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# Perceptual Psychology

**Akopov.G.V.**

**Consciousness as psychological problem: domestic and foreign approaches**

*Last decades, phenomena of consciousness, discussion of which enables to uncover new meanings and senses in the wide system of psychological knowledge, is the unified basis of development of domestic and foreign scientific psychological thought. Taking it into consideration, the different approaches to definition and structuring of consciousness are analyzed in this article, and it is marked that, existing in the Russian psychology, scientific approaches to solution the problem of consciousness group in the directions of natural-science and humanitarian tradition; reconsideration of criteria of scientific character recently is marked. Special attention is given to foreign approaches, differing from Russian one by predominance of the analysis of the appearance causes of consciousness and its connection with a physical world that has been studied enough in domestic psychology from dialectic and historical materialism position.*

***Keywords:*** *consciousness, structure, subject, information, mind, scientific paradigms, theory of consciousness.*

It is possible to suppose that quite conditional temporary border of the centuries change, and in the past historical period – change of millenniums, not only provokes a special pungency of existential experiences of homo sapiens, but invokes, at a great extent, scientific search for the common basis of human life as well.

Such common basis during the last decades of scientific psychological thought development both in domestic and in foreign psychology is phenomena of consciousness, which problems are studied more and more intensively and widely not only in psychology, but also in the whole set of natural, humanitarian, and social sciences.

The experience of reflecting the condition of problem and forming some of its solutions in the domestic psychology are represented in the review-summarizing work of the author (Akopov, 2002).

Existing in Russian psychology, scientific approaches to the problem of consciousness solution are grouped in the directions of natural science and humanitarian tradition. Revision of criteria of scientific character (different types of rationality) during the last decades, necessarily put a thought about the key role of concept, forms, types, and other derivatives of the word

"consciousness" in warning or even overcoming the elements of parascience, propagated in scientific "aspect". As for the humanitarian tradition, it is rather slightly presented in domestic psychology. Ideas of G.G. Shpet, M.M. Bakhtin, and others have been insufficiently adapted in the theoretical and methodical formations of domestic psychologists.

Modern psychological practice inevitably involves theoretical psychology in the discussion of the existential problems, which solution cannot be worked out outside the category of consciousness.

How is this category presented in domestic psychology? To what extent L.S. Vygotsky's thesis about centrality of this category for all psychology is realized? Whether the consciousness doctrines of domestic psychologists (S.L. Rubenstein, A.N. Leontiev, B.G. Ananjev, V.N. Myasischev, K.A. Abulkhanova-Slavskaya, V.P. Zinchenko, A.G. Asmolov, F.Y. Vasiljuk, V.F. Petrenko, V.M. Allakhverdov and others) make a definite unity or they are absolutely different consciousness researches programs?

A fair amount of ideas insulated by time and separated by theoretical categories, is concealed from scientific attention, not articulated in the object field of modern psychology. Consciousness category includes a great unifying potential for modern psychology.

It is important to deduce consciousness from "delitescence" condition and to recognize it as a scientific problem at new, pithy, qualitative scope. The problem discussion at the new phase of science development helps to reveal new values and senses in the broad system of psychological knowledge.

Analysis of different approaches to definition and structuring of consciousness can be compared with one or another methodological line (interdisciplinary, unitary, system-defined); it shows connection of different structural schemes of consciousness with two-factor model of infinitely developing consciousness (factor of correlation and contact of individual and environment, person and society, individuality in actual and potential formations of "Self"; factor of creation, freedom and related to it responsibility in the system of interactions - contacts).

Two-factor approach (contacts, their intensity and breadth; the arbitrary, randomness, firmness and variety of objects, forms, etc.) allows contouring the integrated system of consciousness development.

Whether the change of scientific paradigms is related to the changes in the social and economical structure of society or the scientific thought is developing irrespective of doctrines of dialectic and historical materialism, one or another rule of the dialectic philosophy or other philosophical interpretations of science?

Regardless of our answer to this question, post-soviet reality of Russian

scientific, in particular psychological, thought demonstrates synchronically-mated tendencies (or aspirations) to the change of basic characteristics of domestic psychology (Allakhverdov V.M., Bratus B.S., Leontiev D.A., Yurevitch A.V. and others) and to preservation of the system of scientific psychological knowledge, formed during the previous years (Aleksandrov I.O. & Maksimova N.Y., Guseltseva M.S., Martsinkovskaya T.D., Morosanova V.I., and others).

Running a few steps forward, we would like to note that creation and dissemination of scientific knowledge as a function of scientific activity subject, being quite conscious, is not identical to the function of <u>realization</u> of scientific knowledge state (its system definition, adequacy to the current task, etc.), i.e. functions of the subject of scientific and methodological activity (introspection), even being often included in the first of the denoted functions.

By the system of scientific knowledge, we imply a hierarchic correlation of the following basic scientific structures: 1. Special language (concepts and categories), used for redaction of time and efforts, spared for receiving, processing, and transmitting the scientific information; 2. Methods of obtaining and forming the new information; 3. Scientific description of empirical factology; 4. Discovering and confirmation of regularities and rules, establishing definite relations and connections between the separate facts, their groups and systems; 5. Definition of the scientific approaches, formation of concepts and theories, allowing revelation of operating mechanisms of regularities and rules, detection of new facts, prediction of dynamic phenomena, etc.; 6. Originating scientifically grounded technologies (various psycho-practices), allowing initiation of purposeful changes of the objects of influence.

In connection with the last point, we see an essential difference in the systems of scientific knowledge about animated and inanimate objects. The animated objects, particularly those, provided with psychics, having primordial activity (presuppositions of subjectivism and subjectivity), prove to be extremely difficult for study, description, systematization and so on, considering an enormous diversity of the possible forms, kinds, and levels of activity; and at certain stages of study they start to show a definite resistance to research efforts from the direction of "stranger", an "outside" subject.

In these cases become apparent in its entirety a phenomenon non-identity of consciousness of the research program subject with the active creature (responding to external action one or another way), including, as is well known, besides the operational and effective components, also active ones, conditioned by relevant motivation, accepted or rejected by opposed part (active creature).

Hereupon, it is possible to consider the existence of phenomenon of conscious, not realizing (reflecting) subject; and accordingly the questions arise: about the active creature dependence on the operational subject, responsibility of the realizing subject and confidence in it.

In the final analysis, if unsolved, the given problem provokes the question of confidence in scientific psychological knowledge, of dependence on the scientific authority and the scientist's responsibility for the correctness of research procedures at every above mentioned stage of scientific construction.

Because of hierarchy of the system of straightening the scientific knowledge, the work on categorical device takes on a special significance. In the domestic psychology such authors, as B.G. Ananjev, S.L.Rubenstein, A.V. Brushlinsky, Y.M. Zabrodin, V.P. Zinchenko, B.F. Lomov, A.N. Leontiev, A.V. Petrovsky, K.K. Platonov, and others focused their attention on this important work.

In different periods of time size and content of the main categories varied. Some categories have receded into the background (reflection, association, etc.), others turned out to be more claimed (person, activity, and dialogue).

In our opinion, in the actual psychological field all modern psychological problems have gathered in two categories, more interrelated with all the rest. These are categories of <u>subject</u> and <u>consciousness</u>.

A whole set of investigations, conducted in the institute of psychology of Russian Academy of Science during the last years (K.A. Abulkhanova, A.V. Brushlinsky, M.I. Volovikova, A.L. Zhuravlev, V.V. Znakov, V.V. Selivanov, H.A. Sergeyenko, and others) has determined the new content of this category and opportunities of its implementation in applied and practical researches.

Following V.F. Petrenko's pioneer works on psycho-semantics of consciousness, category of consciousness, experiencing today its second (third?) birth, has determined new growing points of domestic psychology (V.M. Allakhverdov, V.P. Zinchenko, O.V. Gordeyeva, Y.V. Subbotsky, Y.M. Shvalb, N.B. Skoporov, H.V. Ulybina, G.V. Akopov, A.Y. Agaphonov, and others), and has allowed formation of new scientific researches area in USA and Western Europe (The Science of Consciousness).

In the author's conceptual and review work on the problem of consciousness in domestic psychology (Problem of consciousness in psychology. The domestic school, Samara, 2002) during the sequential structured examination, *consciousness* is taken outside the bounds of involuntary limitations of the individual subject, within the framework of

general psychology and in the broad totality of theoretical views, applied and empirical surveys of domestic psychologists of different schools and trends of post-revolutionary (1917) epoch, finding its psychological subjectivity, integrity and profundity.

Consciousness is inseparable from the subject and cannot exist outside the subject; at the same time, forms of manifestation of consciousness of subject and subject of consciousness are not identical.

Contact (communication, dialogue) and freedom (randomness, creative work, creation) are determined as the factors of consciousness' development and manifestation in work.

Two-factor layout of consciousness summarizes and explains the existing descriptions of functions, structures, forms, types, and other manifestations of consciousness.

The concept "dependence", in particular, can be defined as loss (forced loss) of one or another freedom for the preservation of any contact (minimal form of a feedback) with other people or with oneself; contrary to dependence, "confidence" can be defined as a voluntary, not enforced limitation of own freedom in favour of preservation and enlargement of contacts and their transformation into semantic communication, instead of simple exchange of information; "responsibility" is also connected with the self-restriction of freedom, but not as a result of necessity to solve one's own problems (as in the case of dependence and confidence), but because of the subject orientation to the positive interaction with other people.

Thus, fixing the concept of subject and consciousness as the base categories, it is possible to deduce from them as derivative such important, not only in specific and practical, but also in general scientific meaning, concepts as dependence, confidence, and responsibility.

In contrast to the comprehensive approach (Antonov N.P., Velikhov V.P., Zinchenko V.P., Lektorsky V.A., Galperin P.Y., Luria A.R., Spirkin A.G., Chuprikova N.I., and others), to the unitary concepts of consciousness can be referred the approaches of Allakhverdov V.M. (theoretical and empirical researches on consciousness), Bakhtin M.M. (criticism of the thesis on the unity of consciousness, a polyphonic approach to the problem), Slobodchikova V.I. & Isaeva H.I. (psychological anthropology of consciousness), Lefevra V.A.. (reflexive structures), Shvalba Y.M. (purposeful consciousness), etc.

The comprehensive approach can be separated from the system approach (Barabanschikov V.A., Bratus B.S., Gorbatenko A.S., Lomov B.F., and others).

In domestic psychology, definitions of consciousness are formed with

the help of categories of reflection (Zeygarnik B.V., Platonov K.K., Klimova H.A., and others), self-consciousness (Stolin V.V., Chesnokova I.I., and others); by means of enumeration of certain indications of consciousness (Orlov Y.M., Chuprikova N.I., and others) and integration of mental new formations (Bozhovitch L.I.).

In the number of definitions of consciousness, diversity of consciousness functions is partly reflected: knowledge, attitude, purpose, regulation, etc. in the complex correlation of subject (person, "Self") with surrounding subject-social world. Correlation, separation or designing of new definitions of consciousness, corresponding to the logic of comprehensive (interdisciplinary) or unitary approaches, are not always implemented in the existing definitions of consciousness.

Different approaches to definition and description of consciousness levels are presented in the concepts of Bekhterev V.M., Vygotsky L.S., Leontiev A.N., Zinchenko V.P., Vasiljuk F.Y, and others. During the last years, the concept of Zinchenko V.P. has got a certain propagation, and its schematization is implemented by Slobodchikov V.I. and Isaev Y.I., and also by Petrivnya I.V., Tugushev I.V., and Mankova S.V.

Questions of specific character and correlation of concepts "consciousness" and "reflection" are investigated in the comprehensive paradigm (ecological consciousness, economical consciousness, legal consciousness, political consciousness, etc., i.e. in phenomena of contact and freedom, in communication systems: "I and nature", "I and law", "I and political system of company", etc.), and also within the framework of the unitary approach (ethnic, moral consciousness), i.e. in phenomena of contact and freedom, in the systems "I and others", "I in my community", "I in myself".

The linguistic point of view (consciousness exists solely in the verbal stuff and language) is amplified in the concept of multiplicity of the consciousness languages, where tongue is regarded as any way of the deliberate address of one "creature" to another one (Donskikh O.A., Rozin V.M., Tuller D.M., and others). The contacts of interaction, cooperation and emotional contacts, as the factors of speech and consciousness development (Lisina M.I.), are compared. Visual and effective, figurative, and verbal language components of consciousness (Luria A.R.) are discerned.

There are modal forms (tactile, olfactory, gustatory, visual, etc.) and extramodal forms (space, time, social objects); semantics and mutual projection in the "semantic unity of the subjective world" concept by Artemjeva H.O.

The opposition of the unitary and comprehensive approaches in the

problem of language and consciousness is ended by the semiotic approach: language is any system of signs (Stepanov Y.S.). The different semiotic systems are reviewed as well (Frege G., Abramyan A.A., Jacobson R., Salmina N.G., and others).

The "children's consciousness" concept is ontogenetically important but scantily explored category of general, and especially age psychology. Child consciousness undergoes the main changes at the age of 6, namely - transition from magic to natural-science explanation of the world, division into physical and mental, etc. (Subbotsky Y.V.).

In the high preschool age the subject specificity of realization is detected (Salmina N.G.). Poddyakova A.N analyzes the exploratory consciousness in the children's age. The peculiarities of juvenile and youthful consciousness have enough light shed on it in the psychological literature.

However, unlike the problem of psychic's development in the ontogenesis, the problem of consciousness development in the ontogenesis is not enough conceptualized after the works of B.G. Ananjev.

Reviewing the special states of consciousness, such as disorders, allows better understanding of human consciousness phenomenon. From the classic point of view (Zeygarnik B.V.), various disorders of consciousness are regarded as disorders of separate mental processes, which are included in the multicomponent structure of consciousness, or their complexes, states and individual manifestations of these states (disorders).

Different point of view (Klimov Y.A.) regards disorders as a peculiarity of orientation (in time, place, situation, etc.), including depersonalization and false perception and recollections.

The structural approach to the problem of consciousness disorder fixes these disorders in the picture of consciousness, concerned with the hypertrophy in the development of one or another consciousnesses generator. In the course of the structural approach the psychological (unitary) concepts of consciousness disorders are presented in the works of Myasischev V.N., Vasiljuk F.Y., and others.

In Western Europe and USA the situation with the spectrum of approaches and solutions of consciousness problem is a little bit different. In the comments on M. Velmanz' book (2000) (in A. Zeman's opinion, one of the best book about consciousness in the last decade) the reviewer explains the scientists' sharply increased interest in consciousness by three interrelated causes. The first one is related to essential progress of neuroscience.

Though the picture is not complete yet, neural correlates of such realizing processes as visual perception, emotions, and memory start to become clear owing to the researches on animals and people with brain

damages, and recent researches on healthy people with brain functional reflection use. "At the same time, psychologists - experimenters have overcome their nervousness in the study of consciousness". Research of such phenomena, as blindness and ability of some people with poor eyesight to guess precisely the characteristics of visual stimulators, having no realized visual experience of these stimulators, can explain the difference between conscious and unconscious processes of brain. The third source of a "wind in the sails of consciousness researches" is connected with the works in the field of artificial intelligence (Zeman).

Other widely known and rather active explorer of consciousness, D. Chalmers distinguished three parts, grouping all multitudes of problems: 1. Philosophy of consciousness; 2. Philosophical theories of mental phenomena (mind, memory, etc.); 3. Consciousness science.

Chalmers' classification is interesting because of citing the quantitative data (number of publications in parts and headings, forming these parts), as well as qualitative characteristic of various parts (list of the authors and titles of articles). Besides, in each part, the articles are grouped under topics: the concept of consciousness (27 articles), "the explanatory gap" (34), materialism and dualism (30), the knowledge argument (16), materialism and modality (consciousness attributes) (29), metaphysics of consciousness (34), panpsychism (11), "zombies" as a problem of consciousness (19), qualities of consciousness (colour, etc.) (39), content of consciousness (20), "representationalism (18), consciousness as "a higher-order" thought (23), introspection and self-knowledge (28), the unity of consciousness (11), the function of consciousness (18), different philosophical theories of consciousness (23).

