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### **LOGICAL ANALYSIS OF HUMOR FORMS WITH PATHOLOGIZATION OF PERSONALITY**

The article is devoted to the analysis of humor forms considering personality pathologization. Various forms of humor manifestation, in accordance with our proposed regulatory-level model, reflect the dominance of a certain level of regulation – biological, social, reflexive and personality. Normally humor functioning occurs involving different levels of regulation under the background control of personality level. Disabling the personality level of control or rigid fixation on a certain level of regulation is the most typical violation at psychic pathology. The analysis is based on two humor components: cognitive and affective and the most widespread violations of these components at psychic disorders. When in cognitive paradigm it comes to the discrepancy on the level of ideas and cognitions, then in affective one it comes to the affective discrepancy, contradiction between the affects, by which «are charged» the cognitions that come into collision. The article attention is focused on the variants combination of the content components of cognitive sphere with the functioning variety of affective sphere. To the most common cognitive sphere disorders are referred: lowering level of generalization, abstraction processes and distortion of generalization process; to the affective sphere disorders – affective lability, affective rigidity, depressive and manic tendencies, emotional stupidity. Changes in any component are reflected on humor functioning character. Taking into

account that it may be many such changes in each component with the development of pathology, there will be more possible combinations that are resulted in changes of certain parameters of humor. Accordingly, we described 17 correlations of cognitive and affective components, which are formed by combinations of different variants of violations.

**Key words:** humor forms, pathologization of humor, cognitive component, affective component, correlation of cognitive and affective components.

**Крупельницька Л. Ф., Шпортун О. М. Логічний аналіз форм гумору при патологізації особистості.** У статті проаналізовано форми гумору при патологізації особистості. Різноманітні форми вияву гумору відповідно до запропонованої нами регуляторно-рівневої моделі відображають домінування певного рівня регуляції – біологічного, соціального, рефлексивного, особистісного. У нормі функціонування гумору відбувається за участю різних рівнів регуляції за фонового контролю особистісного рівня. Вимкнення ж особистісного рівня контролю або ригідна фіксація на певному рівні регуляції – найбільш типові порушення за психічної патології. За основу аналізу взято дві складові частини гумору: когнітивну й афективну та найбільш поширені порушення цих складників при психічних розладах. Якщо в когнітивній парадигмі йдеться про невідповідність на рівні ідей, когніцій, то в афективній – про афективну невідповідність, суперечність між афектами, якими «заряджені» когніції, що зіштовхуються. Зосереджено увагу на варіантах поєднання змістових складників когнітивної сфери з різновидами функціонування афективної сфери. До найпоширеніших порушень когнітивної сфери віднесено зниження рівня процесів узагальнення й абстрагування та викривлення процесу узагальнення; до порушень афективної сфери – афективну лабільність, афективну ригідність, депресивні та маніакальні тенденції, емоційну тупість. Зміни в будь-якому компоненті відображаються на характері функціонування гумору. Ураховуючи, що таких змін при розвитку патології в кожному компоненті може бути багато, можливих комбінацій, що результуються в змінах тих чи тих параметрів гумору, буде ще більше. Відповідно, описано 17 співвідношень когнітивної й афективної складників, які утворені комбінаціями різних варіантів порушень.

**Ключові слова:** форми гумору, патологізація гумору, когнітивний складник, афективний складник, співвідношення когнітивного та афективного складників.

