

**Название публикации:**

Releasers as Factor of Student Ecological Focus Formation

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**Наименование журнала:**

ЕКОЛОЖІ

Том: 27 Выпуск: 106 Стр.: 1409-1415 Номер статьи: UNSP e106093

**Аннотация:**

The relevance of the issue under study is due to the need to research, form and develop ecological consciousness, its levels and components, characterized by a new type of human attitudes to nature, man to man and society as a whole. The problem of effective development of ecological focus by means of visual images, in particular of releasers, becomes more and more actual one. The purpose of the study: to study the main characteristics and regularities of releasers' presentation. To identify in the theoretical and experimental study the effectiveness of ecological releasers' impact on the student ecological attitudes formation. The Leading method for the study of this problem is the method of visual psych-diagnostics, which allows making a qualitative selection of releasers; the method of experiment, which allows establishing the features of the releasers' influence on the student ecological attitudes. Research results: the article presents a thorough and detailed analysis of the concept of the releaser, highlights the types and variants of the releasers used by social psychologists. The authors pay special attention to the analysis of releasers' influence on the formation of ecological focus. It is revealed that the use of releasers has a positive impact on the development of behavioral and cognitive (especially cognitive) component of student ecological attitudes. In addition, ecological releasers have a positive impact on the development of an ethical type of ecological focus and reduce the share of the pragmatic attitude towards nature. Practical significance: the data obtained in the work can be used in pedagogy, practical psychology, ecological psychology, sociology, as well as for the further theoretical development of this issue.

**Ключевые слова:**

students; releasers; ecological consciousness; ecological focus; types of ecological focus