The second part includes 20 groups of topics: "the self and personal identity" (37 articles), "ordinary consciousness psychology" (35), "internalism and externalism" (34), "free will" (32), "language and thought" (27), etc.

The third section contains 16 groups: neuroscience of visual consciousness (24), consciousness and neuroscience (34), cognitive models of consciousness (36), unconscious perception (18), "implicit memory (15) and doctrine (10), change blindness and "inattentional blindness" (14), visual consciousness (8), consciousness and psychology (24), consciousness in the history of psychology (30), time and consciousness (7), animal consciousness (13), consciousness and artificial intelligence (11), consciousness and physics (37), phenomenology (38), etc.

D. Chalmers concludes that, despite the plenty of works, "consciousness persistently resists to attempts of scientific solution", and "some research workers come to conclusion that the problem has no solution at all" (D.

Chalmers, 1995).

D. Chalmers divides all problems of consciousness into two groups by criterion of solution difficulty. To the first group he relates rather simple problems, connected with the problem, to the second - the very problem, presenting a great difficulty, and he explains the causes and nature of these difficulties.

It is necessary to note that a lot of "reductionist" solutions Chalmer refers to the false solutions and considers that it is possible to find a "naturalistic" nonreductive explanation of consciousnesses, based on the principles of structural coherence, organizational invariance and two-aspect consideration of the information.

According to Chalmers, there is not only problem of consciousness. "Consciousness" is an ambiguous term, relating to a great number of various phenomena. It is necessary to explain each of these phenomena.

However, some of them are easier for explanation, than others. To the easy tasks of problem of consciousness Chalmers attributes those, which can be solved by standard methods of cognitive science, by means of which the phenomenon is explained in the concepts of cognitive logic ("calculation") or neuron mechanisms. Difficult tasks cannot be solved by means of these methods.

The easy tasks of the problem include, in particular, explanations of such phenomena as ability to distinguish, categorize, and react to external stimulants; generalization of cognitive information; capacity to inform about one's own internal state; ability to focus attention; deliberate behaviour control; distinction between wake and sleep, etc.

All these phenomena are related to the concept of consciousness and can be successfully explained from the point of view of cognitive science and neuro-science.

The problem of subjective experience is really difficult for consciousness explanation. When we think and perceive, there is a "whir" of informational process, but there is also a subjective aspect - something similar to conscious organism. This subjective aspect (experience) consists of various sensations, perceptions, emotions, thoughts, etc. Is doubtless that some organisms are the subjects of "experience", but how it is implemented – is the question, bringing to a nonplus.

It is widely accepted that "experience" arises from the physical basis, but we do not have a good explanation, why and how it happens. Why physical processes result in the rich internal life arising?

Chalmers suggests differentiating conceptually the terms of "qualia", "awareness", "conscious", "experience", and "consciousness", to which is

very difficult to find equivalents in Russian.

To avoid confusion (according to Chalmers), it is necessary to reserve the meaning of "phenomena of experience" for the term "consciousness"; using the less busy term "awareness" for more "open" (well-known, explained?) phenomenon, described earlier as functionality.

However, in the majority of works, the mentioned concepts are used as synonyms.

According to Chalmers, functionality, in the final analysis, is reduced to capacity for the verbal report on the internal information; to perception of the information from the surroundings and ability to use it for behaviour control correspondingly.

Discussing the widespread method of explanation of one or another function (mechanism), Chalmers calls it reductionistic. For example, for a doctrine explanation, it is necessary to explain, how the systems of behavioral capacities are modified in the light of the information from surroundings; and also explain the methods, by which the new information can be obtained for adaptation of the system actions to its environment. If we demonstrate how the neural or "calculating" mechanism makes it, we thereby explain the doctrine, as well as for the other cognitive phenomena (perception, memory, and language).

According to Chalmers, this kind of explanation is not good for a case of conscious experience. What makes a difficult problem difficult is far beyond the concept of functions. Even when we explain the actions of cognitive and behavioural functions in approaching to the experience of consciousness (perception, categorization, and verbal report), there is still an obscure question: Why implementation of these functions is accompanied by conscious? The simple functional explanation leaves this question open.

According to Chalmers, the key question of the problem of consciousness is "Why the information processes of distinguishing, summarizing, etc. are not free from internal sensitivity (subjective experience, consciousness)?

The absence of the answer to this question is marked as "an explanatory gap" between the functions and experience of consciousness; there is a need for an "explanatory bridge", the stuffs for which still should be found. According to Chalmers, to explain the consciousness we need a new approach. The customary explanatory methods of cognitive science and neuro-science are insufficient.

Estimating reductionistic methods (methods of explanation of high level phenomena entirely in the terms of fundamental physical processes) Chalmers concludes that they work well in many areas of scientific knowledge since the

structures and functions, explained in these areas, are consequent to the physical system. These methods are powerless for nonphysical structures and functions when they are used for the explanation of "superstructural" and "superfunctional" formations.

Chalmers suggests the following nonreductive explanation. There are some basic characteristics (weight, space, and time) in the physical science, which are not explained by simpler essence. When the physicists did not manage to explain electromagnetic waves by mechanical phenomena, they also postulated electromagnetism as the fundamental characteristic. By analogy with the physical science, Chalmers supposes, that nonreductive theory takes consciousness as a fundamental characteristic not only of the known series: weight, charge, and space-time, but of the outward things as well.

It is known that, where the fundamental property is, there are also the fundamental laws. The nonreductive theory of consciousness supplements compatibility of organic law of nature with the new principles, making thereby possible the explanation of consciousness.

Chalmers admits that in this case we do not receive an answer to the question "why". But it is analogously to any fundamental theory. Nothing in physics shows that substance is primary, but we do not consider it as an argument against the theory of substance, which can explain all the types of material phenomena, demonstrating them deduced from the base laws.

Chalmer assumes that, the same happens to the conscious awareness. Such stand is determined as a type of dualism. But it is an innoxious version of dualism, wholly compatible with scientific world outlook. Such approach does not contradict the physical theory; we just need the further connective principles for explanation of how consciousness arises from the physical processes. There is nothing mystical in such theory. Chalmers calls this stand a "natural (scientific) dualism".

If this point of view is correct, the theory of consciousness should have more in common with the theory in physics, rather than in biology. Biological theories do not contain similar fundamental principles; therefore the biological theory is remarkable for the definite complexity and is not quite well ordered. The physical theories, dealing with the fundamental principles, aim at simplicity and elegance. In Chalmers' opinion, theory of consciousness should also be notable for simplicity, elegance, and beauty.

The nonreductive theory of consciousness includes the psychophysical principles, connecting properties of physical processes with the properties of mental experience. Chalmers mentions the following principles:

Structural coherency principle.

It is a principle of communication (conformity) between the structure of consciousness and the structure of processes, located in the cognitive basis of subjective awareness. According to Chalmers, the concept "awareness" is directly accessible (attainable) and potentially reportable, i.e. realized in the system, using the language.

Thus, awareness is purely functional concept, but, nevertheless, it is concerned with consciousness. In certain cases, with consciousness and awareness (a realized experience), there is always some conforming information in the cognitive system, which is controlled by behaviour and reportable.

And vice versa, when the information is reportable and under control, there is conforming realized experience. Thus, there is a direct conformity between <u>consciousness</u> and <u>awareness</u>. This conformity can be spread further.

The central fact of experienced awareness is its composite (complex) structure. There are also the terms of resemblance and distinction between experiences (one or another feeling), and terms of such things as relative intensity.

Each of experience subjects can be partially characterized and separated into its constituent parts in the terms of the following structural properties: resemblance and distinction between experiences, perceived position, relative intensity, geometrical structure, etc. The central fact is that for each of these structural characteristics there is a corresponding characteristic in the informational and procedural structure of awareness.

Chalmers regards the color perception as an example. Each distinction of colour experience has a conforming distinction in the process. Different phenomenal colours that we perceive form a system - three-dimensional space, based on differentials in hue, saturation, and brightness. This space's properties can be obtained also from the informational and procedural view: check of visual systems demonstrates that light waves are discerned and analyzed by three different axes, and this is the three-dimensional information, which is relevant to the subsequent process. Thus, the three-dimensional structure of phenomenal colour space corresponds directly with the three-dimensional structure of the visual <u>awareness</u>. It is analogous to the other modalities.

In general, any information, which is accepted knowingly, is also cognitively presented.

The principle of structural coherency has appeared to be rather useful in the indirect explanation of subjective experience in the terms of physical processes. For example, we can use the facts of nervous processes of the visual information for the indirect explanation of the colour space structure.

This principle provides a natural explanation of many works on the problem of consciousness.

<u>Organizational stability principle.</u>

This principle means that any two systems with identical functional organization will have qualitatively identical experience.

According to this principle, experience is caused not by the specific physical product of the system, but by the abstract model of causal interaction between the components of a system. Chalmers considers that the principle is rather debatable and uses a mental experiment for this principle proof.

<u>Two-aspects information theory.</u>

Two previous principles have no basic (fundamental) character. They include the concepts of high level: "awareness" and "organization". The base principles are further indispensable.

The main principle, which Chalmer offers as a central one, includes the concept of the <u>information,</u> comprehended in Shannon's sense. Information space has the basic structure from the different relations between its elements, describing the paths, by which the different elements in the space are similar or various.

Information space is an abstract object, but, following Shannon, we can regard the information as physically built-in, when there is a space of different physical states, distinction between which can be transmitted by some causal pathway.

The transmitted state can be regarded as self-designed in the information space. For explanation, Chalmers borrows a phrase of Bateson (1972) "physical information is a difference that makes a difference".

Two-aspect principle is based on the observation that there is a direct isomorphism between the definite physically built-in information space and definite phenomenal information spaces.

Then Chelmers assumes that information has two main aspects - physical aspect and phenomenal aspect that explains descendance of the mental from the physical. The mental comes up due to its status of one of the information aspects, when the other aspect is appeared to be built-in in the physical process.

In this connection, the author recognizes the speculativeness of the given principle and a quantity of unsolved problems.

Chalmers' works have evoked both critical and supportive comments. So, the well-known research worker of the problem D. Dennett has disputed Chalmers' idea to "divide problems of consciousness into simple and hard, considering such approach distracts the researchers' attention (D. Dennett, 1996).

E.J. Lowe also opposed the division of problem of consciousness into simple and hard too. He considers that it is illusion to think there is any simple problem, which can be solved by computing (cognitivism) or neuronic paradigms (E.J. Lowe, 1995).

D. Hodgson proves that some simple problems of consciousness cannot be solved before the hard ones (D. Hodgson). Using the system of logically bound statements S. Horst proves that if the hard problem of consciousness cannot be solved physically, then it cannot be solved evolutionary either. (S. Horst).

W. Seager, agreeing with Chalmers that there is not a different solution of the problem of explanation than "the material processes that can generate consciousness", at the same time comes to conclusion that Chalmers' supposition about consciousness as a fundamental characteristic of the world invokes an association with some form of panipsychism (W. Seager).

Analyzing the difficult problem (why the physical processes result in the realized phenomenal experience) E. Mills comes to conclusion that Chalmers' theoretical construction cannot help in its solution (E. Mills).

B. Libbet also finds defects in Chalmers' theory and resting upon his own experimental researches of the mental processes, explains consciousness as an emergent property of neuron activity.

J. Shear considers that it is necessary to study "the difficult problem" as systematically as the phenomenon of substance, attracting, particularly, the data of correlation of mental and physical development in early childhood, and also the system of representations of Eastern culture and experience of "clean consciousness" study.

F.J. Varela, calling in question the basic position of Chalmers, develops the author's approach, inspired by the style of phenomenological analyses, which are called "neurophenomenology".

T.W. Clark criticizes the view on consciousness as something accompanying or produced by states of neurons, something exceeding the limits of functioning of the cognitive processes, realizable in brain. In the author's opinion, such point of view creates the situation of "an explanatory hole" between the function and phenomenology, which cannot be overcome by the functional theory of psychics.

The author examines the hypothesis of identity of the subjective experience of the definite information, generated by control and behaviour function.

T.W. Clark assumes that this hypothesis explains the isomorphism between the frame of experience and the neuron organization, giving a natural explanation of consciousness as the relative properties of information states,

not as a separate ontology of phenomenal essences.

Combining the set of researches on the problem of consciousness into the concept "The Science of Consciousness", M. Velmans discusses in detail the questions on definition and location of consciousness. The author establishes the availability of a great number of definitions and common terms "consciousness", "awareness", "conscious awareness" (sometimes "phenomenal awareness") as synonyms.

As M. Velmans marks (1996), in some works "consciousness" is synonymous with "mind", that, in the author's opinion, broadens the definition of consciousness too much, including unconscious mental processes in it.

In other works consciousness is synonymous with the "self-consciousness". Such definition, according to M. Velmans, is too narrow, since the person can also realize the other things (other people, outer world, etc.) besides himself.

In the dispute Dualism - Reductionism M. Velmans takes a special stand, developing his own theory of "reflexive consciousness".

Analyzing positions of dualism and reductionism in the solution of the problem of consciousness localization, M. Velmans comes to conclusion that "classic dualists and reductionists, ardently differ on the problem of where it is - somewhere in mind" (M. Velmans, 1996), are quite at one in the solution of question of the definition and functions of consciousness.

M. Velmans regards as quite reductive the thesis that the scientific investigations will lead to discovering of the neuron fundamentals of consciousness and to explanation of phenomena of consciousness in the terms of neuroscience, and, thereby, it will be proved that consciousness is no more than a state of mind.

M. Velmans' objection is that "ontologically the causes are not identical to the produced effects", that is illustrated on the example of phenomena of electricity and magnetism (the motion of a wire through the magnetic field evokes an electric current, running in the wire, but it does not mean that the electro-current is ontologically identical to the motion of the wire; it is also incorrectly to say, if reversing this experiment, that the current, running in the wire is ontologically identical to the magnetic field, surrounding the wire).

As M. Velmans marks, almost all theories examining relations "consciousness – brain", suppose that the preceding neuron causes evoking the given conscious awareness, theoretically can be found, besides, there are very different points of view on the nature of effect yet.

So, "the interactional dualism" supposes two ways of causal interaction between consciousness and mind; epiphenomenalism supposes that the state

of mind evokes a conscious awareness, not vice versa; emergent interactionalism supposes that consciousness comes from the mind activity and then surpasses this activity, which it has descended from.

Reflexive model, suggested by M. Velmans, in the author's opinion, also stimulates the scientific researches on the neuron and psychological causes of conscious awareness, but only from the stands that sensation, experience, etc. are localized not in mind, but in the point of contact (finger or any other part of body in case of pin prick) by means of the mechanism, called by M. Velmans "perceptual projection". For the mechanism illustration, M. Velmans adverts to the examples of imaginary extremity (arm, leg). The author assumes that "perceptual projection" is a general mechanism of consciousness activity and in other modalities (hearing, eyesight) as well.

"Reflexive model" allows determining how consciousness relates to mind and physical world, without going to dualism and rolling down to reductionism.

Experiences arise from the reflected interaction of initiating stimulant with perceptual process. This interaction results in conscious phenomenal world, which includes what we usually think about as a "physical world". What we usually accept as a physical world is a part of what we is consciously experience. If so, there cannot be not "bridged" contents of consciousness separated from the experienced physical phenomenon.

Summing up this rather incomplete review of philosophical and psychological works on the problem of consciousness in USA and Europe, we shall mark the most noticeable differences in the problem working out.

While in Russian psychology the research attention concentrates mainly on the problems of definition and structure of consciousness, in foreign science, they paid more attention to so-called "difficult problem of consciousness", i.e. on the question: "Why does consciousness emerge and how it is connected to the physical world?" (B. Baars, D. Chalmers, D. Dennett, J. Searle, J. Shear, F. Varela, M. Velmans, and others), worked over enough in the Russian psychology from the philosophical positions of dialectic and historical materialism.

At the same time, it is necessary to note that the word combination "Russian psychology" is conceptually heterogeneous in the space-time attitude. Pre-revolutionary, soviet, and post-soviet periods, essentially differing by the territorial-political and socio- economic mechanism of the government, certainly, have had an effect on the tendencies of development of Russian psychological science, specially considerably in the connection with the ideological imposed settlement during the Soviet period, which is nevertheless characterized by considerable achievements in the theoretical

psychology.

