростков. Это влияние может быть, как положительное, так и отрицательное. В данной статье авторы пытаются исследовать возможные причины выбора подростками того или иного музыкального жанра или клипа и рассмотреть как музыкальные жанры, а также «положительные и отрицательные» клипы влияют на них.

Ключевые слова: современная музыка, положительные музыкальные клипы, отрицательные музыкальные клипы, музыкальные жанры, неосознанное восприятие, осознанное восприятие, скрытый смысл песни, положительное влияние музыки, отрицательное влияние музыки.

*O.I. Babtrakinova, A.A. Voloshko, P.A. Snitsareva***INFLUENCE OF MODERN MUSIC ON YOUNG GENERATION**

Abstract: in this article, the researchers have considered psychological impact of different musical genres and music clips on teenagers. Nowadays it is a very essential problem. Teenagers listen to music every day and of course, it is interesting for them to watch music videos on these songs. Listening to music and watching music videos can influence the mentality of a teenager. This influence can be both positive, and negative. In this article, the authors will try to examine the possible reasons of teenagers' choice and study how musical genres, as well as «positive and negative clips» influence them.

Keywords: *modern music, positive music clips, negative music clips, musical genres, perceived emotions, felt emotions, a hidden sense of a song, positive influence of music, negative influence of music.*

Music accompanies a person from the very beginning. Actually, the birth of a child in this world is accompanied by sounds, though they are not musical. Music closely goes hand in hand with humanity throughout its history of existence. In the modern world, music is what unites many people on the Earth, certain styles dictate their way of life and behavior, which young people enthusiastically embrace. Billions of people listen to music every day, and maybe they do not even suspect that the reason for their sad mood is the lyric classical music heard in the morning or rap revealing the bitter truth of life. Therefore, does music affect our sub consciousness and well-being? Of course, the answer is yes. Moreover, can you control your mood by commuting the track in the playlist? Sure. Therefore, we will understand this more specifically.

We would like to tell more about influence of music clips on the person and in particular on teenagers. Teenagers are mentally unstable and come under various influence from surrounding environment. This influence can be as good as bad. Teenagers like watching music videos, especially with their favorite singers very much.

Music is a way and means of transmission of values and feelings, including hidden information. Some people cannot imagine life without sounds, rhythms, melodies, ringing tones. Some music gives us peace, calms down mind, especially classical music or the sounds of nature.

There are some scientific studies in the field of the influence of music on the psychology of personality. Our brains actually respond differently to happy and sad music. Even short pieces of happy or sad music can affect us. One study showed that after hearing a short piece of music, participants were more likely to interpret a neutral expression as happy or sad, to match the tone of the music they heard. This also happened with other facial expressions, but was most notable for those that were close to neutral.

Something else that is interesting about how our emotions are affected by music is that there are two kind of emotions related to music: perceived emotions and felt emotions. This means that sometimes we can understand the emotions of a piece of

music without actually feeling them, which explains why some of us find listening to sad music enjoyable, rather than depressing. Unlike in real life situations, we do not feel any real threat or danger when listening to music, so we can perceive the related emotions without truly feeling them-almost like vicarious emotions.

Our music choices can predict our personality. In a study of couples who spent time getting to know each other, looking at each other's top ten favorite songs actually provided reliable predictions as to the listener's personality traits. The study used five personality traits for the test: openness to experience, extraversion, agreeableness, conscientiousness and emotional stability.

Interestingly, some traits were more accurately predicted based on the person's listening habits than others were. For instance, openness to experience, extraversion and emotional stability were the easiest to guess correctly. Conscientiousness, on the other hand, was not obvious based on musical taste.

Here is also a breakdown of how the different musical genres correspond to our personality, according to a study conducted at Heriot-Watt University:

1. Blues fans have high self-esteem, are creative, outgoing, gentle and at ease.
2. Jazz fans have high self-esteem, are creative, outgoing and at ease.
3. Classical music fans have high self-esteem, are creative, introvert and at ease.
4. Rap fans have high self-esteem and are outgoing.
5. Opera fans have high self-esteem, are creative and gentle.
6. Country and western fans are hardworking and outgoing.
7. Reggae fans have high self-esteem, are creative, not hardworking, outgoing, gentle and at ease.
8. Dance fans are creative and outgoing but not gentle.
9. Indie fans have low self-esteem, are creative, not hard working, and not gentle.
10. Bollywood fans are creative and outgoing.
11. Rock/heavy metal fans have low self-esteem, are creative, not hard-working, not outgoing, gentle, and at ease.
12. Chart pop fans have high self-esteem, are hardworking, outgoing and gentle, but are not creative and not at ease.

13. Soul fans have high self-esteem, are creative, outgoing, gentle, and at ease.

Of course, generalizing based on this study is very hard. However looking at the science of introverts and extroverts, there is some clear overlap.

Now let us get down to connection between words and images of the songs. Let us talk about clips. However, what do you think of sense of these clips? Of course, in each clip, there is a hidden sense and something is on the surface. Sometimes the literal sense of a song and clip strikes.

For example, in the clip of Hermanos Inglesos «Wonderland» we can see a bird that uses drugs. This bird tries to escape from the problems. Drugs help it to set the soul free as drugs help to escape from reality. Watching this clip a teenager can associate himself with the bird. Why not? At teenage age, young people have problems and all want to escape from them. The bird shows us the picture of the unreal world. In the unreal world, there are no problems. In the unreal world, there are only entertainments. However, it is well known, when effect of drugs ends; we get back to the real world. In the real world, the problems remain with us. At the end of this clip the bird dies. It is good idea of this clip to show that drugs are not a harmless hobby. Such hobby has very negative consequences.