**Крупельницкая Л. Ф., Шпортун О. Н. Логический анализ форм юмора при патологизации личности.** Статья посвящена анализу форм юмора при патологизации личности. Различные формы проявления юмора в соответствии с предложенной нами регуляторно-уровневой модели отражают доминирование определенного уровня регуляции – биологического, социального, рефлексивного, личностного. В норме функционирования юмора происходит с участием различных уровней регуляции при фоновом контроле личностного уровня. Отключение же личностного уровня контроля или ригидная фиксация на определенном уровне регуляции являются наиболее типичными нарушениями

при психической патологии. За основу анализа взяты две составляющие юмора: когнитивную и аффективную и наиболее распространенные нарушения этих составляющих при психических расстройствах. Если в когнитивной парадигме речь идет о несоответствии на уровне идей, когниций, то в аффективной – о аффективной несоответствие, противоречие между аффектами, которыми «заряжен» когниции, сталкивающихся. Сосредоточено внимание на вариантах сочетания содержательных составляющих когнитивной сферы с разновидностями функционирования аффективной сферы. К наиболее распространенным нарушениям когнитивной сферы отнесены снижение уровня процессов обобщения и абстрагирования и искривление процесса обобщения: к нарушениям аффективной сферы – аффективную лабильность, аффективную ригидность, депрессивные и маниакальные тенденции, эмоциональную тупость. Изменения в любом компоненте отражаются на характере функционирования юмора. Учитывая, что таких изменений при развитии патологии в каждом компоненте может быть много, возможных комбинаций, результируются в изменениях тех или иных параметров юмора, будет еще больше. Соответственно, нами описано 17 соотношений когнитивной и аффективной составляющих, которые образованы комбинациями различных вариантов нарушений.

**Ключевые слова:** формы юмора, патологизация юмора, когнитивная составляющая, аффективная составляющая, соотношение когнитивной и аффективной составляющих.

Numerous examples of the professional humor and specific “alcohol humor” make us think, that humor reflects person’s way of life, character of his/her leading activities, needs and values. However, the reflection of the way of life, as we think, is only one of the aspects of the specific changes of humor in the development of the pathology. First, way of life itself, the character of needs and values are determined by these or those pathological changes [3; 12; 13; 17; 18]. Second, humor undergoes complicated changes, because it is polydetermined and polyfunctional.

Various forms of humor manifestation in accordance with the suggested regulatory-level model reflect the domination of the certain level of regulation – biological, social, reflexive and personal.

Normally the functioning of humor proceeds with the help of different regulatory levels and the background control of the personal level. Disabling of the personal control level or rigid fixation on a certain regulatory level are the most typical disorders of mental pathology [1; 4; 8; 10].

In foreign psychology humor is viewed in two paradigms: cognitive and affective [2; 4; 11; 15; 16]. In cognitive paradigm humor is treated,

first of all, as the ability to accept the discrepancy in the game context which may be followed by a smile or laugh [24, p. 14].

In affective paradigm, despite numerous aspects and levels of investigation, to the foreground comes out the consideration of humor in general and comic particularly as the intermediaries in the process of emotional possession of the private psychological activities [4; 21–26]. It is worth to remind that Z. Freud understood sharp wit as the phenomenon that serves to get satisfaction from psychical processes and as the form of the legal expression of the sexual and aggressive tendencies disapproved by the society.

F. Wolfenstein, who relies on the psychoanalytic conception of humor, worked out the model in which humor is considered as the affective phenomenon, which develops in a synthesis with the motivational and emotional spheres and appears to be a reaction to the discrepancy. Humor is treated as a method, which changes the negative experience of people connected with the anxiety and frustration. Moreover, the author finds the roots of this mechanism in childhood. The content of humor, as F. Wolfenstein thinks, reflects the stages of emotional development. Anxious experiences, which are transferred into iconic context of a joke, quit to be anxious and acquire the status of conventions. This ability increases in ontogenesis that suggests that humor is used as means of self-regulation [27–29].

If in cognitive paradigm we deal with the discrepancies on the level of concepts and cognitions, in affective paradigm – with the affective discrepancy, contradiction between affects, by which cognitions that collide are “charged”.

M. V. Borodenko [4], paying attention to the contradictory and controversial nature of humor phenomenon, states that “laugh, holding on two chairs, is the unity of intellect and affect” and refers to the idea of “two-planned subjective image” developed by V. K. Viliunas [6, p. 223].

This short theoretical digression was made in order to attract attention to some more aspects of the process of the pathologization of humor.