And, though from the retrospective point of view it is important to consider the type of "consciousness of psychologists" (V.P. Zinchenko) of the Soviet period (who "with total deduction" practiced Marxist philosophy. See V.P. Zinchenko "Thought and word of Gustav Spett", Moscow, 2000. page 128), in prospective appraisal we can state that an harmonious enough system of scientific psychological knowledge, which have been organically preceded by a number of works of the pre-revolutionary period was set up by common efforts; and "reconstruction" period has not changed much except for the reduced plenty of references and quotations from the classics of Marxism - Leninism.

One can regret, criticize, or even discard the philosophical dialectical-materialistic fundamentals of domestic psychology, but it is impossible not to admit as a historical fact that that very methodology has determined a face of the Russian psychology. So, the changes, perfection, and development - are quite possible and correct, but the flat refusal is equal to the loss of face.

Besides, it is impossible not to note the pluses of the chosen methodology. It is, in particular, removal of the Dekarovsky problem of dualism or different kind of reductionism of the consciousness explanation.

As for the complete solution of the problem of body-mind interactions, or, stretching the meaning, material and ideal (mental, conscientious), i.e. answers to the question: Why and how does consciousness emerge and interact with mind and neurophysiological processes, development of the unitary and interdisciplinary approaches will promote a counter motion in the problem solution. (Akopov, 2002).

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**Perelygina H.B.**

## Empirical study of image
## as a phenomenon of interpersonal relationship

*Comprehension of psychological nature of image as a phenomenon and theoretical issue and its empirical study are topical and perspective orientation of modern psychological science development. On the example of corporate image formation, the author shows the feasibility of created concept of image as a phenomenon interpersonal relationship, and in this connection she gives and analyses the results of own research on a correlation of external and internal image of large organizations and enterprises of the Ural region.*

***Keywords:*** *corporate culture, external and internal image of an organization, interpersonal relationship, perception, and change of image.*

Because of abolition of the command-administrative methods of control in our country, they were followed by the methods, grounded on persuasion and other means of socio - psychological influence, among which the image takes a significant place. Understanding that image of a manager, a specialist, or a state employee is one of essential components of professional competence gains more and more ground not only among the scientists, but among the managers and officials as well.

Both illustrate it, results of carried out research and extending practice of the managers of large-scale enterprises and different patterns of ownership organizations, state and municipal bodies going to image specialists.

Thus, the approaches to image formation worked out by the author were applied during the development of policy and tactics of the election campaigns at the municipal level; the elements of theory of image as a phenomenon of interpersonal relationship and practical guideline for its creation and change are included in the program of a series of seminars on effectiveness increase of the work of management personnel for the managers of enterprises and services of one of the municipal departments in the Ural region.

Scientists working at akmeological approach devote a considerable attention to the problems of image. The key concepts of akmeology are skill, development, maturity, abilities, perfection, consciousness, personality, etc. [2].

Akmeology studies "the regularity of the person's summit achievement in individual, personal, and subject-activity development" [9]. By one of

akmeology founder A.A. Derkatch, the subject of akmeology is "regularity, psychological mechanisms, and conditions and factors, promoting progressive development of a mature person and his great professional achievements" [9].

Accordingly, akmeological research of image is mainly directed towards the detection of its optimization reserves and increase of image-creating activity productivity. Akmeological aspects of perception and change of image in different areas of social life are developed by Y.N. Bogdanov, A.V. Garmonova, A.A. Derkatch, V.G. Zazykin, Z.M. Zotova, N.V. Kuzmina, A.K. Markova, A.Y. Panasjuk, A.A. Rean, A.A. Semik, Y.V. Sinyagin, R.F. Foors, etc.

The very statement of the question about the productivity of image-creating activity and optimization of image as a phenomenon of interpersonal relationship, introduces into the image research such fundamentally important, in our opinion, aspect, as ascertainment of capabilities of purposeful advancing development.

Thereby, through the characteristic of the structure of the subject of research, the methodological cycle of the very research is set: from (1) phenomenology of the subject of research, and through (2) detection and acknowledgment of development vector in the subject of research, motion to maturity and perfection, to (3) cognition of specific objective regularities of this development; and (4) detections of mechanisms, by means of which this development will be realized and goes from the ideal plan – plan of potentials – to the actual plan – plan of achievements.

The completion of the cycle ensures the scientific foundation of formation of complete concept of the research subject, which, in its turn, serves as a theoretical and methodological basis for developing humanitarian technologies, directed towards the practical implementation of the very development, motion to maturity and perfection, which capability is showed theoretically on the second step of the investigation cycle. We used the logic of this cycle in the research dedicated to the capabilities of optimization of the process of professional image formation [28].

The survey of the chiefs of large-scale enterprises and organizations of the Ural region, carried out within the framework of research that is spent according to the author's program in January 2004 has shown that more than 60 % of the respondents (37 persons were surveyed) assume that the best image of the manager helps in the administrative problem-solving.

Among the confirmative statements we will emphasize the following: "the positive image of the manager associates with the image of company", "… the image supposes the confidence of clients, partners, and employees".

It is rather significant that in their answers the respondents indicate as a

field of perception and changes of image both internal and external environment of organization, and they also mark the influence of personal image of manager on the image of company.

It is necessary to mark that in concordance with the broad definition of the subject, accepted in modern social psychology and akmeology, and using concept of "the image subject" in wide sense, we understand it as any subject participating in image relationship. This subject can be introduced not only as an individual, but as a social group or an organization as well, thus its system qualities, unconditionally, will somehow affect the course of image relationship and its results.

We advanced the hypothesis that there is a directly proportional dependence between the level of productivity of the image of social subject and the level of his internal organization.

This hypothesis has been confirmed in a number of researches. In particular, during the researches, carried out in 2001 - 2002 in the organizations of fuel and energy complex of Ural and Siberia, the correlations between separate indexes of the level of corporate culture of organization and the indexes of productivity of its internal and external image were detected [26].

In February - March 2004 the researches on the inner structure of corporate image were continued. As an object of research were chosen two companies with the common scope of activity (advertising-publishing), their internal and external image in correlation with the corporate culture (1st Company - advertising and news agency and 2nd Company – advertising and publishing concern). The best employees of the 1st Company (44 persons) and best employees of the 2nd Company (39 persons) were chosen for a survey.

Along with the questionnaire technique (the open problems prevailed in the questionnaire) a detailed interview of the management of both companies was carried out, and the projective methods were used as well, in particular, the method of "10 words" (people under test are offered to write during the limited time 10 words that they consider to be associated with the company) and the drawing method "bubbles" (people under test were offered to "dress" a doll - model so that she would associate with the image of the company).

Results of analysis of the answers on the questionnaire items were the following. In the answers to the item "What is the organization image?" the employees of both companies expressed the comprehension of corporate image predominantly as an external image of organization (symbolical image of the company as it is seen by clients, partners, and other people).

Only 7 answers out of 83 related to the description of internal image of organization (for example: "Image is "a behavior of employees", "Image is

professionalism and quality of the employees' work", "Image is a respect for clients", "Image is an internal atmosphere"), 6 of the 7 answers were given by the employees of the 2nd Company.

In the answers to the question "What the image of organization is necessary for?" dominated prevailed orientation toward the external image. All employees of the 1st Company assume that the main function of corporate image is a positioning of the organization in environment (for example: "image is necessary for attracting new clients", "for creating the public opinion", "for keeping up the rating", "for prestige" etc.); the overwhelming majority of the employees of the 2nd Company hold the same opinion, however 4 persons among them answered that image is necessary "for uniting the collective", "for a good spirit", "for making the workers proud for the working place", "for being different from others", that is they took into consideration the existence of internal image along with the external one.

These results are especially interesting from the point of view of the respondents answers on the question "What, in your opinion, is the image of your organization?"

First, attention was paid to the prevalence of evaluative answers upon the descriptive ones. Thus, *employees of the 1st Company* consider that image of their organization is "positive", "stable", "solid and strong" etc., characterize their organization as "a solid establishment, ensuring the activity of high quality and distinguishing itself by friendly attitudes to its clients".

Secondly, the employees of the 1st Company describe the image through the organization positioning on the environment, while some of the employees of the 2nd Company interpret the corporate image in the first place as an internal one, that is quite concordant with the answers to the previous questions.

Third, while all employees of the 1st Company characterize the image of their organization as a positive one, some employees of the 2nd Company estimate it negatively ("the image is still crude", "very various in the opinion of different people", "has not been worked over at the moment", "average, is lacking in something" etc.), and 2 persons answered vague ("do not know", "find it difficult to answer").

As a whole, employees of the 1st Company estimate the organization positively, employees of the 2nd Company - rather negative, than positively. Comparison of these answers to the answers to the previous questions shows the following regularity: when the employees are satisfied with their company, internal image is not realized by them, as their relations with the company are founded on the participation principle, they feel themselves as a part of the company and do not accept it as a separate subject. But when there is a lack of

such "participation", the internal image of organization in the employees' consciousness is just an image of the subject, which is separated from them and not always positive. These theses correlate with the results of data analysis of projective techniques.

The given hypothesis, put forward during the research, has received a partial confirmation in the results of interviewing the managers of two companies. The interview has shown that unlike the management of Company 1, the management of Company 2 does not devote attention to the image formation of the company in the employees' opinion and has no clear idea of what kind of image it should be.

Thus, there is following, prima facie paradoxical, ratio: if the company management is lacking the idea of internal image of the company, the staff has got this idea naturally and more often in negative form, rather than in positive one. And vice versa, if the management of company deliberately and purposely forms internal image of organization, the employees of the organization accept this image at subconscious level as a positive one, however they do not take it as a subject of reflexion.

It is interesting that answering the question: "What the image of organization depends on?" - employees of the Company 1 mentioned the whole set of different factors, which in their opinion can affect the image of the company (among them such factors as behavior of employees, product quality, marketing policy of the company, company identity, etc.).

From the context of answers it is clear that all of them meant an external image. At the same time, the answers of employees of the Company 2 were notably less various, more than a half of them came to the point that everything depends on policy and style of the management, but the way, in which the manager should act, was not designated.

Apparently, bad situation with internal image make the employees to concentrate their attention on this component of the company image, and "overshadows" thereby a problem of external image formation in the consciousness of employees, making them less initiative in the image problems solutions and more inclined to rely on the managerial staff.

Answers to the rest questions of the questionnaire showed that the employees of both companies unanimously consider that the image of organization can be purposely formed and changed.

However the minority of the employees of Company 1 considers that it is the work of managerial staff, while more than 60 % of the employees of Company 2 has the opposite views. As a whole, employees of the Company 1 have more detailed idea about corporate image than employees of the Company 2.

Besides, their idea is practically more feasible in a sense, as in the answers there is an interest in formation and improvement of company image and there are opinions about the ways to fulfill it, herewith the matter concerns only the external image.

The organization image idea of the employees of Company 2 can be characterized as fatalistic: showing displeasure with the image of organization, they, at the same time, rely entirely on the managerial staff in the matter of the image changing, from the context of the answers it is understandable, that in the first place is they mean an internal image.

The direct question "Does employees' image of company have an influence upon the clients' image of company?" the employees of both companies answered in the affirmative.

However, in their answers, employees of Company 1 predominantly marked a positive influencing ("We represent a part of our image to the client"; "Employees' sincere respect for the company disposes the clients to confidence and respect"); while employees of the Company 2 suppose that influencing on clients takes place in the case when an employee has some personal problems, which he "pours dawn on the clients and it adversely affects the image effect".

On the grounds of results of corporate image research in 2001 – 2002, we formulated the conception of internal and external image correlation, which consists shows that creation of internal image of organization requires mastering the corporate culture of the given organization by all its members. It occurs by means of self-categorization of the employees as organization members on the basis of community of behavior and aims, cultivated by management within the framework of corporate culture.

We have assumed that the internal image, aroused from this process, includes, along with the personalized image of organization, realization of ones own membership of it, and in this sense partly coincides with the personal image of the members of organization. Thus, the internal image gets over in the environment that converts it into external image [26].

The new results let us introduce amendments into this concept. The necessity of these amendments is caused by the fact that researches in 2001 - 2002 were carried out on the basis of the organizations, in which the experiment on transforming the corporate culture (transition from authoritarian type of corporate culture to its participating type) was made. The managerial staff realized the necessity of changing the corporate culture, as well as general direction of forthcoming changes.

With methodical support of the personnel advisers, the actions on the corporate culture transformation were carried out; these actions were

expressed in intensive corporate trainings, publication of printed matter (brochures, leaflets), explaining the strategical aims of companies and basic principles of their marketing policy, compensatory system modification, intensive contacts of the chiefs of company with the managers, etc. In other words, the organizations, in which the employees successfully categorized themselves as the members of organization, served as a base of research.

The characteristics of internal image of organizations, in which this image is not so successful, as well as degree of this image realization by the employees, were not the objects of the research. In the focal point of research there were mechanisms of successful formation of internal image of organization and its transmission to external audience.

Therefore, the results achieved in spring 2004, amplify and make more exact the earlier formulated conception, having expanded the sphere of its application.

First, we have cleared up that the internal image of organization is not always realized by employees as an image. In case of its successful formation it is not separated in their consciousness from the company, the part of which they consider themselves to be.

In such cases, the employees perceive the company external image as its image. In case of unsuccessful formation of internal image, in consciousness of the employees it is associated with the negative image of company. In that case, by "company image" the employees imply the internal image, instead of external one, that is their own negative overview about the company.

Thus, in the company with positive internal image the attitude of the employees to external image of the company is productive, while in the company with negative internal image the attitude of the employees to external image of the corporation can be described as unproductive.

The given conception of the corporate image is a kind of theoretical hypothesis, which requires an additional confirmation and further specification and development by means of new experiments and steps in theoretical analysis.

As a whole, the corporate image has some characteristics of the subject image. It particularly becomes apparent at creation of the organization image, which is usually endowed with the subject characteristics. In this view, the corporate image, like the subject image, arises and operates in interpersonal relationship owing to the personification mechanism.

One of external demonstrations of this internal similarity of two types of image is the phenomenon of brand name, which has appeared only in the second half of the twentieth century.

Today, brand name implies not only the image of trademark, but also

image of company that has the rights to possess this trademark. From the point of view of the set out here conception of image as a phenomenon of interpersonal relationship, the brand name is an image of the trademark of goods or services created by its owner in the buyer consciousness for the purpose of making it stand out against the background of the number of competitive companies [29].

Personification is widely used in advertising as an object image creation tool, which is directly connected with the introduction of the advertising character in the commercials.

Presence of characters in the product or service advertising is one of the main and most widespread means of attracting attention to commercials [16, 12, 15]. As a matter of fact, the use of personification in advertising creates some special social line or attitude to the introduced subject.

The cognitive component of this line consists in ascribing to the subject - prototype of image one or another property that usually may be observed at the subjects. The object can be characterized, as the one having a strong will, personal features, and ability to take a decision and to perform actions.

The affective component of this line involves the emotionally coloured relations (likes and dislikes, friendship, love, confrontation, fear, pity, compassion, contempt, etc.) directed to the object of personification.

The conative component of the personifying line expresses in readiness to cooperate, compete, care, resist, avoid, etc.

But it should be marked that most often advertising agencies aim to use as an advertising character the image, which consumer can identify himself with. Thus, they intuitively reproduce the scheme of creation of the successful internal corporate image as though aiming to "participate" their consumers.

As a whole, at the heart of different types of image (personal, collective, corporate, subject, etc.) lie the unified objective regularities, by means of which the nature of image as a symbolical subject character, created in the process of interpersonal relationship, becomes apparent.

Having defined the image as a character, "created" (instead of "appearing") in the interpersonal relationship, we thereby emphasized the initiating role of the subject that, proceeding from the objective purposes and tasks of presenting itself or other subject, which image is created, forms this image, wrapping it in symbolical form taking into consideration all system of relations generated by: first, cultural and historical experience; second, system of specific relationships in the scope of its direct social environment; third, professional and active context of social intercourse situation, predetermining the necessity of image-creating activity coordination with the purposes and tasks of professional work of the subject.

