

This infusion has anti-inflammatory, tonic effect on veins and capillaries, rosehip contains a large amount of vitamin C, which has a favorable effect on the walls of blood vessels and increases immunity [6]. Home remedies are effective and can be used as an alternative to pharmacy preparations, relieve the main symptoms and contribute to the prevention of the disease. When asking patients for varicose vein products, pharmacists should inform customers about prophylactic measures to prevent venous disease and how to use herbal medicines, as the products are not always available to the public. When treating patients with symptoms of chronic varicose veins, physicians should take into account the beneficial properties of medicinal plants and the possibility of their use by patients at home.

### CONCLUSION

Active substances of preparations for treatment and prevention of varicose veins of the lower limbs are determined theoretically and experimentally.

1. The most effective preparations from the pharmacy assortment were identified. When analyzing the composition of preparations, the main active substances were determined, as well as plants containing these substances in their composition.

2. Rational ways of using medicinal plant raw materials for the prevention and treatment of varicose veins of the lower extremities - making infusions and ointments to relieve pain and heaviness in the legs from plant raw materials containing flavonoids in their composition were determined.

3. Prospective variants of manufacturing of medicinal forms from available and economically advantageous raw materials are offered, recipes for preparing at home and variants for manufacturing in the conditions of production pharmacy - infusion of rose hips, hawthorn and licorice root for oral intake, ointments based on horse chestnut and alcoholic infusion of citrus peel to relieve pain and heaviness in the legs are considered.

4. It was found that the effectiveness of treatment with these drugs also depends on the patient's compliance with recommendations on diet, exercise and preventive measures to strengthen blood vessels.

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## ИНТЕРНЕТ-МЕМЫ И ИХ ВЛИЯНИЕ НА ПСИХОЭМОЦИОНАЛЬНОЕ СОСТОЯНИЕ ЧЕЛОВЕКА В БОРЬБЕ СО СТРЕССОМ НА ПРИМЕРЕ СТУДЕНТОВ МЕДИЦИНСКОГО УНИВЕРСИТЕТА

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### **Аннотация**

**Введение.** Современный человек ежедневно подвергается стрессу. Стресс влияет на учебную деятельность обучающихся, что оказывает значительное влияние на ее эффективность, ухудшая психоэмоциональное состояние, что может привести к снижению физиологического здоровья и эмоциональному выгоранию. **Цель исследования** – выявить наличие симптомов вследствие влияния стресса, дать определение понятию «стресс», изучить свойства, виды и влияние интернет-мемов на психоэмоциональное состояние человека. **Материал и методы.** Исследование проводилось на студентах Уральского государственного медицинского университета Минздрава России. Использовались метод анкетирования с помощью Google Forms и анализ полученных данных с помощью «Excel». Всего приняли участие 50 студентов. **Результаты.** В результате исследования было выявлено наличие симптомов, связанных с ухудшением общего состояния, вследствие воздействия стресса, особенно угнетение общего психологического состояния студентов. Также было установлено положительное влияние мемов на психоэмоциональное состояние человека. **Выводы.** Эмоции являются важной и жизненно необходимой составляющей человека. Умение управлять своим психоэмоциональным состоянием, настроением и работоспособностью является важной способностью каждого студента в период учебы и сессии.

**Ключевые слова:** стресс, обучение, психологическое здоровье, физиологическое здоровье, студенты.

## **INTERNET MEMES AND THEIR IMPACT ON THE PSYCHOEMOTIONAL STATE OF A PERSON IN THE FIGHT AGAINST STRESS ON THE EXAMPLE OF STUDENTS OF A MEDICAL UNIVERSITY**

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### **Abstract**

**Introduction.** Modern man is exposed to stress on a daily basis. Stress affects the educational activities of students, which has a significant impact on its effectiveness, worsening the psycho-emotional state, which can lead to a decrease in physiological health and emotional burnout. **The aim of the study** is to identify the presence of symptoms due to the influence of stress, to define the concept of "stress", to study the properties, types and influence of Internet memes on the psycho-emotional state of a person. **Material and methods.** The study was conducted on students of the Ural State Medical University of the Ministry of Health of Russia. The survey method using Google Forms and the analysis of the data obtained using "Excel" were used. A total of 50 students took part. **Results.** As a result of the study, the presence of symptoms associated with a deterioration in the general condition due to the effects of stress, especially the oppression of the general psychological state of students, was revealed. The positive effect of memes on the psycho-emotional state of a person has also been established. **Conclusion.** Emotions are an important and vital component of a person. The ability to manage one's psycho-emotional state, mood and performance is an important ability of every student during the study period and the session.

**Keywords:** stress, learning, psychological health, physiological health, students.

### **INTRODUCTION**

Modern man is exposed to stress daily. The result of stress is a deterioration of the psycho-emotional state. There are many ways to regulate it: sports, meditation, reading, walking in the fresh air, playing music or just listening to your favorite music. But it is necessary to allocate time in your schedule for these events, which is problematic these days especially for medical students [1]. Long-term disturbances of the psycho-emotional state entail dysfunction of the physiological health of a person. As a result of rare rest with prolonged mental activity, a person is able to experience a chronic feeling of fatigue, frequent headaches, sleep disorders and the operation of certain organ systems [2]. Therefore, Internet memes can become a fast, accessible, effective way to regulate human emotions. This article discusses the concept of Internet memes, their properties and types, as well as the impact on the psycho-emotional condition of a person.