Among them such aspects can be singled out as the connection of mental disorders with the intellectual plane of humor (its cognitive component) and, accordingly, the connection of mental disorders with the affective component of humor. It is worth to note, that changes in any of the components are reflected on the character of the functioning of humor. Taking into account that there can be a lot of such changes in the development of a pathology in each component, there will be more possible combinations that result in changes of these or those parameters of humor.

Besides, we can highlight such aspect of violations as the rupture between the intellectual and affective components of humor, destruction of the connection between them.

Of course, the diversity of possible combinations is not limited by the combination of specific functioning only of content components of the cognitive sphere with this or that variant of the affective sphere functioning. Dynamic options of the cognitive processes are also reflected on the specificity of humor in pathology conditions. Because of high significance of the influence of exactly content components, and in order to avoid extra accumulation of the considered variants of possible combinations, we stopped more detailed on the content aspect of the cognitive sphere.

There are variants of cognitive and affective components of humor, that can be present both in norm and pathology, given in table 1.

*Table 1*

**Cognitive and affective components of humor in norm and pathology**

<b>Cognitive component</b>	<b>Affective component</b>
Norm Decrease of the level of such processes as generalization and abstraction Distortion of the generalization process	Norm Affective lability Affective rigidity Depressive tendencies Manic tendencies Emotional dullness

Let's consider the correlation between the cognitive and affective components.

Forms and types of humor in norm are diverse and can not be represented only through their description.

Humor in these or those mental disorders is not also strictly determined in form, because it reflects personal peculiarities that are not restricted by nosological specificity. Though, some common traits for a significant number of people, who have these or those mental disorders, can be singled out [5; 9; 14; 19; 20].

Different correlation of the cognitive norm, decrease of the level of such processes as generalisation and abstraction or the distortion of the generalisation process with norm and violations of the affective sphere, differently reflect on humor functioning and are observed when various mental disorders are present. Table 2 represents variants of possible correlations of cognitive and affective components in conditions of norm and mental pathology.

Table 2

**Correlation of the cognitive and affective components of humor in conditions of norm and pathology**

<b>Character of the cognitive and affective components</b>	<b>Cognitive norm</b>	<b>Decrease of the level of generalization and abstraction processes</b>	<b>Distortion of the generalization process</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Affective norm</b>	<i>Affective norm + cognitive norm</i>  normal humor	<i>Affective norm + decrease of the level of generalization and abstraction processes</i>  humor in conditions of head traumas of different genesis	<i>Affective norm + distortion of the generalization process</i>  humor in conditions of paranoid schizophrenia without significant affective disorders
<b>Affective lability</b>	<i>Affective lability + cognitive norm</i>  humor in conditions of mental and behavioural disorders caused by psychoactive substances use (MBDCPSU), neurotic, somatoform and connected with stress disorders, hypertension, vascular diseases	<i>Affective lability + decrease of the level of generalization and abstraction processes</i>  humor after consequences of head traumas, infectious diseases, MBDCPSU	<i>Affective lability + distortion of the generalization process</i>  humor in conditions of schizoid personality disorders, hebephrenic schizophrenia, early stages of schizophrenia, schizotypal and delusional disorders
<b>Affective rigidity</b>	<i>Affective rigidity + cognitive norm</i>  humor on early stages of organic mental disorders, epilepsy, in conditions of MBDCPSU	<i>Affective rigidity + decrease of the level of generalization and abstraction processes</i>  humor in conditions of organic mental disorders, epilepsy, MBDCPSU	<i>Affective rigidity + distortion of the generalization process</i>  humor in conditions of paranoid schizophrenia with the affective component expressiveness