Taking into account all these determinations, the subject initiates image functioning in the system of social relationship, generating thereby the image relationship as a system of developing on their basis specific interactions, specific character of which is determined by essential characteristics of image.

Then, resting on its own perception of the way the others perceive its image, the subject, in the process of image interaction, performs a continuous and repeated correction of its own image during its functioning, moving it in that way to the optimum state (from the point of view of objective criteria), which is subjectively satisfying it at high image competence of the subject.

## OUTLINE OF THE RESEARCH OUTLOOK

The outlook of further working out of social and psychological conception of image as a phenomenon of interpersonal relationship is connected first of all with concretization of the rules, developed within the framework of the formulated conception, heading toward the extension of the empirical base of image research by adding new, not investigated yet spheres of social interactions, within the framework of which perception and change of the image is realized.

For example, if actuality of developing the principles and technologies of positive socially claimed images creation (e.g. the state employee image, the fatherland defender image, etc.) does not give rise to doubts, then, creation and strengthening of negative images of social groups, playing destructive role in the constitution of society (e.g. image of terrorist), represents, in our opinion, no less actuality.

These problems solution involves carrying out the basic research, directed to the detection of mechanisms of the subject - prototype estimation on the basis of image perception and, in particular, mechanisms in charge of negative estimations formation.

However, the main (and still the least developed) direction of further research of image is conditioned by inherent in it potentialities to affect the personal characteristics of the subject - prototype.

As stated above, being one of the powerful means of psychological influence, image is capable to perform simultaneously the functions of self-expression, self-knowledge, self-development, and self-perfection regarding the subject, reflected in it.

The definition of image as a character of the subject, created in the interpersonal relationship, has already implied an acknowledgment of image as a phenomenon of interpersonal relationship that has the development vector, directed toward the optimum condition achievement.

Data of conducted social and psychological research shows that

respondents having no special training demonstrate naive and low-production self-perception and perception of others (the evidence of it is the data of research of social and psychological characteristics of image of the leader [28], conducted in Ekaterinburg in 2002).

On the other hand, the respondents, having received series of special trainings, directed toward the increase of image competence, demonstrated the raise of the level of integral personal self-appraisal. The pattern of image-creating activity influence on the image subject self-perception, presence and directivity of personal changes, resulting of this activity influence, have been rather poorly studied for the time being and require further fundamental research.

With this direction of image research is associated such a direction as image competence research. Depending on the conception of communicative competence, worked out by L.A. Petrovskaya [30], was formulated the conception of image competence, according to which the last represents "the developed psychological ability and readiness to create socially and personally adequate self-image, directed to its perception by other participants of social interactions" [28].

In our opinion, at the heart of this complex capacity, besides the mentioned above sources of self-perception and sources of perception of others, lie the following sources:

1) Perception of self-image, arising at others, through the correlation (identification, distinguishing) the self-perception of others with the same perception by other different people;

2) Perception of self-image, arising at others, the way others accept different from them other people;

3) Perception of self-image, arising at others, through the perception of the results of this image influence upon their behaviour;

4) Direct perception of self-image, arising at others, which is possible due to its symbolical mediating in image;

5) Perception of self-image, arising at others, through the explication of their internal state, coming from the given image effect.

The purposeful development of image competence involves the development and detailed practical approbation of the special educational programs, including theoretical and practical trainings on creation and change of image. The certain steps have been already made in this direction [28], but they require the further conceptual development and extension of experimental and methodical base.

It is significant that the image problems become an interdisciplinary phenomenon and today it is an essential component of the advertising activity

theory, control theory, PR, marketing, etc. Pithy approaches and practical solutions in these fields take pages of educational, scientific and popular literature precipitately. The modern political theory and practice are inseparably linked with formation and perception of the corresponding images.

In the researches, conducted today, more than 86 % of the leading employees of the municipal establishments of Ural region emphasize the image importance for their work effectiveness.

The understanding of psychological essence of image, these and other pathways of functioning and development of image as a phenomena and theoretical problem in the context of its comprehension as a phenomenon of interpersonal relationship is one of the urgent and perspective line of development of modern psychological thought.

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# Economic Psychology

**Musaelyan I.E., Slivnitsky Y.O.**
**Evolutionary nature of the men business activity**

*Analysis of the men business activity attracts the increasing attention of psychologists, economists, sociologists, and representatives of other branches of knowledge. Considering complete analysis of the activity necessary, the authors of the article review the evolutionary principles of business activity, following the works of German sociologist M. Weber and Austrian economist F. von Hayek, his conception of the market order, which is based on the works of Scotch philosophers - moralists A. Smith and A. Ferguson.*

*Realizing that the given level of the business activity consideration can be named a macro-analysis level, the authors assume that it can and must be supplemented with detailed study of the psychological components of the business activity.*

***Keywords:*** *business activity, economic activities, intensification, extensification, rationalization, economical way of thinking.*

The area of business activity study is not very seductive for psychologists. However, more and more certified psychologists are faced with the necessity to choose the person behaviour at the workplace, personnel management, marketing, problems of organizations development or psychological support of the chiefs work as a subject of their activity. It is the result of business and organizational behaviour taking more and more place in the integrated structure of human behaviour and representing the maximum abilities for the person's creative potential and human "Self" implementation at the given stage of culture development.

In the meantime, in spite of enormous number of very interesting phenomenological descriptions and detailed schemes of business and organizational behaviour analysis, the integrated psychological conceptions of the man business activity does not exist yet.

Not aspiring to fill up this theoretical vacuum, we will try at least to plan the path of the integrated analysis of such a complex type of behaviour as the men's business activity.

To begin with, we will make use of the economist A. Hosking's definition, which he gives for the economic activity representation. By this activity he implies "an activity, carried out by private persons, firms or organizations, on free goods extraction, production or acquisition and sell of goods, or rendering services in exchange for the other goods, services or money to mutual benefit of the interested persons or organizations" (6, page

18). According to this definition, economical activity is a complex kind of person and team behaviour that has a long history of development and have exerted a great influence on culture and society.

As other basic kinds of human behaviour, such as military (battle) and reproductive behaviour, the economic activities were directed to the basic problem of human survival solution.

So, analyzing the similar complex forms of behaviour, it is natural to recollect the ideas, stated by W. James, the founder of evolutionary psychology.

According to James, behaviour can be regarded as a mean of men adaptation to variable environment. In this connection, both complex forms of behaviour, appearing in human community, and so-called higher functions of mind, ensuring these complex forms implementation, for example, self-consciousness, have the same nature, as different morphological and physiological characteristics of organisms, i.e. they execute an adaptive function.

James has written: "Remember … the fact that man … first of all is a practical creature and his spirit is given to him as a mean for accommodation in this world" (8, page 30).

Fundamental statement of evolutionary psychology is that "men, as any other animal, have behavioural predispositions, formed during the evolution (8, pages 33,12). They exist and act because their behaviour as a whole increases the survival of these features' owners.

Resting upon this position, we will attempt to outline briefly the evolutionary fundamentals of formation of modern form of the business activity. Group nature of man has made for the fact, that his survival has appeared to be close connected with the struggle for position in a group, for a place in hierarchy.

During this struggle, were formed the useful aids, due to which man could win an intense competitive activity. These aids are: strengthening the rate of activity, development of the activity, and improvement of the quality of the activity realization.

Man can name the given evolutionary acquisitions the forbears of modern forms of the business activity. They have started the whole number of social and economic processes, on the basis of which a powerful institute of modern business activity was formed.

These processes are intensification, extensification, and rationalization. Studying the essence of these fundamental social and economic processes, it is natural to advert to the works of two largest social thinkers: German sociologist and public man M. Weber and Austrian economist, the Nobel Prize

winner, F. Von Hayek.

Despite the public acknowledgement and rather high authority in the learned society, we can assert with confidence that the ideas, formulated by these outstanding scientists, are not conceived in full measure today.

It seems that the psychologists, considering it necessary to study the men personal behavior in the context of social and economic processes, are in for mastering these scientists' richest creative heritage.

Conception of social life intensification was formulated by M. Weber as an attempt to reflex the complex social and economic processes, especially acutely expanding in Europe in the period of industrial revolution, and determining the European life in the 19th and the beginning of the 20th centuries.

Concentrating considerable capitals, human and material resources at one place, organizing a broad coordinating system of external and internal participants of the process of production, the industrial entrepreneurs have faced the necessity of changing the system "of conventional economy" for the first time.

"At the heart of such economy lied an aspiration to keep a conventional way of living, standard profit, usual working day, habitual conduct of affairs, customary relations with workers, and standard in essence circle of customers, and also conventional methods of buyers attraction and sales …" (2, page 87).

If the leading motive of traditional housekeeping is business activity for the family basic needs satisfaction, then the leading motive of industrial economy management is every possible augmentation of the profit and, therefore, all possible business development, steady raising of "circulations" or intensification.

Thus, the increase of efficiency of industrial economic activities was caused by its intensification necessity that, first of all, was expressed in customary mode of life changing and necessity of behavioral processes' acceleration.

The basis vector of public and business life starts to be defined by the standards of new "industrial time". The process of intensification has started a modern intensive mode of life.

Rationalization is a kind of the corner stone of effective management. The striking example, since the late Stone Age, is division of labour, according to A. Rihe's conception, oriented on the produced product or on the process of its manufacturing (17).

In the most developed form this process was showed in the period of industrial revolution, when during the grandiose social reorganization the fundamental orientation toward the process of correlating the achievable result

to the costs of its obtaining (process of "calculation" by Weber) was formed.

Because of this kind of orientation appearance, characteristics of labour activity, promoting the quality of production improvement, such as exactness, accuracy, farsight and learning capability have actually represented the ethical principles of the industrial civilization creators, rational bourgeois, professionals, businessmen, and entrepreneurs.

Depicting an image of industrial businessmen, Weber emphasizes that they were not brave and unprincipled speculators and adventurers, but people, who had passed through the hard school of life, they were circumspect and determined, self-restrained, modest and persistent by nature, completely devoted to their business, having definitely bourgeois views and principles (2, page 89).

This moral imperative of rational behaviour, the essence of which consists in the necessity of subordination ones own life to systematic aspiration and capability to control ones own behaviour, underlied the economical way of thinking, determining modern man behaviour in the developed society.

Concept of extensification, as one of the powerful social and economic processes, was formulated by F. von Hayek in the course of notion of the market order, the basis of which were laid by the works of Scotch philosophers - moralists A. Smith and A. Ferguson.

According to Hayek, the market is regarded as spontaneous, evolutionary developing "broadened order of human interaction", not basing on the initial community of purposes and means, resulting in the creation of variety of goods and services and satisfying diverse needs of the great number of people.

Formation of "the broadened order" was promoted by the trade, which has made the overcoming of the lack of natural resources on different territories possible and thereby, furthered the process of global settling of the people (4,5).

In Hayek's opinion, the mechanism of formation of the trade chain between two secluded communities is based on establishing completely special relations between them, namely, the exchange, when the products, being at disposal of one community, are offered to the other community in exchange for the products, the first community is in need of.

It is important to accentuate that unlike the power relations, relations of exchange are founded on the basis of the mutual satisfaction principle.

In other words, establishment of systematic exchange relations implies consideration of mutual interests of the deal participants. It means that at the heart of the trade chain establishment, there is a personal communication of

resellers - persons empowered establish the material exchange of community resources.

As the trade chain is strengthened, not only first persons can become resellers and pioneers of new trade chains creation, but also the other participants of the trade process. This is the way, the social and economic process of expanding the boundary of human groups habitation is put into effect and the "expanded order of human interaction" is formed.

The process of extensification has resulted in the necessity of such principles of modern society formation as **"openness"** and **"democracy"**.

These fundamental social and economic paradigms have served as the social context of the individual existence and have necessitated formation of a number of behavioural stereotypes, psychological characteristics and internal means of interpretation and estimation of social reality by individual.

These internal systems of means can be regarded as psychological "tools", development and usage of which allows the individual to participate in "social competition" and give the grounds for formation of the personal style of business activity and choice of definite form of business behaviour.

The intensive mode of life has made us to regard the speed of activity fulfillment as one of its most valuable indexes. According to well-known expression, "The mankind has decided to become fast instead of becoming clever". The high rate of business activity fulfillment has turned into the key factor of victory in the market competition.

The employee, capable to sustain the intensive rate of work, is a daydream of the specialists, carrying out the staff recruitment. "Concentration of time is an important skill, which is possessed by those, who manages his time successfully.

These people make fast decisions. They do not hesitate. They are seldom late. They do, what they have planned to do and at the time, they have scheduled, not doubting at all, unhesitatingly. As they finish their business at the scheduled date, they live their life with energy, optimism and being self-satisfied" (12, page 227).

The intensive style of life makes man to work with arduous efforts and pace, frequently exceeding the actual requirement of the current task. Paradigm of intensive way of living had both positive and negative consequents.

First of all, the acceleration promoted creation of the administrative direction under the motto "Start without delay". One of productive outcomes of this direction was the new administrative discipline creation - time management.

Central problem of time control is ability to differentiate the work tasks

into principal and secondary. Ability at skilful structuring of working day helps workers to develop such significant practical characteristics as self-reliance and resoluteness. The individual learns to say "No", not wasting the time on trifles.

The reverse side of intensive mode of living is the sluggishness, which gains almost fatal sense, it is regarded as the main reason of business failures and becomes the shortest cut to the edge of the market process.

Worries, concerning the impossibility of following the fast pace of activity, are one of the main causes of nervous breakdowns, depressions, and understated self-appraisal.

Thus, the tendency to the work process acceleration does not always promote the increase of efficiency of the business processes and often comes into collision with the quality requirements. This conflict is especially visually demonstrated in the materials of creative activities study, in particular, the activity of architects and designers (20).

**The economical way of thinking,** being the basis of individual business behaviour, is grounded on the application of mechanism of rational estimation or "a principle of profit" to the analysis of reality.

The use of this mechanism allows to include the process of analytical, weighted or, in other words rational, thinking.

The scheme of the purpose achievement, developed on this basis, was widely applied for increasing the efficiency of business task solution process. This scheme includes implementation of a number of compulsory procedures, such as choice and formulation of purpose, estimation of available resources, determination of the way of acting and choice of criteria of the purpose achievement.

In the course of rational behaviour paradigm, the psychological properties, which are considered to be the most valuable acquisition of modern businessman, have come to light. They are: ability to attract attention, discipline, ability to self-organizing, and a skill to carry the action to a successful finish.

Rational behaviour, founded on optimum usage of economic means, has created the institute of professionalism.

A.Rih underlined that such form of the economy rationalization as division of labour, directed to the manufactured product, has formed the whole spectrum of so-called primary trades.

Next is a phase of trades' stratification, on the basis of which a numerous new trades, representing the forms of specialization within the primary trades, are created (17).

Along with the doubtless significance and, moreover, with the main role

of rationalization for forming a successful business behaviour, it is necessary to pay attention to its costs.

First of all, it is what Devree ironically calls "left-hemisphere inclination". The absoluteness of the rational approach results in the emotional processes that playing the principal part in human life, are found forced out to the edge of business behaviour, and their potential is undeservedly underestimated (3).

The other problem is that concentrating attention on the rational procedures results in danger of "being confounded" by details. That is the case, the saying: "Does not see forest behind trees" is applicable to. The tendency towards over-detailed elaboration of the process of problem solution results in distortion of ratio of main and secondary.

Mastering the procedures of rational analysis is an extremely labourious problem, which solution the whole direction of psychological research is dedicated to (3).

However, even in case of successful mastering, we are trapped by temptation to aim at the usage of complex algorithms of intellection without taking new situation features into consideration. Such tendency to act in concordance with the recognized pattern results in inadmissible mistakes in business practice, being in complete discordance with the fundamental uncertainty of the market order.

And, eventually, standard of rational behaviour, specially supported by large corporations, caused glaring contradiction with the bearers of so-called creative behaviour. As it always happens at conducting any target campaign, in this struggle under the slogan "Down with laxity and idleness!", "a child is splashed out along with water".

