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### PSYCHOLOGICAL ANALYSIS OF SUPERSTITION PHENOMENON

The article deals with the psychological specificity of superstition. Definitions of «superstition» have been analyzed. The following approaches to the analysis of superstitions as psychical phenomena were identified: cognitive, affective-motivational, psychoanalytic, behavioral, evolutionary and activity-oriented. Superstition is considered as a form of social attitude, its components are selected: cognitive, emotional-motivational, and behavioral ones.

The cognitive approach to superstition is interpreted as a product of mythological thinking.

Affective-motivational approach is focused on as an approach considering superstition as an affectively saturated psychological phenomenon with the function of protecting the emotional area of a person. According to the approach, superstition releases a human being from fear, generating confidence in tomorrow.

The psychoanalytic approach is analyzed too as the one in which emotional and needs aspects of superstition are accentuated. Superstition is believed to be an individual projection of person's desires and affects on supernatural forces. This replaces absent knowledge and meets those needs that have not been met through using existing circumstances and object attribution.

Behavioral, evolutionary and activity-oriented approaches are also shortly discussed.

*Key words: superstition, superstitiousness, prejudice, social attitudes.*