*Completion of table 2*

1	2	3	4
<b>Depressive tendencies</b>	<i>Depressive tendencies + cognitive norm</i>  humor in conditions of dysthymia, depressive periods of cyclothymia, bipolar affective disorder, MBDCPSU	<i>Depressive tendencies + decrease of the level of generalization and abstraction processes</i>  humor in conditions of organic mental disorders, vascular dementia particularly, MBDCPSU	<i>Depressive tendencies + distortion of the generalization process</i>  humor in conditions of schizophrenia with depressive symptoms
<b>Manic tendencies</b>	<i>Manic tendencies + cognitive norm</i>  humor in conditions of manic periods of cyclothymia, bipolar affective disorder, MBDCPSU	<i>Manic tendencies + decrease of the level of generalization and abstraction processes</i>  humor in conditions of intoxication consequences, MBDCPSU	<i>Manic tendencies + distortion of the generalization process</i>  humor in conditions of schizoaffective disorders
<b>Emotional dullness</b>	<i>Emotional dullness + cognitive norm</i>  —	<i>Emotional dullness + decrease of the level of generalization and abstraction processes</i>  humor in conditions of chronic organic processes	<i>Emotional dullness + distortion of the generalization process</i>  humor in conditions of schizophrenia

Let's consider the main variants of correlations and describe them in short, being limited only by considerations on the level of theoretical schemes. It is obvious, that this or that variant of correlations is further specified by way of life, character of pathological development, stage of disorders, personal properties and other factors. However, some peculiarities of humor, connected with the specificity of cognitive and affective spheres in conditions of norm and pathology, can be singled out and described.

1. *Cognitive norm in a combination with an affective lability* result in that variant of humor, in which an emphasis on the nuances, the subtlety of humor content come out to the foreground, though together with the instability of forms and levels of humor in a situation of actualisation of

humorous senses and contexts. Instability is a key trait of humor production as well as of humor perception.

2. *Cognitive norm in a combination with an affective rigidity* manifest in an adequate jokes understanding and the ability to produce them. Though the significant peculiarity of this combination is the difficulty with switching from one pole of the contradiction, actualized in humor, to another one. In order to make a joke understandable and the person, who perceives it, could react to it as to a joke, the ability to such “switching” is rather important. Besides, a person with such combination belongs to the circles of “humorists” and “humor consumers”, who laugh at jokes longer than others and laugh at their own jokes more intensive than others.

3. *Cognitive norm in a combination with depressive tendencies*. Such variant can be called humor only conditionally or in conditions of an extended interpretation of the concept of humor. In a narrow sense humor, as the perception of existing contradictory and ambiguous nature of life, can not be combined with depressive perception, which itself differs by one-sidedness and focuses on the insolubility of essential problems or on the insignificance of their solution. Some forms of the extended interpretation of humor, such as “dark humor”, can be obviously referred to this humorous group.

4. *Cognitive norm in a combination with manic tendencies*. This variant of humor can be brightly represented in external manifestations, because accelerated mental processes, when the thinking content component is saved and the mood is heightened, give a person the possibility to produce a lot of humorous contexts as well as to see humor in the things that happen. However, jokes in such variant of humor appear to be more funny for their author than for readers or listeners, because the perception of some funny content happens on the basis of superficial connections between its elements. Some of these connections can really get into the context of humorous attitude to the content, but most of them are “humorous” only for a joker himself.

5. The variant of *cognitive norm in a connection with an emotional dullness* is singled out only in a theoretical scheme, but we didn't succeed to find such connection among the existing nosological forms. Emotional dullness is a characteristic feature either for the schizophrenic defect, in which more or less expressive cognitive disorders mostly with the distortion of the generalization process exist already, or for the chronic organic processes, which are characterised by the decrease of the level of generalization and abstraction processes.



6. *Affective norm in a connection with the decrease of the level of generalization and abstraction processes.* It is known that cognitive and affective changes, as a result of some factors influence, can happen not only synchronously and uniformly, but partially as well. Thus, cognitive disorders can surpass affective and vice versa. In conditions of the decrease of the level of generalization and abstraction processes, when the affective component of mental activity is preserved, humor differs by the sufficient motivation to recognize and produce humorous content, but, at the same time, by the reduced ability to do it. Humor loses its acuteness, jokes become simplified and not funny for those, who percept them. The bearer of such humor is not able himself to catch subtle humorous contexts.