Thereupon, B. Tracy suggests distinguishing the pseudo-creative people from the true creators: the pseudo-creative people are not capable to continuous concentration of attention, they grow cool quickly and accordingly can not complete the action. As for creators, in practice they show firm discipline, formulating the remarkable ideas (19).

Paradigm of **"broadened order**" or tendency to activity borders' extension has the most contradictory nature. In the history of competitive activity, its implementation is connected with the direct military seizure as an essence of military behaviour. Originally, this paradigm determined a complex process of establishing the trade relationships between the limited communities in the area of economic behaviour.

Today, this paradigm underlies one of the advanced directions of management - strategic management. D. Maurik gives the following definition: "strategy is a long-term plan of success achievement, especially in

politics, business, and war" (11, page 11).

The strategic approach, which product is the integrated vision of the future of organization, is connected with a number of psychological characteristics and features of person. In general, they could be defined as capacity to act in conditions of uncertainty. One can place them among inclination to risk, tendency to changes, optimism and the absence of conformism.

Besides, for the employees' productive activity in the organization, at the conjuncture of vagueness, there is a necessity of developing the ability for grasping the runaway information flow and knack of using it at the work task fulfillment.

Specialists of the field of strategic processes, working with organizations, come to conclusion that the qualitative skills of strategic behaviour become more and more indispensable for all employees of the company, irrespective of their administrative status.

Thus, the analyzed above paradigms represent the context, within the framework of which the business behaviour of separate person is realized.

The given level of business activity analysis can be regarded as a level of its macro-analysis, which should be supplemented with the thorough study of psychological components of business activity.

Thereupon, results of a number of activities, including activities, carried out by us with the use of the clinical method of person analysis, polling and measuring systems (13,14,15).

However, considering significance of the differentiated psychological analysis, we would like to return the given work to the problem of the integrated approach to the business activity, the one, we have formulated in the beginning.

Directions, towards which, in the context of the listed above social and cultural paradigms, the personal business activity (acceleration of the activity rhythm, fulfillment of rational and evaluation procedures, and behaviour strategic direction) is formed, are characterized by the general tendency that can be regarded conditionally as a tendency to strengthening all factors of activity.

Willingness of an individual to take part in "business competition" makes him to change continuously, to search and to find what he was not "equipped" with in the beginning of the path.

Large competition changes the business activity of an individual into the process of continuous research, search of the greatest opportunities and best alternatives.

Thus, in the basis of business activity lies the individual's acceptance of

internal psychological model, which could be defined as **"activity +"** or **"activity forte"**. The evidence of its acceptance is position: "I can": work around the clock, work arduously, achieve a planned result, do several works simultaneously, etc. (14).

This orientation to achievement of beyond-limit figures of activity, as the basis of business behaviour of the modern man, represents a significant personal problem and quite often provokes the desire to oppose it any different behavioral scheme.

Experience of vain hopes, sense of being useless, long list of inner offences – these are emotions, typical for people, who "have no time" to follow the rhythm of modern business life. To overcome the feeling of a defeat, people frequently create a certain protective mechanism, which serves as a significant personal stand.

A statement like: "it is hard for me, because …" is typical of the given stand. People, taking such a stand, consider that someone should undertake the obligations of their life support, as for instance social institutes, relatives, and friends.

The energy resource, spent on formation of such model, not a bit less than the one, spent on the active life position. Practicing psychotherapists know about it very well. It does not mean that the internal model "it is hard for me …" does not meet a fundamental problem of the man adaptation.

It is appropriate to mention here the notion of "a secondary profit from the illness", meaning the ingenious ability of man to benefit from any situation.

Problems, related to a similar kind of tendencies are reviewed explicitly in N.S. Kurek's research "Mental activity deficiency: passivity of person and illness" (10,6). So, the tendency to minimize parameters of activity has a rational nature too.

It is necessary to note that staunch defenders of the model "activity +" are not protected from experiences, caused by the fits of diffidence, inferiority complex, and loneliness.

The efforts of workers of the middle unit of organizations are often not rewarded with the stable predictable salary, regular career development, and life work and financial protectability. They show desire to slow down the pace of activity, complain against fatigue, spiritual bankruptcy and sense of underestimation of their activity.

The top managers feel that they are doomed to isolation from people, they have no one to share hardships and worries, regarding the activity, with. They badly cope with so-called "loneliness of power" (3).

So, we can draw a conclusion that stresses and efforts caused by the

excessive requirements, typical for the business processes, represent the problem for all participants of these processes.

Thus, from the adaptation problem point of view, the model "activity +" can be hardly regarded as an ideal psychological fundamentals of man behavior in the modern multi-version world.

In compliance with it, the major task of psychologists, social workers, and organization consultant is the task of easing the strain of the dramatic contradictions, immanently inherent to the main forms of modern business activity.

Among significant contradictions there are: contradiction between the degree of power, which the senior managers are provided with and rather limited opportunities of the employees in essential decisions taking; contradiction between the necessity for quick react to the changes in the market situation and resistance to the changes, peculiar to the workers of different level of organization management; contradiction between the time that is necessary to devote to the work of success achievement in the business area and time, spent on other important aspects of life (family, creative work, society relations, etc.). Today, a lot of attention is paid to these problems solution (1).

In conclusion, we should emphasize that despite of insistent need to search for the ways of the business life humanizing, we meet "energetic, remarkable, having an incentive to self-perfection" people among the business community representatives (21). They have chosen a difficult path of creation, instead of submission and have undertaken the new organizations management.

Today, destiny of many people depends on the decisions they make. Rendering assistance in work to the leaders, taking a productive innovative stand in the society, psychologists have a chance to realize their cherished professional dream: to exert an efficient, constructive influence on the social life.

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# Cognitive Psychology

**Carpov A.V.**
**Reflection in the structure of cognitive organization of the decision making procedure[1]**

*Reflexion and decision making are complicated and unique mental procedures, regularly that implies their correlation, existence of a system of their relations and interactions. However, this very correlation is insufficiently studied and disclosed, that in many respects authorizes the author's reference to their research. In the article, attention is focused on three main levels of research: effective level, procedural level, and level of possible mechanisms and subject determinant of reflexive regulation of decision-making processes.*

*Results obtained in the research of two processes correlation, testify to the presence of definite metaregularity, connecting reflection with the different aspects of organization of decision-making procedures.*

***Keywords:*** *reflection, decision-making, functional dependence, principles of procedural organization of decision-making, mechanisms of mental integration, and metaregularity.*

Any process, ontologically presented in the content of psychic and gnoseologically differentiated by it in this content at its perception, is deeply peculiar and even unique.

However, even against the background of this originality of each mental process, two processes - reflection and decision-making - are characterized by special and even exclusive originality.

The first one because of its uniqueness in literal and direct sense of the given concept, as it is inherent only in man, selecting him from a number of all the rest living creatures.

The second one - by virtue of its unexampled complexity and heterogeneity, synthetical character and organic "alloy" of all main categories of other mental processes (cognitive, emotional, motivational, and determined) in it, and thereby - its belonging to the special class of mental processes - integral processes.

However, uniqueness and limiting originality of each of these two processes by no means signify their isolation from each other; just the

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opposite - the highest degree of complexity of both of them objectively implies their correlation, existence of the system of regular relations, and interactions. There are all the grounds to suppose that these connections and relation are not less peculiar than the mentioned processes, taken as a "separate entity".

In fact, the analysis demonstrates that connections and relations of reflection with decision-making  (DM) procedure are, perhaps, the most specific and deep, than with all other psychological processes.

Reflection and decision-making  in many respects are opposite processes, even antagonistic by their functional orientation [1,2,5,11,15]. However, by the their psychological nature, they are close and similar, and that is why, they are complimentary and relative.

So, reflection (as process, as condition, and as property) is especially indispensable in all those situations, in which organization of behaviour is connected with choice, uncertainty and necessity of its overcoming.

Only in these "points of discontinuities of behavioural continuum" the reflexive processes and mechanisms are so significant and "the reflexive pause" is so relevant.

Thus, the DM processes objectively imply the actualization of reflexive processes and at great extent consist of them. The phase of so-called "informational preparation" of solutions in the conventional schemes of this process description in many respects is identical to "internal scanning", searching, i.e. essentially the process of reflection.

However, the dialectic of their relations is such that they also have features of distinctions in kind and even contrasts.

According to the definition, decision-making is the procedure that implies a direct contact with the organization and realization of behaviour, activity. In this sense, it represents an effective and activity-oriented process. On the contrary, reflection, in its substance, implies and even demands a "delay", pause in the behavioural and activity continuum.

It is active, but not effective. It is understandable that such contrast is caused by functional specialization of the mentioned processes, which, owing to this specialization, are organically related to each other.

At the same time, unfortunately, it is necessary to state that till now the correlation of processes of reflection and decision-making  is not enough disclosed and studied.

There are many reasons of the most various kinds and "scales" - from the purely "technical" up to "ideological" and paradigmatic. And it is possible to refer to the latter the following circumstance.

The problem of reflection, in its modern state, goes back to the

introspective tradition of psychological research. As for the problem of DM, it has strongly pronounced "behavioural" backgrounds, as well as genetic affinity with "the informational approach" in psychology. Apparently, the indicated paradigms are not only weakly compatible, but at the great extent opposite.

However, some time or other the logic of psychological research results in the necessity of reference to analysis of DM and reflection processes correlation, and demands the special researches on the given problem.

Being guided by the indicated circumstances, we shall summarize some basic outcomes of analysis of correlation of processes and mechanisms of the reflexive regulation with DM procedures.

Naturally, the obtained results do not conclude the whole problem, though they reveal some essential, in our opinion, regularities of this correlation. Examining them, we shall concentrate our attention on three main questions: at first, we will review materials, obtained at the *effective* level of research; then, the analyzed data, revealing the features of the very *procedural* level of the studied correlation; and after that, the major task will be moved to the different level - level of possible *mechanisms* and subjective *determinant* of the reflexive regulation of DM procedures.

\* \* \*

The main and most general problem, existing at the effective level of research on correlation of processes of reflection and DM, consists in establishing a *functional connection* and, probably, determinant relations between them (if there are any).

Therefore, the experimental research should be directed towards attempting to establish a functional connection between two variables - measure of reflexivity and effective parameters of DM procedures.

Measure of reflexivity serves as an "independent" and quality of implementation of DM procedures acts as "dependent" among these variables.

To diagnose the measure of reflexivity, we used a special psychometric technique, worked out by the author together with V.V. Ponomareva, which had been approved earlier in a number of researches [6] and showed itself as good one.

The techniques "Concern" and "Choice", also developed by us, were used as the experimental models for determining personal distinctions between qualitative parameters of DM procedures

By means of these techniques earlier we had carried out a big cycle of experimental researches on DM procedures [2,4,5,7], owing to what they should be regarded not only as quite adequate to the purposes of the given

research, but also as experimentally approved.

The detailed description of these techniques, as well as other similar to them experimental computer models, is given in [4,5,6]. 220 people of both sexes, aged 18 – 47 took part in these experiments.

Conducted experiments and data processing resulted in obtaining the main dependence between two investigated variables (see pic. 1.)

Analysis of the introduced data allows making the following conclusions.

First, there is no straight, unambiguous linear dependence between the studied variables. This connection has essentially more complicated nature, approximating in its general view to inverted U-shaped dependence.

We have already repeatedly detected the similar kind of dependence in the connection of reflexivity parameter and number of other subjective and active characteristics.

In particular, the similar dependence is found between the personal measure of reflexivity and efficiency of administrative activity [3,6]. In general, for such relations the presence of two areas of minimum values of the dependent variable (in our case – DM quality) is characteristic. They correspond, accordingly, with minimum and maximum value of the "independent" variable.

Simultaneously, a "point" (more precisely - an area) of "dependent" variable maximum, corresponding with some "intermediates" – average of independent variable, is typical for them. It shows the detected regularity affiliation with so-called dependents of "optimum nature".

ПР (y-axis), РФ (x-axis)
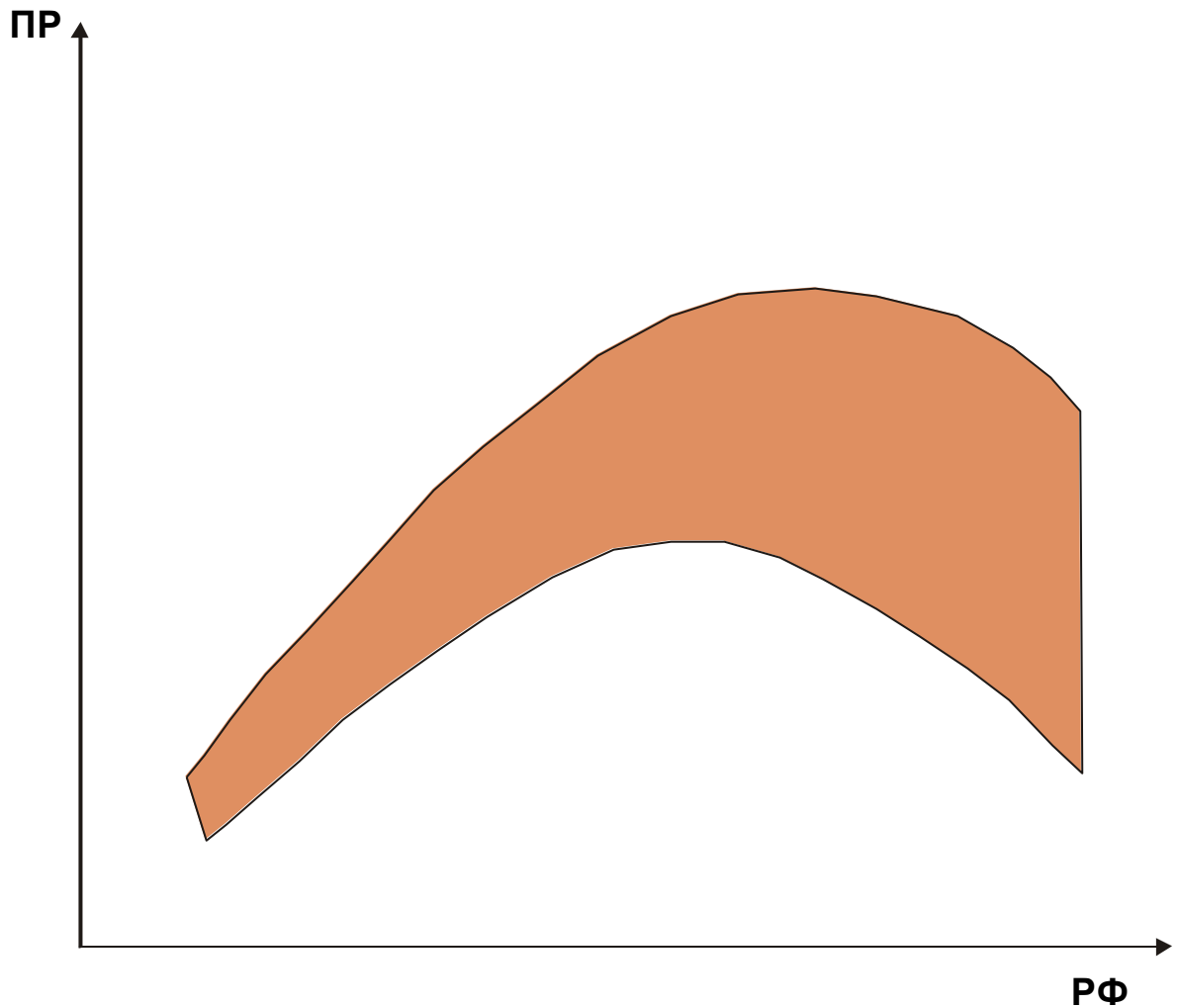
Рис. 1.   Зависимость качества реализации процессов ПР
от уровня рефлексивности (РФ)

Примечание: на графике представлена "трубка" значений
качества ПР при изменении уровня рефлексивности (РФ),
т.е. зависимость, учитывающая также и разброс величин
качества ПР

**Pic.1. Dependence of quality of DM procedures realization from the level of reflexivity (Rf).**

Note: The index of values of DM procedures quality at the change of reflexivity level   (Rf) is diagrammed here.

