

PLACARDS EXPRESSION OF THE PROTESTS IN CRITICAL POLITICAL SITUATION

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Abstract. *This work presented a study on mass psychology in a critical political situation based on 100 displayed placards and observations on emotional states of participants during the protest marches in 2013 - 2014. It was proved that the placard is an essential attribute of the modern social protest. The placard reflected sufficiently precise the attitudes of the protesters. The strength of placard was largely due the emotion that he brings as a visual expression and which was in line with the enthusiasm and determination of the protesters, and also with their anger and sense of justice.*

Keywords: critical situations, political protests, masspsychology, negativeand positive emotionalreactions, placards

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