7. *Affective lability in a connection with the decrease of the level of generalization and abstraction processes* manifests itself in such peculiarities of humor as easy arising of the emotional response to the situation, which by external features looks like humorous, but, at the same time, – exhausting emotional reaction. Because of the reduced level of cognitive processes a person often can't understand the specific humorous situation context very well, is not able to abstract away from a concrete situation and to look for the contexts, which “reconcile” different poles of the contradiction actualized by humorous content.

8. *Affective rigidity in a combination with the decrease of the level of generalization and abstraction processes* is a very frequent variant of mental pathology development. In such combination variant of peculiarities of cognitive and affective spheres humor is poorly produced, and only its lower forms and functional levels are actualized. Such lower humor forms are directed mostly to the purpose of reaching homeostasis; personal self-development, self-transcendence as a meaningful vector of humor development in such variant are absent. Such kind of humor snatches out some aspect of life, difficult to endure, and lessens its value serving the reduction of affective experience. The affective reactions themselves are stable, continuous and rather intensive, often with a dysphoria tendency that gives humor peculiar shades of grim irritability and hostility to the surrounding people. The mockery reactions to somebody or something in such kind of combination variant is continuous, malicious, though primitive in content and slightly rude.

9. *Depressive tendencies in a combination with the decrease of the level of generalization and abstraction processes* result in a humor variant specified by extremely low productivity of its both sides – generation and

perception of humor. Such kind of humor doesn't fulfil an essential number of functions, fulfilled by it in norm, because the key components of humor as a higher mental activity appear to be violated. In such case a person extremely rarely responds to humor of others emotionally. When it happens, the person understands it in a specific "depressive" and "grim" way and often focuses on secondary content aspects, and doesn't percept a joke in a context of those senses which are actualized by other people. The generation of humor is also of low productivity. Conditionally humorous output of people with such combination of cognitive and affective peculiarities is incomprehensible and not interesting for others.

10. *Manic tendencies in a combination with the decrease of the level of generalization and abstraction processes.* Such variant of humor differs from humor in the variant of a combination of cognitive norm with manic tendencies by character of cognitive component functioning. When in conditions of cognitive norm a person can percept the content of humor produced by others adequately and feels humorous context, in conditions of the decrease of the level of generalization and abstraction processes such ability is reduced. In a combination with manic tendencies it manifests as a desire to produce humor, but in a really low ability to do it. A person can be sure that he/she jokes well and a lot, but others don't accept such activity as humorous. To the foreground comes out a feeling of unsound behaviour. In a variant with the preserved level of generalization and abstraction processes humor of a person can be accepted as really funny and cheerful, but in a variant with a reduced level of these processes humor of a sick person is not accepted as it is and in the foreground appear the manifestations of the unsound condition.

11. *Emotional dullness in a combination with the decrease of the level of generalization and abstraction processes.* The variant of such combination exists among nosological forms known in medicine, though it is difficult to find its equivalents on the humor level, because from both sides – cognitive as well as affective – the conditions for humor generation and understanding in such case are the least acceptable. The decreased level of generalization and abstraction processes gives no possibility to feel and find the contexts, in which the contradictory tendencies are synthesized, reconciled only with the help of humor. Besides, the lowered affectivity potential makes the appearance and support of the international component in humor functioning impossible. The only possible examples of humor in conditions of such combination of cognitive and affective peculiarities can

be jokes made by a sick person which he/she remembers from a long-time period, when the defect was not formed yet.

12. *Affective norm in a combination with the generalization process distortion.* This combination often manifests in the fancy and quaint humor, which is not always comprehensible for other people. So called “game frame” in such condition is more actively created than felt, because a person has a feeling of higher control over own intellectual products. As for the humor of others, which takes place in some “game frame” comprehensible for the most of people, for a person with the distortion of the generalization process it is unclear, because such person puts his own specific sense accents in a content, which don't coincide with the accents fixed by people without such disorders. Thus, humorous products of such type is too peculiar, unclear and fancy.