The General sense of the obtained relation is that the maximum quality of DM procedures takes place not at the minimum reflexivity (that is quite natural and understandable), but also not at its maximum value (that is already

less apparent from the prior point of view).

DM quality is maximal at some intermediate, though also high enough, value of the reflexivity. The latter is optimum in DM procedures. The same dependence can be interpreted a little differently. The initial growth of reflexivity results in qualitative parameters of DM procedures increase.

However, then the direct dependence between them runs up to the definite limit. At first, it stops acting in its straight form and then is transformed to reversed dependence.

This and others, obtained earlier, similar dependences demonstrate that, apparently, there is a certain zone, an interval of best values of reflexivity, at which the values of "external criterion" (activity efficiency, DM qualities, etc.) are the highest possible. "Shifts", both to reduction and to increase of reflexivity, result in decrease of "external criterion" values (in the conducted experiments – DM qualities).

Second, there is another experiment, which result is not less obvious. In the picture 1 it is visible that the range of dispersion of the values of dependent variable (DM quality) does not remain constant in all continuum of values of independent variable - personal measure of reflexivity.

Dispersion of values increases proportionally to ascending of the independent variable.

In other words, the increase of reflexivity degree simultaneously results and in ascending of variation degree of its correlation with the qualitative parameters of DM procedures. The higher is reflexivity, the more variative is its connection with qualitative - effective indexes of DM.

The situation is aroused, at which ascending of reflexivity as though grades, "slurs" the qualitative DMparameters dependence on it (though in the general view this dependence survives).

There are reasons to think, that the given result is explained by the fact that ascending of reflexivity measure results in strengthening of influence of number other "linked" to reflexivity parameter (e.g. neurotism, flexibility, empathy, cognitive complexity, etc.) on the studied dependence. Their influence on the dependent variable - DM quality - is rather complicated and ambiguous, and it is showed in the diversification of the dependence examined here.

The reflexivity that influences the DM procedures quality, changes and, basically, *increases* measure of the subject sensitiveness to the influence of many other subject and object factors on DM procedures.

Thus, the detected dependence has two main sides, double sense. On the one hand, it is a separate entity that belongs to the special kind of dependences - optimum dependences. On the other hand, the other dependence is "laid on"

it and interacts with it. It is an objective connection of its "freedom" degree with the personal measure of reflexivity.

The very reflexivity, acting as "an argument" of the DM qualitative parameters functionally depending on it, is simultaneously a determinant of this dependence diversification. There is a kind of "second-order dependence" – metadependence, which is "laid" on the basic ("primary") one, changing the measure of its strictness.

We have already reviewed such metadependences in the general methodology schedule and explained them by special diversified function of reflexivity.

The essence of this function is that reflexivity parameter along with its main influence on one or another variable can and, as a rule, exerts a certain additional influence.

Additional influence consists in dispersion increase – the measure of dispersion of values by the variable, the influence on which from the reflexivity direction is studied, at increase of the very measure of reflexivity.

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Going from the data, obtained at the effective level of research, to the stuff, characterizing the procedural level of the studied correlation of reflection and decision-making, it is necessary to note the following methodologically significant circumstance. The matter is, that this level of research is non-comparably richer in its content and much more multifaceted, than the effective level.

In this connection, there is a problem of the reasonable choice of those aspects of the analysis, which are most important and representative for the studied general problem as a whole.

We consider that objectively basic and main among them is determination of reflection influence not on any minor, individual peculiarities of procedural organization of DM, but its influence on similar, that is also main regularities of the organization.

It is well known, that the latter are defined as the *principles of procedural DM organization*. If reflection exerts its influence even on the most general regularities of the procedural organization, as which its principles act, then it influences all the rest - less general  regularities and features of procedural organization of decision-making.

Today, we know a number of basic principles of procedural organization of DM (iterativeness, hierarchicity, unevenness, heterochronia, minimum sufficient differentiation, consolidation, target determination, and inter-assistance of components, etc. [5]).

The conducted researches demonstrate, that there are also such

components among them, which to the utmost are subjects to the influence of the reflectivity factor.

First of all, it is necessary to indicate the very essential transformations of one of the base principles of organization of procedural development of solutions - *iterative principle*.

The essence of the given principle consists in "spirality" of the DM procedure organization: it is formed not according to the type of linear - consistent process, but implies the systematic returns from the phases already passed to the others, preceding them; repeated "playback" and sequential enrichment, perfection of phases.

Owing to this principle, the intercorrection of stages is assured, and as a whole - the measure of internal conformity and integrity of all process is increased. Under the influence of reflexivity factor, the iterative measure of DM procedures is significantly enhanced, that within reasonable limits affects positively their total - effective parameters.

However, at the very high values of iterativeness a phenomenon of "hyperiterativeness" can emerge, verging to the procedural rigidity and to the rise of large difficulties of transitions from the process to the outcome - solution (and at the worst – a well known phenomenon of "analytical paralysis").

The changes in the pattern of the other relevant procedural principle operation – *the principle of minimally sufficient differentiation* are same much apparent and significant. The essence of this principle is that the organization of DM procedures is developed not by the type of summation and structuring of its phases, but by the type of differentiation of the initially integrated act of choice on the necessary procedural means, its phases act as.

The initially integrated and undifferentiated process of choice is differentiated and divided only into those phases and in such quantity that is minimally sufficient for its implementation.

In this connection, it is evident that the phases, described in the theory of solutions, can and should be reviewed as the products of choice process differentiation; and their quantity reflects one or another degree of its differentiation, procedural development.

For example, the stages of formation of concept of DM problem and the choice are required even at the most minimal degree of differentiation. The stage of the set of alternatives formation, concretizing by itself the stage of formation of the notion of DM problem, serves nevertheless as the product of further differentiation.

If it is necessary, this stage is supplemented by the stages of formation of the set of criteria and criterial estimation of alternatives, and the latter, if

necessary, is supplemented by the stage of probabilistic evaluation, etc.

The experiments show that the degree of the given principle expressiveness directly depends on the individual measure of reflexivity and is determined by it: the higher the measure, the higher is the differentiation between the stages (and sub steps) of the procedural solutions content.

Thus, it is necessary to distinguish two main aspects of reflexivity influence on the measure of the given principle expressiveness. First, highly reflexive individuals have higher differentiation between separate stages of the DM general procedures (i.e. they have higher process "graininess". Second, these individuals have also higher measure of procedural development of every stage. And, this second aspect of distinctions between high- and low-reflexive individuals is expressed in clearer form, than the first one.

The minimally sufficient differentiation principle is organically connected with another major regularity of DM procedural organization.

The matter is that, as it directly arises from the principle of minimally sufficient differentiation, the different stages have also a different "measure of necessity" in the process general scheme, and accordingly, different significance in the process implementation.

Therefore, by the given parameter, these stages form a definite *hierarchy* - from more significant and essential to less hierarchically significant, serving as the products of the former differentiation.

Thus, the *hierarchy principle* is another regularity of procedural organization of decision development. This principle regulates the structure and completeness of the stages presentation during, as well as their mutual subordination.

From these stands, the very concept of hierarchy as the mechanism of composite systems organization is also extended, as in the given context hierarchy is not a mechanism of structuring of either of formations, but the mechanism of procedural integration, diachronic organization facility.

Thereby, the hierarchy emerges not only synchronically (as the mechanism of structuring), but also diachronically (as the mechanism of dynamics, functioning).

Integrating the data on the influence of the individual measure of reflexivity on the degree of expressiveness and for these purposes using the concept of "the hierarchic systems theories", it is possible to note the following.

The reflexivity measure extends the "depth" of hierarchy of DM procedural organization (i.e. degree of hierarchy and mediation of its stages), but reduces "the rigidity" of this hierarchy.

All described above dependences are quite concordant. Their common

sense consists in the reflexivity significant influence on the measure of procedural organization of decision marking as a whole, and on the expressiveness of procedure as such. The higher reflexivity, the more differentiated and divided into stages, iterative and discursive the processes are.

However, we will note that, the procedural organization as such is, though also relevant, but nevertheless only one of the conditions of total outcome assurance- the quality of decisions.

It is important that, the organization, becoming *redundant*, can be transformed in the "over-organization", either causing decreasing the quality of decisions or completely blocking them.

For example, hyperiterativeness, which is demonstrated in unjustified "returns" with the purpose of examining and re-examining, can be decision inhibitor, acting as the one of the causes of well known phenomenon of "analytical paralysis".

Thus, the introduced stuffs demonstrate, that reflexivity parameter renders a significant effect on the most general plan of procedural organization of decision-making - its principles.

The difference of DM procedural organization of high- and law-reflexive individuals in many others specific aspects and schedules are not less, but perhaps even more expressed and apparent, visual and explicit.

Unfortunately, we cannot analyze all (or even the main) of these differences in the given article. Therefore, we will mark out, as an illustration, only some of them that are indicative in the light of the problems discussed.

So, high-reflexivity individuals use greater information content in DM procedures than low-reflexivity ones; these differences are specially expressed regarding the so-called "internal information" (and at a lesser degree concerning the "external information").

The high-reflexive individuals are more disposed to polycriteria representation of DM problems; in general, they are more tolerant to possesing not one, but several criteria, including the difficult-to-compare ones.

On the contrary, the low-reflexive individuals are more disposed to transformation of the polycriteria problems in the monocriteria ones.

The high-reflexive individuals have the bigger repertory of DM methods and strategies, but the quality of their implementation is relatively low. "Gaining" by the rich repertory, they "lose" in skill at dealing with it; for the low-reflexive individuals the inverse tendency is characteristic.

The high-reflexive individuals have more so-called "alternate dimension" of DM procedures, that is, they are more disposed to implementation of choice with larger number of alternatives.

Besides, the low- and the high-reflexive individuals are characterized by differences on one more significant parameter. Unlike the high-reflexive individuals, the low-reflexive ones are more inclined (and are capable) to simplify the choice situation, if it is really difficult.

And vice versa, the high-reflexive individuals are more inclined to complicate the choice situation, even if it is rather simple. The DM style for the low-reflexive individuals is drawn more towards the known pole "reducing", and DM style for high-reflexive individuals - to the pole "augmenting".

And, while in the problems on divergent intellection, in creative, theoretical problems, the second – "complicative" style is much more constructive, in the DM situations, which require "practicality", realizability and reality, the second "simplifying" style is often not only more winning, but quite often as the only possible.

Series of procedural phenomena, established in the psychological theory of decisions, contrary to already reviewed ones, is not significantly transformed under the influence of the reflexivity factor. They are, as though, "insensitive" and tolerant to the given factor.

Among these phenomena it is necessary to mark out, first of all, the "*deformations* (errors) of the rational selection" – "cognitive inclines" (biases), which are widely studied in the cognitive theory of decisions. They are described in detail in the scientific literature, the most known of which are, for example, "representation heuristics", "simplicity heuristic", "primary effect", "recency effect", phenomenon of "illusive correlation", "low count law", etc. [5,16].

The researches, conducted by us, have shown that, at first, measure of their changing depending on the variations of the reflexivity degree is statistically insignificant; second, these changes are unstable enough even in direction and sense (not just in value).

All this is evidence of the rather general and fundamental status of the phenomenon of "cognitive inclines", of its basic nature regarding the reflexive control and, therefore, of its definite independence of the reflexive control.

In the end, we shall note, that the high-reflexive individuals are more inclined to the operation with the probabilistic information, and also to the work with assumptions and suppositions, while the low-reflexive individuals prefer more definite information reference points.

At the same time, as experiments demonstrate [7], the high-reflexive individuals are characterized by relatively (not great, as it could be expected a priori) small efficiency of the operating with the probabilistic information, rather than low-reflexive ones.

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Adverting to the final of the formulated above main questions of the given article, i.e. the question of possible psychological mechanisms of DM procedures assurance, it is necessary to note the following principled circumstance.

As the DM procedures, according to our conceptions, belong to the specific class of procedural formations of psychics - to the class of integral procedures [7], then the question of the mechanisms of its implementation and assurance is identical in many respects to the question of the mechanisms of mental integration, its forms, regularities, means, etc.

Accordingly, the question of the reflection processes role is how specifically these processes realize their integrative functions, how are they included in the integral DM procedure. This is the question we brought up, analyzing the problem of possible mechanisms of reflection inclusion in the psychological assurance of the DM procedures.

The research on mechanisms and regularities of mental integration as a whole is, as is known, one of the significant theoretical problems of general psychology.

The given problem is especially topical in the course of cognitive psychology, and the researches on this problem are presented in it in very wide and various ways.

At the same time, until now, conventional problems of cognitive psychology obviously insufficiently include the analysis of the process, in which the mechanisms of mental integration are expressed more completely and more distinctly, forming its essence.

The matter concerns the decision marking procedure. In developed by us representations [2,4,5,6,7] it is showed, that by its psychological structure and substance the given process is synthetic and integral[2]. It is formed and developed as appropriate aim-conditioned integration of many other mental processes (cognitive, emotional, volitional, motivational) and formations.

Therefore, its very psychological nature and its status create adequate and even natural, necessary prerequisites for studying the general regularities and mechanisms of mental integration.

Thereby, DM procedures, being *the object* of research, realize the function of the *method* of solution of one of the main problem of cognitive psychology – analysis of mechanisms and regularities of mental integration.

On the grounds of the mentioned above general theoretic

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[2] Conception of integral psychological processes is thoroughly viewed, for example, in [2]; and its concrete definition regarding the DM procedure is given, in particular, in [4].

representations, we carried out a cycle of experimental researches on the possible mechanisms of DM procedures psychological assurance and in particular – on the role of reflexive processes in it.

At the heart of that cycle laid the combination of two methodical ways - method of *"polar groups"* and method of intercorrelation matrixes (with the subsequent analysis of the separate cognitive qualities and processes, found on the basis of matrixes structures).

In the beginning, the general selection on the basis of "polar groups" method [5, 6] is divided by the "external criteria" into three subgroups ("the best", "the middling" and "the worst"); the quality of DM procedures implementation acts as "external criteria" of this differentiation.

Then, in two groups ("the best" and "the worst") the procedure of psycho-diagnostic examination, directed towards determination of the development level of the main cognitive qualities and corresponding with them cognitive processes, is carried out.

Apart, we should note that this examination included the diagnostic of the development level of reflexivity[3].

Then, according to the outcomes of psycho-diagnostic examination, method of determination of inercorrelation matrixes, diagnosed qualities and processes is implemented.

The given method is necessary to regard as different than analytical, as a structural method of analysis of subject-procedural determinant of one or another mental phenomena.

This method helps to reveal and to describe the determination of a phenomenon not only by its analytical – "single" connections with the separate personal qualities and processes, but also by its complex and structural conditionality by their integrated subsystems.

The subsequent analysis of the matrixes and constructed on their basis correlograms  was conducted by means of definition of their "leading" and "base" qualities[4], as well as on the basis of the complex of methods of "the

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[3] In that way, it was possible to study the role of reflexive processes, mechanisms, and characteristics of the subject in the general integral structure of cognitive processes, ensuring the preparation of decision and decision making.

[4] The "leading" are those qualities that have significant direct correlation with an external criterion, towards which a definite structure of qualities is functioning (in our case, it is quality of DM procedures). "Base" qualities are the qualities that have the heaviest "structural weight" in any of its integral structures. Better to say, they are qualities with the largest number of correlations with the other qualities and these correlations are the most significant. They are more important for the qualities integral subsystem structuring. They can and should be interpreted as *structure-forming* qualities, as the synthesis and structuring of all other qualities is carried out "around them".

correlograms indexing", specially designed in the course of the structural approach to the mechanisms of mental integration analysis [4,5].

Thus, the most significant are three following indexes.

First of them is index of structures (correlograms) *coherency* - ISC; it is determined as a function of number of positive significant connections in the structure and measure of their significance.

Thus, usually we take into consideration the connections with the significant value of α = 0,99 and α = 0,95; former are added the weighting coefficient of 3, and the latter - the weighting coefficient of 2.

In the number of cases the connections with the significance value of α =0,90 (with the "weighting coefficient" of 1 mark) are also considered.

Data, obtained of all structure "weights" are summarized and it gives the quantitative value of the index.

The second index is the index of the structures *differentiation* (ISD); it is similar, but formed on the basis of generalization of significant negative correlation connections.