We would like to give a little statistics about teenagers and drugs. This statistics shows how many teenagers would like or have already tried drugs.

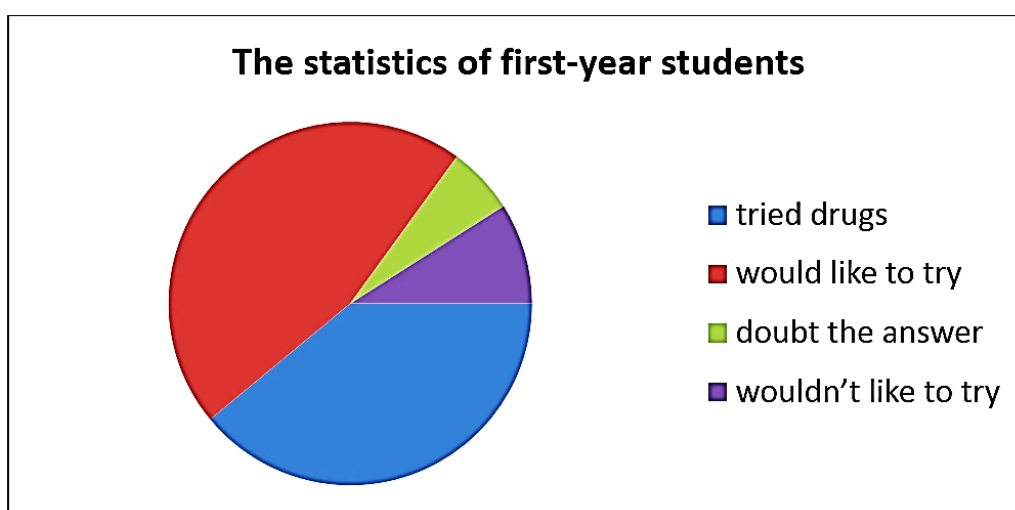


Рис. 1

The statistics was carried out among the first-year students. It really strikes. About 39 percent of teenagers tried drugs, 46 percent of teenagers would like to try them, and 6 percent – doubt the answer and only 9 percent – would not like to try drugs.

Such figures give food for thought. Why are drugs so interesting to teenagers? Why can we find online everything about them? Why do people incline to them? Where is no a certain answer. Nevertheless, we think that clips about drugs influence our mentality. It is dangerous to watch such videos.

In addition, I would like to tell about a Russian clip «The bottle of liqueur» of a Successful group. At the beginning of the clip people sing that, beer is a traditional drink for men. Men cannot live even a day without beer. They wake up and fall asleep with it. However, at the end of the clip guys nevertheless conclude that drinking is unhealthy and that it is better to do sports. The name of the group is «Successful group». It is extremely popular today. The videos they download on YouTube have already gained more than three million views. These clips are watched by teenagers, who try to follow their principles.

If we continue talking about bad habits, we can get down to the song of LP – «Lost on You». There are such words in the song:

Smoke 'em if you got 'em cause it's going down

Let us raise a glass or two

To all the things I've lost on you

The song is about broken heart. In order to cope with the problems, it's a right thing to drink alcohol and smoke, according to the song. However, we should not ruin our health with cigarettes and alcohol and try to find out other ways to solve our problems.

Also in many clips, there are girls who are almost not dressed. Now it seems fashionable and cool to look at fit girls practically without clothes. It seems to us that it is vulgar. Teenagers who watch such videos begin to think that it is normal and start behaving and dressing like that.

For example in the clip «Clean Bandit» of Rockabye ft. Sean Paul & Anne-Marie we see a young single mother. She tries to support her child and that is why she works

as a dancer. The sense of the words is very touching, but why has the mother decided to earn money in such a way? Up to us, to dance in bars to support the child is an extreme case. There would be possible to find another idea for the clip and not to show a half-naked girl. The clip is a stereotype of now you can behave yourself if such situation happens with you.

Presently there are many clips where video is not close to the words. It is really strange and unclear when we listen to words, which tell us about love, but in the music video, we see images absolutely opposite to the words. For example

Matthew Koma – «Kisses Back». Matthew sings to us:

*I want my kisses back from you
I'm takin' all my kisses back from you
And every breath you held on to
I'm takin' all my kisses back from you
Give me the hello's and goodbyes
And pack up every morning and goodnight.*

Nevertheless, in the clip we can see untied images. There is nothing common with kisses and unfortunate love.

On the other hand, we can find the sense in some clips. We can think up, understand our feelings and feelings of heroes. Possibly it can develop our imagination.

Not all modern clips have negative sense. We would like to pay attention to the positive clip of Katy Perry «Firework» is very positive. The song and the clip make us believe in ourselves, in the best and help to be sure in future. It is essential for teenagers because any teenager has different shortcomings, everyone has some problems, but the song and the clip help us to reconsider our life.

In the conclusion, we would like to tell that both «negative and positive clips» are possible to watch if you are able to analyze them. In our opinion, there are a lot less positive clips in our time. In this research, we described both «negative and positive clips» but they are those only according to our opinion.

Finally, we can see that the influence of music can be positive and negative. What kind of music we choose depends on us. It's also important *when* we listen to it and

under what conditions. So the influence depends on that. That is why it is necessary to choose music that will bring you only positive emotions and it will be able to increase your efficiency, your creativity and even physical strength.

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