13. *Affective lability in a combination with the generalization process distortion.* Specificity, oddity and unclearness are the essential humor traits both in this very combination as well as in the previous variant, because these features are connected with the generalization process distortion. The difference between these two types lies in a qualitative specificity of the affective component. Affective lability of the bearer of such type of humor gives the variant under consideration sharpness, emotionality and dependence on the pole of affective experiences.

14. *Affective rigidity in a combination with the generalization process distortion* is one more variant in which the content specificity of humor is set by qualitative deviation of generalization process without the reduction of its level. But unlike two previous variants, the variant under consideration is influenced by affective rigidity, which leads to the effects of sticking on some emotions and manifests in disposition to continuous focusing on the affective experiences. This variant is specific as because of oddity and fancy as due to duration and rigidity of manifestations.

15. *Depressive tendencies in a combination with the generalization process distortion.* In this variant the humor peculiarities, connected with the generalization process distortion, are overlapped by the features, connected with the psychological specificity of a depressive state. Thus, humor of the people of this kind is characterized by an extremely low productivity of both its sides – generation of humor and perception of humor. This variant fulfills little number of functions, because like in conditions of the decrease of the level of generalization and abstraction processes in the connection with the depressive tendencies, in this very

connection the key components of humor, considered to be a higher mental function, appear to be violated. A person seldom reacts to the humor of other people emotionally, understands it in a specific “depressive” way, often focusing on the detached from essential content aspects and doesn’t percept a joke in the meaning actualized by other people. The humor generation is also of low productivity first of all because of the specificity of the affective component functioning. Humor of people with such combination of cognitive and affective peculiarities is, first, extremely poor, second – incomprehensible for others.

16. *Manic tendencies in a combination with the generalization process distortion.* Unlike the variant of the decrease of the level of generalization and abstraction processes, characterized by the disability of a person to percept adequately the content of humor produced by other people, to generate humor on the essential level himself / herself and in conditions of depressive tendencies the absence of the desire to produce humor and to participate in the situations with humorous “game frame”, in conditions of the generalization process distortion, combined with manic tendencies, a person strives to produce humor, is able to create “game frame” situation, but such kind of humor is too specific and inapprehensible for others. It is connected with different reasons. First, the content of the produced humor is eccentric and strange, second, the humor in this very variant is too dynamic: the context accents change each other abruptly and are incoherent for a reader or listener.

17. *Emotional dullness in a combination with the generalization process distortion.* This combination variant is very frequent among famous in medicine nosological forms, first of all, in conditions of schizophrenia. However, it is difficult to find its humor analogues, because from both sides – cognitive and affective – the conditions for humor production as well as for its understanding are unfavourable in this very variant. The distorted generalization process doesn’t allow to feel and to look for adequate contexts, in which contradictory tendencies are synthesized, and these tendencies are conciliated with the help of humor. And a low affectivity potential makes conditions for sufficient humor functioning impossible.

In conclusion we can say, that different correlations of cognitive norm, the decrease of the level of generalization and abstraction processes or the distortion of the generalization process in conditions of norm and affective sphere disorders, reflect on humor functioning differently and

manifest themselves in various mental disorders. The logical analysis of the forms of humor pathologization allowed to single out and describe seventeen generalized variants of humor that function in conditions of mental pathology. The perspective of further investigations lies in empirical verification of the selected humor variants on the basis of the personalities with mental disorders.

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## **SOCIAL-PSYCHOLOGICAL PECULIARITIES OF CONSUMER'S BEHAVIOR**

This article is dedicated to the investigation of consumer's personal behavior. The author has proved the topicality, conducted the research analysis of this problem, and defined the investigative methods and the methodology of social-psychological personal characteristics and peculiarities of consumer's behavior. The research topicality is determined by booming development of society and economics, necessity of