The third index - index of structures organization (ISO) is a function of total of positive and negative connections, as well as their significance; it is determined as a module of ISC and ISD.

As a result of the analysis, the following main regularities, opening the peculiarities of reflexive mechanisms and the means of DM procedures assurance, were established.

First, it was detected, that by $\chi^2$ criteria the structures of cognitive qualities in two experimental subgroups statistically are for certain *heterogeneous*. These subgroups are formed on the basis of significant distinctions to "external criterion" - DM procedures quality ("successful" and "unsuccessful" subgroups).

Thus, in the "successful" subgroup the *integration degree* of cognitive processes is significantly *higher*. The same subgroup has significantly smaller "*structure divergence index*", and also larger "*index of general organization*".

Second, the "successful" and "unsuccessful" subgroups (by external criterion – DM procedures quality) essentially differ by *leading qualities*.

So, in the "successful" subgroup, significant correlative connections (both positive and negative) between the *separate* cognitive qualities development degree and external criterion - DM quality are virtually completely lacking.

The existing connections are represented sparsely and even then, usually, only at the tendency level (i.e. with α = 0,80).

On the contrary, in the "unsuccessful" subgroup, such connections are revealed; in other words, the fact of existence of leading qualities, as such, is

diagnosed in it.

Hence, one might see, that in the "successful" subgroup, the DM procedures determination by *structural effects* (greater integration and organization, smaller differentiation) is stronger, but "analytical" determination, i.e. conditionality by independent influences of cognitive qualities taken separately, is weaker.

In the "unsuccessful" subgroup, quite the contrary, the "analytical" determination of DM procedures efficiency is stronger and the "structural" one is weaker.

Third, in the "successful" subgroup, reflexivity is not a leading quality, while in the "unsuccessful" subgroup, there is a tendency to it, as the $\alpha = 0,90$ correlation between the level of its development and " external criterion" (DM quality) found in this subgroup.

It means, that the very type of the DM procedures determination in two subgroups is a bit different.

There is more direct DM procedures determination by reflexive processes in the second subgroup; while in the first subgroup there is not any of such connections or, rather, it has more mediate nature and consequently is not showed in the correlative dependence.

It follows that, the DM procedures direct determination by reflection is not effective, as it is characteristic for the second subgroup (i.e. for "unsuccessful").

DM procedures determination by reflection through the structure and mediate influence, not through the principle of direct conditionality, is more effective.

Fourthly, in the "successful" subgroup, *reflection is a base quality*, that is, the quality that has the greatest number of correlative connections with all other qualities and the greatest significance of the connections. In the "unsuccessful" subgroup, such regularities are not to be observed.

In our opinion, this very result is the main and the most indicative for determining a real role of reflexive processes in the DM procedures assurance.

Therefore, reflection, being the base quality, simultaneously acts as a structure-forming quality for all the rest cognitive qualities, ensuring decision marking.

Integration, which is the kernel, the content, and, probably, the *mechanism* of DM procedures as a whole, is developed on the basis of this reflection.

The reflection cannot and, apparently, should not directly influence the qualitative parameters of DM procedures.

This influence is much more complex, but more profound at the same

time; it is formed not by "summative", "analytical" determination principle, but by the structural determination principle.

The reflection role in the integral mental DM procedure can be described as "organizational", synthesizing.

Reflection is the very integrator of all the other cognitive processes, which are directly involved in decision marking and ensure its outcomes.

Regarding the cognitive area, function of reflection apparently is to mediate, to regulate, and to some extent to coordinate the involvement of all other cognitive properties in the DM procedures.

Not having a high correlation with the DM efficiency and not predetermining it directly, it exerts more mediate, but at the same time more profound influence on decisions. This property serves as the integrator, the regulator of the form and measure of participation of the whole system of cognitive qualities in decisions assurance.

The latter, essentially, is nothing else than "the experimental indicator" of arbitrary, realized regulation (i.e. regulation based on the grounds of reflexive mechanisms).

Its efficiency and, therefore, decisions quality, are determined, as it is followed from the introduced data, by two determinants: first, by the general cognitive integration and, second, by its role in the reflexive processes.

In this respect, one can interpret reflexivity, in its procedural aspect, as realized, arbitrary controllable level of mental integration mechanisms as a whole.

Fifthly, it has been established that, there are no significant distinctions between "successful" and "unsuccessful" subgroups in the degree of development of the reflexivity as such.

Moreover, in the "unsuccessful" subgroup, this degree is even a little bit higher (though statistically insignificantly). This empirically established outcome results in the curious enough and not predicted a priori consequents.

Thus, it confirms the described above regularity, according to which there is no direct connection between the reflexivity level and DM capability.

Further, it demonstrates that, the more is the independent influence of reflexivity on DM procedures, the less is its structural influence on these procedures. Along with it, this result is evidence of the fact that the reflexivity development level is in itself by no means identical to its large structure-forming capabilities.

High reflexivity and expressiveness of the synthetic, structure-forming role of reflection are not congruous phenomena.

As far as it is concerned the use of terms "productive" and "unproductive", in our opinion, the differentiation of two types of reflection

(and reflexivity) is rational - the reflection can be developed, but "unproductive" (and sometimes even "counter-productive").

However, reflection can be as well moderate by its level (absolute) characteristics, but thus, it is also "productive", having an effective structure-forming, integration potential (as it was shown in the obtained results).

So, the main conclusion is that the role of reflection in the psychological assurance of DM is a *role of integrator* of other, more "local" cognitive qualities and processes.

The efficiency of this role is quantitatively connected to the reflection development level by non-linear dependence: it is mostly expressed at some, though rather high, but not limiting value of reflexivity.

Besides, it is necessary to differentiate two types of reflexivity influence on the other cognitive processes integration, developed during decision marking: "productive" and "unproductive".

There is no single-valued connection between the level characteristics of reflection and the type of its influence on the integration of cognitive processes.

Moreover, at the very high values of reflexivity, the probability of it's "unproductive" or even "counter-productive" influence on the mechanisms of mental processes integration is sharply increased.

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Comparing the stated outcomes with two, described above, regularities (established, accordingly, at the successful and procedural levels of research), it is possible to make more general conclusion.

The point is that all three groups of the results gained are characterized by the *commonality of principle* of sense that is evidence of definite *meta-regularity*, which connects reflection with different aspects of DM procedures organization.

So, optimum relationship between the degree of reflexivity development and the quality of DM procedures is detected at the successful level.

At the remedial level, the similar, in essence, relationship between the degree of thoroughness and expressiveness of the main regulators of the DM procedures - principles of its organization - and its qualitative parameters is found.

And, in the psychological and cognitive mechanisms of DM procedures assurance, a fundamentally similar regularity - presence of the nonlinear connection between the reflexivity integrative mechanisms' efficiency and qualitative characteristics of DM procedures - is found.

In this case, there are also some optimum (not minimum or maximum) values of reflexivity, at which its role as the integrator of cognitive qualities

and processes is the most highest, effective, and efficient.

In the light of this general result, the capability for specification and correction of one of the main rules of modern meta-cognititvism – the rule of the place and role of meta-cognitive processes in the organization of mental processes, first of all, cognitive processes, is opened up [11,12,14].

The fact is that, reflection in its wide sense (as conscious control, arbitrary - realized regulation of activity, including above all, the intellectual activity) in many respects represents the system of *meta-cognitive control* processes and their regulation[5].

Thus, the thesis on the *direct*, linear dependence between the degree of advancement, expressiveness of meta-cognitive mechanisms and efficiency of cognitive activity as a whole, and intellectual activity, in particular [9,10,13,15] is one of the main rules of meta-cognitivism, which is formed either in obviously or - that is more often - is privately represented as an "implicit knowledge" (as "natural".)

The data, obtained by us, prove that such direct dependence (which is, again, seems to be the most evident and answering the "common sense") does not exist.

There is another relation: the efficiency of intellectual, and in wider sense - of cognitive activity, depends on the degree of influence (i.e. with the development degree, and also - situational and above-situational representation) of meta-cognitive mechanisms of non-linear optimum dependence.

It means that, low advancement and small role of meta-cognitive mechanisms inhibits the intellectual activity (that is quite explicable and natural).

However, as it follows from the experimental data, very high advancement and role of these mechanisms start to affect negatively the efficiency, productivity of intellectual activity and its separate functional components (for example, DM procedures).

In this connection, it is necessary to note that, the very relation was described earlier for connection of intellect and reflexivity as a whole (quoted from [8]).

Making an attempt to interpret the given regularity, we can offer the following explanatory hypothesis.

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[5] According to the conception of structure-functioning organization of reflection, developed by us, it is also appears as the higher, i.e. *meta-system,* level of organization of the psychological processes, which are based on two other levels – level of conventionally distinguished classes of processes (cognitive, emotional, volitional, and motivational) and level of integral mental processes.

Intellectual (in wider sense - cognitive) activity, as well as any of its particular aspects, has some specific to each of them system of own and relatively independent mechanisms. They can be advanced to one or another degree, which is the main factor of their efficiency and productivity.

Meta-cognitive mechanisms, first of all, act as so-called "helper", controlling, optimizing, systematizing, etc. their development [12,15]. Both these rules are quite natural and understandable; and have direct experimental verifications as well.

However, we should not forget that, meta-cognitive control, when it is most developed, is necessarily (i.e. - by definition) conscious, reflexively organized, and therefore *subjective*, control.

But, becoming conscious and subject-controlled, this control can deviate and often enough it deviates from those unbiased laws, mechanisms and principles, according to which the intellectual cognitive activity is organized.

Subjectivity as a whole (and the subject meta-cognitive control, in particular) generally do not coincide with the objective regularities of intellectual and cognitive activity, causing "deformations", deviations, mistakes in the latter.

There is a superposition and interference of two systems of cognitive activity management - objective and subjective.

The first one is identical to *objective* mechanisms of intellectual, cognitive functioning; the second one is identical to meta-cognitive mechanisms in their developed, highest shapes - the shapes of realized, reflexive control[6].

And if the second system starts either dominate or simply become comparable with the first one by influence force, then the efficiency and productivity of intellectual (and cognitive, as a whole) activity is reduced.[7] More general rule also follows from here.

The very essential part of all mechanisms and processes of intellectual activity, as a whole, and higher mental functions, in particular, is involuntary and unconscious, but it *should not be* like that.

Transfer of these processes into conscious, arbitrary controllable form

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[6] The special and most complicated question is eventually the question about the propriety and differentiation criteria of these very systems, as well as about their interconnection. We examined this question, particularly, in [6]

[7] Thereupon, it is appropriate to recall the parable about the centipede that was trying to keep an eye on every of its legs' movement and, as a result, could not move forward.

would mean the replacement of objective (and therefore - optimum) regularities and principles of their development by *subject* (and so - subjective) regularities and principles and, consequently, would reduce their efficiency.

It is clear that, the given thesis is of hypothetical nature for the time present, and requires the extra researches.

However, concerning the connection of the reflexive mechanisms and efficiency of DM procedures, it is directly arisen from the experimental results and can be regarded therefore as empirically demonstrated.

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# Psychology of education

**Rean A.A.**
**Asocial behavior of juveniles as an educational psychology problem**

*Asocial behavior of juveniles is still one of the most significant problems of educational psychology. The author marks out five actual directions in this area, concerned with preventive measures and correction of deviant and delinquent behaviour, as well as the role, the social institutes and psychologists of the educational system play in these processes.*

*In the article the author gives the official data on the number of juveniles, registered at the police departments, on uncared-for and homeless children, on juveniles' offences, amount of alcohol and drugs they arte taking.*

Thus, the special attention is given to the analysis of direct surrounding of ther juveniles (family, friends), and also modern mass media, telecasting the scenes of cruelty and violence. All this allows the writer to regard the problem of asocial behaviour of children and juveniles as a wide-range social problem, determining in which, in the author's opinion, is the work with the family, rendering it the social (including material), psychological, pedagogical, and legal aid.

***Keywords:*** *asocial behaviour, socialization, deviant and delinquent children and juveniles, mass media, family.*

Examining the asocial behavior of juveniles as a problem of educational psychology, we can mark out several topical areas of activity.

First direction is prevention of asocial behavior of minors, formation and implementation of strategy of preventive activity. In our opinion, in the very general plan this activity is reduced to guaranteeing the effective process of the person socialization.

It is clear that such activity is system and complex. It cannot be implemented only by forces of psychologists, so it requires participation of many other specialists, and first of all - teachers. Family plays a gigantic role in effective socialization realization. At the same time, it is obvious that effective system of preventive work and purposeful socialization of the person cannot be formed outside psychological context and without practical psychologists participation.

The second direction is special work of the educational system psychologist with deviant and delinquent children and teenagers. Within the framework of this direction we can mark out scientific and methodical

elaboration of the main approaches to correction work, programs of special trainings and individual correction work.

A separate problem is the study and professional mastering of these developments by practical psychologists. In this connection, we can mention the "deviant - delinquent" specialization of the practical psychologists.

We suppose that it is possible to consider formation of the person directivity and pro-social aims, development of the positive I - concept, formation of social and psychological competency and skills of adequate interpersonal relationship within the group, individual and correction work at different types of character disharmony to be the most significant and topical spheres of above mentioned developments. Within the framework of the same direction, important problem is formation of the effective interaction and subordinate activity (1) with teachers and (2) family.

Third direction is more precise definition of specific character and competence of different organizational forms of activity in the field of prevention and correction of asocial behavior, as well as re-socialization of deviant and delinquent juveniles.

We mean first of all such social establishments as secondary school, trade school, the PPMSS (Psycho-Pedagogical and Medico-Social Support) Centres, juvenile cases departments (JCD), specialized consulting centres, and also the special profile programs of regional and urban level as so-called designed form of activity organizing.

The fourth direction is forming of effective system of special training, retraining and improvement of professional skill of psychologists of the education system in the field of problems of asocial, deviant, and delinquent behavior of juveniles, re-socialization of person. There are not enough examples of satisfactory formation of such activity in our days.

The system of special training and retraining in this area cannot be "purely academic" and particularly theoretical. It certainly should be guided by the most advanced and scientifically reasonable psychological knowledge in the mentioned area. But at the same time, this system of training and retraining must operate the gained theoretical knowledge as much as possible, realizing it in practical techniques and programs of preventive and correction activity of psychologist.

The fifth direction is licensing of programs and activity in the field of prevention and correction of asocial, deviant, and delinquent behavior of the juveniles. Practically all professionals, working in the considered field of practical psychology mark the necessity of this problem solution. However, its actual solution is not a simple matter even if there is coordinated common request. To the evident hardships on the path to this problem solution we can

refer the development relatively universal and unbiased criteria of examination, the choice of experts and formation of system of minimizing the expert estimations subjectivity, attaching a clear legal status to the licensing procedure.

Below, we will dwell on some significant pithy aspects of the considered problem in detail.

According to official returns, the number of juveniles, registered for committing socially dangerous acts before attaining the age of 14, is about 66 thousands (Social orphanage …, page 15). To the end of 2000, according to the information received from the Ministry of Internal Affairs of Russia, there was 41,5 thousands of informal groups of young people (in 1998 - 38 thousands, in 1999 - 42,6 thousands) and 119,3 thousand of them were registered at the police departments (About the situation… 2001; World of childhood / 3, 2002, page 54). According to the available data, 20 % of the street prostitutes are juveniles (of 13 - 17 age, mean age is 15,3) they begin their sexual life, on the average, at the age of 13,1 (World of childhood / 1, 2002, page 7).

The tendency towards increase in the quantity of offences, committed by children and adolescents, living in full families, is evident. Thus, according to the relevant statistical data, the number of children, brought up outside the family, has comes to merely 5,3 % out of the condemned juveniles, 38,9 % was brought up in the incomplete families, and 55,9 % was brought up in full families (Zabryansky G.I., 2000). The adolescents need informal, unrestricted relations with parents not less than the relations with the children of their age. However, the conducted research demonstrated that only 31,1 % of the children are satisfied with their relations with mother, and only 9,1 % of the adolescents are content with their relations with father (World of childhood / 2, 2002, page 45).