**The aim of the study** is to analyze the concept of stress, to study the properties, types and influence of Internet memes on the psycho-emotional state of a person.

### **MATERIAL AND METHODS**

A survey of 1st year students was conducted based on the effect of stress on changing the psycho-emotional state during studying and sessions, as well as bringing it back to normal after watching Internet memes. To analyze the data obtained, an "Excel" was used, in which the results of

the survey were entered and diagrams were created for subsequent evaluation and drawing conclusions

## **RESULTS**

The study was conducted in 1 stage. As a result of the study, the presence of symptoms due to the effects of stress was revealed, especially the deterioration of the general psychological state of students. The following results were obtained: 75% of respondents agreed that Internet memes have a positive effect on their psycho-emotional state – it brings it back to normal state. 34% have positive emotions when viewing memes, 18% of respondents lose their state of anxiety, 23% note an increase in their performance. 25% of the respondents did not notice any changes in themselves.

## **DISCUSSION**

### **About stress**

Educational activity in higher education is associated with educational stress. Stress is a state of excessively strong and prolonged psychological stress that affects the nervous system and later on physiological processes. Students are constantly under his influence. The stress experienced during the study and examination processes can significantly affect the quality of life and learning, which hinders academic performance.

Under stressful influences, the surveyed USMU students experience changes in their emotional, physiological, and intellectual states: headaches and fatigue increase, feelings of anxiety and depression arise, concentration of attention decreases, and sleep problems are observed. When stress occurs, the activation of the nervous system occurs, the human body seeks to maintain the dynamic balance of the internal environment, overcome negative environmental factors. [3]

If stress acts for a long time, therefore, a person's state of health worsens, psychosomatic diseases may appear. Stress factors affect not only the occurrence, but also the course of somatic diseases. So, on the part of the cardiovascular system, the reaction occurs immediately when negative factors occur and manifests itself in a change in the work of the heart, in the form of a greatly increased frequency and strength of heart contractions.

Under the influence of stress, students experience both physiological manifestations of stress and pronounced psychological stress, which is defined not only as a reaction, but also as a process, the course of which depends on the student's personal qualities, his interaction with teachers and the environment. [4]

The physiological manifestations of stress suggest that when a student goes to an exam, the following physiological changes are likely in his body: the adrenal glands produce adrenaline, preparing the body for a critical situation and exit from it; the heart begins to beat faster, breathing quickens; muscles tense up; digestion processes are disturbed. [3]

### **About memes**

Let's consider one of the stress management options – Internet memes

The first concept is reductionist. The term "meme" and its understanding were coined by evolutionary biologist Richard Dawkins in 1976 in the book *The Selfish Gene*. By biological analogy, a meme is a gene. That is, an independent unit containing any information capable of spreading, changing (mutating) and interacting with each other. Thus, Internet memes can include any unit of information transmitted from person to person in the Internet environment, in the form of a joke, video and audio fragment. [5, 6]

The second concept is linguistic. Memes are considered a cultural unit that actively participates in the dialogue of society and in its life in general. Researchers determine that a meme requires imagination and creativity from the creator. Because it is this formation of verbal and non-verbal elements that has a strong influence on the addressee. The emotional factor is also a key aspect. After all, it is thanks to the emotions experienced that a meme becomes memorable and you want to share it with others. Despite its short history, the Internet meme has become a massive and highly popular phenomenon in Internet communication.

Memes gained popularity in the early 2010s and are now spreading on social networks among active users from 14 to 35 years old.

Consider features and types of internet memes.

Features:

1. Virality is the ability to spread rapidly and become popular;
2. Emotionality – a meme can cause both fun, which it is basically aimed at, emotion or sadness;
3. Variability;
4. Conciseness – one small picture or word can contain a lot of meaning, which will immediately cause emotions in the recipient;
5. Relevance – the relevance of a meme depends on the duration of the situation, the reason for which it is caused.

Types:

1. Video meme;
2. Surreal;
3. Gender;
4. A local meme (is a meme understandable to a narrow circle of people united by common experience);
5. Demotivator;
6. Thematic.

Referring to the studied information about memes, it can be concluded that due to their variety, properties and simplicity of displaying information, Internet memes are able to influence a person's psycho-emotional state: change mood and working condition. Thanks to the results of the study, it becomes clear that in most cases Internet memes are able to bring a person's psycho-emotional state back to normal.

## CONCLUSION

After conducting a survey among the students of USMA, the following conclusions were revealed:

1. Studying at a medical university is accompanied by a lot of stress during semester work and sessions;
2. The long-term effect of stress negatively affects the general condition of a person, his psycho-emotional and physiological state, which negatively affects the academic performance and mood of students;
3. Using Internet memes, students can quickly, regardless of their employment and location, regulate their emotional state, bringing it to a value close to normal.

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