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EFFECT OF THE «DARK TRIAD» TRAITS ON THE DEVELOPMENT OF PERSONAL PREJUDICE IN SUBJECTS OF COMMUNICATION

The new structural dispositional approach to the manifestation of negative personality traits called «The Dark Triad» (which includes machiavellianism, subclinical narcissism, subclinical psychopathy) in their connection with the implementation of aggressive, criminal and manipulative behavior is considered. The probability of prejudice formation of the recipient who has the «Dark Triad» traits towards the subject of communication is substantiated.

Thus, the interdependence of prejudice with machiavellianism is viewed through the mechanism of attributing to speaker the characteristics that the recipient himself/herself has, for example – the propensity to tell lies. The impact of narcissism on prejudice may be based on the narcissistic personality's denial of the facts that contradict his or her worldview. The role of psychopathy in attributing the characteristics of lies to truthful messages is explained by the difficulty of recognizing the emotional conditions of the speaker which may be considered as the main indicators of statements' falsity by individuals with subclinical psychotic properties.

The further stage in the study of this problem is checking the reliability of the hypotheses.

Key words: the «Dark Triad», machiavellianism, narcissism, psychopathy, prejudice.