

GENDER PECULARITIES OF OLFACTORY SELF-PRESENTATION OF A PERSONALITY IN SOCIAL INTERACTION

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The article discusses the role of natural and artificial smells in regulation of social interaction. It is pointed out that olfactory self-representation is not only cultural, but socio-psychological phenomenon as well. The article presents results of the empirical study of gender socio-psychological characteristics of olfactory self-presentation of a personality that has been carried out on a sample of 170 persons (90 men and 80 women aged 18-55 years old). It has been pointed out that smell can act as a marker of gender identity, carry information about character, personal traits, and act as a symbol of situation and well-being. The author comes to the conclusion that there are gender differences in characteristics of olfactory self-presentation of a personality that are conditioned by individual and socio-psychological peculiarities of a personality. The applied aspect of the problem under study can be realized in imagology and advertising.

Keywords: Self-presentation; Gender; Olfactory means of non-verbal behavior; Olfactory self-presentation.