

Scientific analysis of technologies for targeted change of mentality

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The paper outlines the main technologies of purposeful influence on individual and group mentality using abstract-logical and comparative methods. Such an impact may be required to maintain social solidarity, prevent social conflicts and ensure the sustainable development of society. The comparative characteristics of three main technologies are given: training, motivation, manipulation, their influence on the motivational, cognitive-intellectual, perceptual spheres of mentality. The features of three types of relations are revealed: teacher-student, motivator-motivated, manipulator-manipulated. Areas of distribution of these types of relations are shown.

Keywords: *mentality, training, motivation, manipulation, advertising, teacher, motivator, manipulator*

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