**ABSTRACT**

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**Influence of XX-XXI centuries cinematography on a sexual behavior of modern young students.**

Diploma thesis: 80 p., 41 sources, 2 adj.

**Keywords:** sexual behavior, culture, cinematography, violence, cinema uniform, influence.

**The aim of the research** is to reveal the peculiarities of the influence of cinematographic images on a sexual behavior of students.

**The object of the research** is the young people's sexual behaviour under the influence of cinematographic images.

**The subject of study** – peculiarities of young people's sexual behavior under the influence of cinematographic images; factors of cinematography's influence on young people's sexual behavior.

**Research methodology and methods:** analysis of available scientific sources, monitoring of thematic publications on the Internet, content analysis, focus group, observation.

**The results of the research:**

The following influencing factors were identified in the study: 1.) individual (gender, temperament, cultural and individual norms and values); 2.) external (transgressive sexual images, aestheticizing of the images of sexuality and violence);

As a result of the research we came to the conclusion that eroticized violence arouses men more or they more often value it as sexual assessed while women, due to their identification with the victim on the basis of gender and image action, experience negative feelings; scenes with realistic sexual violence for male viewers fulfil the diminishing function, reducing excitement and transforming this reaction into either aggression or a feeling of depression depending on the peculiarities of the psycho-emotional state. Demonstration of non-eroticized and realistic scenes of sexual violence inculcates negative associations towards these actions, which is confirmed by the post-viewing reaction of all respondents.