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Phenomenon of image of career in native psychology

In Russia at present a transformation of all spheres of society takes place. In this connection the phenomenon of career became an object of studying in many researches. Increased interest to an estimation of person's career success makes necessary reference to idea of personality about planned and desirable characteristics of results, ways and the subject of professional and career development (Golovaha E.I., 1988; Dzhanyan S.T., 1998; Moll E.G., 1998; Ryabikina Z. I., 1997; Sheveleva A.M., 2000).

Thus, idea about own career is the form of management of professional future (Efremov E.G., 2000; Kirt N.L., 2000; Lotova I.P., 2004, 1998, etc.), at the same time idea about the future planned professional and career way, including an image of a career way, an image of career (Golovaha E.I., 1988; Moll E.G., 1998; Sheveleva A.M., 2000) is studied comparatively not enough.

The category of image is one of the central psychological categories. It embraces all forms of mental reflection, from isolated perception to general perception [1].

Practical tasks have caused importance of studying of the "image" category in contemporary psychology. In their works native psychologists examined the dynamic of whole cognitive activity which includes apprehension of person by other person; as a result of these researches they revealed distinctions in knowledge of person by other person from knowledge of a subject or a phenomenon (Bodalev A.A., Rubinshtejn S.L., Sechenov I.M., etc.).

Considerable contribution to studying the category of image has been made by Russian scientists (Vigotsky L. S., Galperin P.Y., Zaporozhets A.V., Elkonin D.B., etc.). It has been proved that only in conditions of social cooperation mastering of mental processes and their products is possible, in turn this fact influences on formation of figurative sphere of personality.

The fullest interpretation of the "image" concept was suggested by A.N. Leontyev in his work "Image of the world" (1983). The author considered image as the operating beginning which renders regulating influence not only on perception, but also on motivational sphere, and through it on activity of personality; the leading role of an image in mental reflection process consists in it.

Having analyzed the variety of approaches to definition of an image it is necessary to note, that one of the basic features of an image is its concreteness and indissolubility with reality (Ananyev B.G., Rubinshtejn S.L., etc.). Formation of image is a complex process developed in time during which reflection becomes more and more adequate to a reflected object. Efficiency of image – according to its regulating function towards the activity of the subject – is essentially determined by that how much it provides anticipation, i.e. advancing reflection (according to P.K. Anokhin) [2].



So, first of all image determines aiming (models of construction of the future actions, an image of the world, vital space, dynamical and steady characteristics of behaviour). Different characteristics of image are the base of concrete action and constructions of vital way, such a big attention therefore is paid to studying of such concepts as "image of the world" (D.B.Danenova, 2001; N.N.Kolmogortseva, 2003, etc.) and "image of the future" (E.B.Bykova, 2002; A.L.Korobkin, 2002) and to their influence on activity of a person.

Image of the future is a plan of life, internal unity and integrity which is constituted by its value. Business for the future is concretized in concrete projects, plans, tasks, purposes, realization of which embodies a vital plan as one of the basic components of the psychological world of a person [3].

In researches of P.K.Anohin and N.A.Bernstein the "needed future", the "purpose", the "future result" are kinds of psychological image of the future function of which in relation to activity of the subject is determined by that, how much this image is capable to provide an advancing reflection.

In general psychology an interest to the image of the future as a phenomenon of advancing reflection was embodied in the work of B.F.Lomov and E.N.Surkov on research of mechanism of anticipation [4].

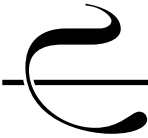
In opinion of N.N.Bragin and T.A.Dobrohotov the features of the past and the future of individual time are determined by a degree of actualization of individual present time: "it, probably, opposes them to each other. So, the more actual is the present time of the subject, the more the past is suppressed in his consciousness (it is actualized only voluntary) and the more the future is outlined" [5]. Proceeding from this, the image of the future develops from planned events and potential connections with the past and the present.

The theoretical analysis shows, that practically in all spheres of studying of the person the great importance is attached to the image of the future and the process of its modeling. Special importance is attached to the image of the future at studying career and formation of the idea of career.

Researching the phenomenon of idea about career (within the framework of administrative career) E.G. Moll notes concepts of the "image of the future of administrative way" and the "image of the future career". In her work the influence of the image of career on administrative career was described, besides the factors influencing on formation of the image of career, the characteristic and properties of the image of career were described, however precise definition of the image of career we haven't met [6].

The research of the image of career realized by I. P. Lotova is the fullest in sphere of representations about professional career. In the research, analyzing an image of a career way, the author says that the image of career is "integral of an actual status of person, way of his change and his finishing status" [7, c.145].

E.G. Moll indicates the following characteristics. In her opinion the basic are spatial and temporal (length of official rank and age borders of planning). Besides these characteristics she indicates also: sequence; duration; level characteristics; stability.



I.P. Lotova points on additional characteristics of the image of the future career way: variety; precision; adequacy; flexibility; nearest zone; integrity of image; inclusiveness in professional work.

The image of career is the way of regulation of vital and professional activity of the person by means of aiming, forming of motives, forming of sense, stimulation and mobilization. The image of career carries out the functions of an emotional confirmation and planning of career development.

The Literature

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