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## **INCREASING PRODUCTIVITY OF STRESS AND DISCOMFORT RESPONSE**

Psychological human health is a guarantee of high productivity. In today's world, we face stress and stress every day. According to European experts, about 70% of people's illnesses are related to emotional stress. Due to constant voltage in the environment there is a violation of the cardiovascular system. As a result, about 1 million people were registered in Europe.

One can approach the scientific understanding of stress in different ways. First of all, stress is the reaction of an organism to an external stimulus that exceeds the norm and has an effect on the nervous system. Everyone experiences stress differently: someone speaks about him, complaining about incidents of different situations, and for someone a stress is a cause of serious illnesses, in particular stomach ulcers or a heart attack, caused by repeated repetition of stressful moments.

For the first time, the term "stress" was introduced into the scientific revolution by Voltaire Bradford Cannon in 1932 in one of his works, calling it "a reaction of struggle" or "escape". However, the wider use of the term was due to the Canadian endocrinologist Hans Selié, who explained the main mechanisms of adaptation of the organism. According to Hans Selié: "A nonspecific, stereotypical response to any problem that arises." All factors that cause stress are called stressors or stressors. They can be of any nature: physical, chemical, geological (natural elements), biological, social [2, c.123-132].

It is usually believed that stress has only a negative impact on the body. Even doctors have long noticed the effect of stress not only on the nervous system, but also on the development of cancer. In the second century AD the Roman physician Galen drew attention to the fact that cheerful women rarely suffer from breast cancer than women, often in depressed condition.

Stress has three forms:

- acute (can be described as something that almost screwed up to us);
- medium term (shown in short terms, for example, session at university);
- chronic (it's a war, a life in dangerous conditions, or a job with a lot of responsibility and low support).

Scientists have identified the following phases of stress:

1. Stage of anxiety.
2. Stage of resistance.
3. Stage of exhaustion.

The most dangerous is the last phase, the stage of exhaustion. It is characterized by such signs: tendency of fatigue, depression, disorganization, non-autonomy and subsequently leads to physical problems, in particular to diseases and even to the death of the body.

We can conclude that stress adversely affects the human body and its productivity. However, modern research can confidently emphasize that it has positive factors in human productivity.

A person is in a constantly changing environment. So, stress is a natural reaction of the organism to the stimulus. It is given to us in order to cope with the variability of the environment - to turn our lives to stability. In a stressful situation, changes occur at the physiological level, so psycho emotional energy generates a lot to overcome the stimulus. Stress is not bad, it gives people the power to protect themselves from the threat, overcome obstacles or experience a great joyful event, because for this, too, energy is needed.

Followers of the "positive stress" movement in Silicon Valley are practicing exhausting workouts, harsh diets and ice showers in order to improve brain performance and productivity [3, c.346]. The idea is that the daily stay in extreme conditions tempers the body and prepares for any tests. The concept of beneficial stress was first formulated by endocrinologist Hans Selye in 1936. It was he who discovered that not every stress is harmful, some of his manifestations mobilize and heal the body.

Everything is individual and depends on perception. Stress, which is caused by failures, images, and diseases, destroys, but the stress of exciting creative work has a beneficial effect.

Also, according to studies conducted by the international leadership education organization (Center for Creative Leadership, CCL), when the resources of one person reach or even exceed the requirements of another person - then stress can show itself on the best side. The so-called "positive stress" acts as a stimulating factor and contributes to increased productivity.

Positive stress is the energy felt by people who face new, challenging challenges and, at the same time, confident in their ability to achieve a positive result. When requirements exceed human capabilities, its resources and its experience, then it encounters a negative kind of stress. "The basic trick is to figure out what type of stress you just came across," says CCL representative Vidula Bal [1, c.368].

And here it is not about that we just have to throw out the experience as not needed, namely to allow him to live. To arrange a meeting with the factors contributing to the formation of stress, recognize their presence and choose a way how to get out of these situations.

Of course, the ideal option is not to accumulate the voltage, but to realize the energy for the intended purpose: scary - run, zhysshy - beat, sadly - crying. However, not always the direct ways of realization are comfortable and socially acceptable. Therefore, the task of each person is to find a balance between his emotional needs and rational guidelines, so that no party is left deprived. It is important to hear your stress and work with him together, then the request "how to overcome it" will not appear.

## REFERENCES

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