During one year alone, approximately 248 thousands of parents incur the administrative penalty for persistent neglect of their duties of bringing up and teaching children, up to 33 thousands cases are prosecuted for bringing an action on deprivation of parental rights (About the situation… World of childhood / 3, 2002, page 54).

Today, according to different estimations, the number of uncared-for and homeless children in Russia is from 1 to 1,5 million, more than 660 thousand children are registered officially as orphans and children having no custodial care. The absolute majority of them, about 90 %, are social orphans, i.e. orphans, whose parents are alive.

Orphans data analysis demonstrates that the large part of the homeless children, approximately 70 %, is 7 - 15 years old (Social orphanage …, pages 7, 11).

The data of authoritative researches demonstrate that more than 30 % of adolescents, aged 14 and almost 4 % of 7 year-old children drink alcohol, (Gurvitch I.N. 2002). The age of children taking drugs has decreased on the average to 14,5. Analysis of the quiz among the adolescents aged 10-17, which was conducted during the special research on the level of their knowledge about drugs has shown that the main source of information in all age groups of pupils is mass media.

The older is the children, the less fear for the drugs they have, the number of the adolescents, who taste the drugs, rise. All young people are well informed about the main list of drugs: in the 5th grade children gave names of 10-12 drugs, in the 8th grade - 15-16 drugs, and in the 11th grade - 20-25 drugs. While teachers could recall only 3-5 names of drugs (Shipitsina L.M. 2000).

Considerable contribution to the formation of juveniles' asociality makes modern mass media. Every third - fourth scene on TV ends with murders, every twelfth scene – with cruel beating, every seventh - with open unconcealed erotica or coitus. Feature films take the first place by showing the scenes of violence and erotica, they take 57 % of such telecasting. The second place belongs to the advertising - 23,3 % of telecasting the scenes of violence and erotic. The third place is taken by the news items - 12,6 % (Sobkin V.S., Kuznetsova N.I. 1998).

However, modern psychology precedes from the assumption that one of the central mechanisms of formation of unsociability and aggressive behavior is the watching mechanism. Within the framework of social learning conception (A. Bandura and his followers) and at the theoretical and empirical levels of the analysis it was convincingly verified that watching can be even more "effective" mechanism of unsociability learning, than the first hand experience of person.

In this connection, we suppose that there is a need of professional commission of experts (by the forces of mass media and an independent one) for the future telecast, which will determine the programs conformity with different age groups of the youth audience.

It is also necessary (and it should be corroborated by the normative acts) to warn the audience by means of special station breaks about the age limits interposed by specific transmission (one or another program, film, etc.). The station breaks should precede the direct translation and should be published in

the printed advertising. And, finally, in general plan, the conception of execution of youth policy in mass media must be developed.

It is known that family is the most important institute of the person development and socialization. In the very family the person gains the first experience of social interaction. In fact, during a certain time family is the only place for a child to gain this sort of experience. Then, in the life of a person appear such social institutes as kindergarten, school, and street.

However, the family remains as one of the most important and sometimes even the most important factor the person socialization. *Family can be regarded as a model and form of the basic training in the person's life.* Socialization in family comes as a result of purposeful process of education and as a mechanism of social learning and imitation. The process of social learning, in its turn, also develops in two principal directions.

On the one hand, during the process of direct interaction with his parents, brothers, and sisters, child gains social experience and on the other hand, socialization is realized due to observation on the peculiarities of social interaction of other members of the family.

In the course of growing up, the attitude to the family changes. In the process of socialization, the group of coevals substitutes for parents to the great extent or, as some specialists name it, there is a "depreciation" of parents. Transfer of the socialization center from the family to the group of coevals results in weakening of emotional contacts with parents.

It is necessary to note that "depreciation" of parents in juvenile and youthful age is very widespread. Apparently, it is right as a general direction of the age development of person.

However, globalization of these representations and exaggeration of the idea about "parents replacement" by the group of coevals do not quite corresponds with the practical situation.

It is the fact that even though parents as the center of orientation and identification really retreat into the shadow in this period, it relates only to some certain sphere of life.

For the majority of young people parents, especially mother, are the main emotionally close person. So, in one social and psychological research it was showed that in the problematical situations mother was emotionally the closest person for the adolescents and then, depending on the situation in various order: father, girlfriend or friend.

In the other research senior pupils ranked, with whom they would prefer to spend their free time: with the parents, with the friends, in the company of coevals of the same sex, in the mixed company, etc. In the list of young men parents took the last (sixth) place, girls put them on the fourth place.

However, answering the question: "Whom would you seek an advice from in the complex situation of everyday life?" both girls and boys put mother on the first place. On the second place, boys had father and girls mentioned a friend (Kon I.S. 1989). In other words, it is pleasant to have a good time with friends, but in the hour of need it is better to turn to mum. It is a common and normal behaviour in juvenile and youthful age.

However, the problem is that many so-called "street children" and the "adolescents of group of risk" have no *such normal* family relations and *such normal parents*, which they could address to in the complex, problematical situations of everyday life.

The last data of the social and psychological researches into modern youth confirmed the idea of the major role of family and parents in normal development of the personality in the juvenile and youthful age. As it is shown in one of these researches (Rean A.A., Sannikova M.Y. 1998, 2003), in the system of the person's attitude to social environment, where the attitude to coevals was determined as well, the attitude towards mother has appeared to be the most positive.

It was established that the lowering of positive attitude to mother and increase in the negative characteristics, when describing mother, correlate with the general growth of negativism in all social attitudes of the person.

It may be assumed that behind this fact there is a fundamental phenomenon of the total negativism show, that is negativism for all social objects, phenomena, and even for social and legal norms of the person, for whom the negative attitude to his own mother is typical.

As a whole, as it was ascertained during the research, the negative attitude towards mother is an important index of the general unfavourable development of the personality.

Typical for the juvenile age reaction of grouping relates to pronounced tendency to grouping with coevals. The groups can have rigid structure or they can be amorphous. The first model of group is typical for groups of criminal orientation and for male groups; the second model is typical for non-criminal groups and groups of both sexes.

We can name at least two causes making for difficulty for leaving the group. The first cause - at the rigid structure of group the walkout should be approved, i.e. allowed by the leader. The unauthorized walkout is punishable, quite often the punishment is rather severe. The second cause - more important and more widespread has deeper intra-personal nature.

The researches show that the absolute majority of so-called "difficult" children and adolescents have one of the main needs of the person - need for respect, acceptance and love - blocked. The importance of this need is

indicated by the fact that it is included in the "five" of man's base needs: along with physiological needs (meal, drink, sleep, etc.) and safety requirements.

The school or the family, in which the opportunity of satisfaction the child's needs in acceptance and respect are blocked, "throws" him into the street, where he is looking for and, as a result of long (and sometimes not such a long) searches, finds the group, in which his needs can be satisfied.

The psychological comfort of the child's stay in such group explains, why the numerous attempts of parents, school, and police to drag the child out of this group by force, usually fail.

There is the way out. But it is connected not with the force acts, but with psychological and pedagogical efforts on formation and subsequent invitation of adolescents in the informal pro-social oriented group, in which the needs mentioned above would be realized.

The major direction of the practical psychologists' activity (or activity of teachers and parents with the help of the psychologists' methodical consultation) is development of such personal component as responsibility. In other words, internal and external locus of person control. Internality correlates with social maturity and pro-social behavior. Externality is correlatively connected to poor social maturity and unsociable behaviour.

As it is shown in the whole series of empirical researches, internals are notable for the greater tolerance, greater purposefulness, independence, lesser aggressiveness, friendlier attitude to people (including the employees of law enforcement bodies), than externals are.

According to some data (A.A. Rean, 1994), there are 84 % externals among the young delinquents, while internals take only 16 %. Researches, where the subjects of inquiry were young people of the same age, but with clear pro-social orientation and with positive scale of values (A.A. Rean, D.Y. Karandeshev, 1994), demonstrate absolutely different control type distribution. The picture "repeats", but quite differently. In the group of young people with pro-social orientation, demonstrating high for their age level of social maturity in their behavior, there were 72 % of internals and only 4 % of externals.

In addition, there are some facts of the adolescents' particular attitude to policemen, gathered during the special researches (Rean A.A., 1999). So, generalized portrait, image of policeman in the opinion of youth (the most often used descriptions): brutal, aggressive, suspicious, imperious, mistrustful, embittered, heartless, unjust, and indifferent. It is easy to note that the social image of policeman is only negative.

Situation does not change even though taking into consideration that suspicion and distrustfulness simply reflect the peculiarities of professional activity of policeman, included in the qualities necessary for its successful fulfillment. The negative role of such social stereotype first of all can adversely affect the efficiency of legal education, and in general, the successfulness of legal socialization of the person, formation of people's legal sense of justice.

If in the lawman description there is not a single positive characteristic, connected with the concept of "justice", and at the same time in the list of ten the most common qualities people name "injustice", "aggressiveness", "brutality", and indifference", then there is a question: whether the law (at least in its subjective perception by people) is just, or it can be changed by anyone. It may be assumed that the revealed and described here negative social stereotype of the employee of the law enforcement bodies, on the one hand is a consequence, but on the other hand, it is also a cause of legal nihilism of Russians.

In general, phenomenon of legal nihilism is more and more often regarded as a feature of Russian mentality, which has an old historical background.

Apparently, this background is really strong and besides it is not only historical, but psychological as well, having its grounds in the childhood psychology. It is quite obvious that on the basis of such opinion about the policemen, the practical dialogue between the adolescents and the specific lawmen, at the department of preventive measures against the juvenile delinquency for example, will be extremely difficult.

The problem of asocial behavior of children and adolescents, child neglect, homeless children, and social orphanage is a wide-ranging social problem. Children, who have found themselves out in the street, without care and family, need various help for one or another reason.

The data of special researches and practice of activity of social services for neglected children demonstrates that about 30 % of such children require the help of psychologist, about 50 % - require a doctor consultation (different specific specialties), 70 % require an active help and cooperation from their parents, and almost 80 % needs a broad, multiple-aspect help of social services (Syrtsev V.V.1998; Street children …).

However, with all importance and necessity of the named needs satisfaction, all of us suppose that the main direction of the solution of problems of asocial behavior of juveniles, neglect, and social orphanage is the system of preventive and warning measures.

At such approach the center of gravity of the whole system should be moved to the family activity. This activity remains wide-ranging and includes all measures of social (including material), psychological, pedagogical, and legal aid.

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# Personal Psychology

**Djaneryan S.T.**
## The structure of professional self-conception types

*In accordance with the positions of analytical and synthetic tasks of the system approach the article considers professional self-conception as a system of representations dealing with evaluating a human being himself as a subject of professional performance and as a personality intended for realizing these or other goal-means value-sense human attitudes to the profession and through that for ensuring his own functioning and/or for development and self-realization in the profession. A system-forming factor is analyzed (goal-means sense human attitudes to his profession), types of professional self-conception characterized by specific structures are identified.*

***Keywords:*** *professional self-conception; goal-means value-sense attitudes to the profession; system-forming factor; professional self-conception types; structure of these types.*

Developmental logic of scientific-psychological researches naturally led to the realization necessity of the system approach to studying professional self-conception. Concepts: structure, system, subsystem, level, additiveness, hierarchy, integral formation, component and so on, are used in describing self-consciousness [ 36 ], personality self-attitude [ 29, 36 ], integral self-conception and its separate components [ 17, 24, 28, 42, 44 ]. Despite availability of professional self-conception of system concepts [ 15, 23, 25 ] in the definitions, descriptions of a system-forming factor, purposeful assignment, integral structure, integral characteristics of professional self-conception being designated as a system are lacking. In a number of theoretical and empirical works the determining significance of human psychological attitudes to his professional performance for the content, structure, dynamics, functions of professional self-conception is directly and indirectly proven. The overwhelming majority of investigations containing the data of influence of human attitudes to the professional performance on his self-conception bear a theoretical-ascertaining character, do not study directly the indicated influence, the concept "attitude" is accepted as the given one, the content of human attitudes to the profession is treated from the polar aspects, characteristics of professional self-esteem are analyzed before and most of all. All this makes understanding professional self-conception as a system formal.

The indicated statements comprehended on the basis of analytical and synthetic tasks of the system approach permit to look differently at the essence

of human professional self-conception as a system formation. Analytical tasks of the system investigation are reduced to identifying a system-forming factor, purposeful assignment, composition, structure, functions and integral system characteristics. The construction of a system model, increase of abstruseness level of its description, determination of composition completeness, structure, description basis, dynamics regulations and system behavior are referred to the synthetic tasks of the system approach [ 11, 43 ]. In psychology there arose notions about development of professional self-consciousness in the general process of personality development, its self-awareness, real human relations to the world, including human relations to the social-professional environment. Professional self-conception occurs already on the optation stage [ 21 ] or on the stage of professional training [ 14, 23 ]. Resting upon the indicated tasks and obtained representations about professional self-conception, let us describe the latter as a system.

By a system-forming factor one understands [ 38, 40 ] an integral factor that is its active center, coincides with its essence, ensures integrity, stability, formation by the system of its own internal conditions of existence and prerequisites of the novelty, being a categorical imperative for arranging, creating a favorable interaction form between system components, selecting necessary degrees of performance freedom, realization rates of separate mechanisms, reorganizing and establishing further system mobilization. In the concrete case for identifying a system-forming factor, it is required a special analysis of not a separate isolated phenomenon but application for the other level or for the other examination scale of human life-activity, i. e., a macro system analysis [ 20, p. 125 ].

The results of made-by-us theoretical analysis of various aspects of studying professional self-awareness and value-sense attitudes to the profession (its separate sides) permitted to find out that it is the content of these attitudes which influences the level, adequacy, stability, individualism of self-esteems and professional self-esteems, the content of conceived-by-man properties in professional self-conception. In the structural aspect of studying self-conception, the content influence of value-sense attitudes to performance on the distance size between different measurements of self-conception has been identified as well as on dominating or drawing nearer  personal or subject-activity properties in it . A leading role of sense-forming motives is seen in establishing correlations of reflected-in-self-conception  human properties and in the hierarchy of emotionally estimated system components. Within the limits of the dynamic aspect of studying self-conception, its rise is connected with cognizing motives and goals of the professional performance by man, with forming a professional position and with finding out deep senses

of his activity. The content of sense-forming motives changing in the course of professional formation is directly connected with revealing opportunities by man, disclosing new facets of his "I". At different stages of professional formation one- or another-in-content value-sense attitude to professional performance is combined with this or that content cognized by man in himself. Within the bounds of the functional aspect of studying professional self-conception, its functions (regulation, perception, interpretation, information anticipation) are tied by the researchers to significance of concrete professional performance for man. In other words, the content of human value-sense attitudes to his professional performance (or to its separate sides) acts as a system-forming factor that determines composition, structure, dynamics of the cognized aspects in professional self-conception.

Proceeding from the conception statements of attitudes [ 27 ] and senses [ 18 ], we define value-sense attitude to professional performance as a stable psychological subject's attitude to the profession in which it (or its separate sides) are presented in the subject's consciousness as a desirable, obligatory, perfect value or as occupying a place of the goal or means in the subject's life-activity, in the realization of his these or those needs and values.

On the summary basis of the results of theoretical and empirical investigations directly or indirectly devoted to studying human attitudes to his professional performance and also on the basis of philosophical comprehension of sense relations as goal-means ones [ 37 ], some types of value-sense attitudes have been identified, designated as means, needed-technological, value, ambivalent ones. In means relations performance ( content, goals, and results) is considered by the subject as a means of achieving his own objectives, satisfying needs and standing-behind-them external sense-forming motives untied directly to the content, purpose and activity results. In the needed-technological respect performance (content, goals, results) is perceived by the subject as his urgent objective towards satisfying one's own habitually actualized need (and standing-behind-it internal procedure-oriented motives) in this activity. The subject fulfills an official function of means in achieving a performance objective. In the needed-technological respect the subject gets interested in stabilizing content, conditions, goals, activity results, for in the opposite case it is impossible to satisfy his habitual need in activity by accustomed ways. In the value respect performance (content, goals, results) embodies personal value of the subject himself, not only being realized in this activity but rather leading him out beyond the latter bounds. Here a human being serves profession goals as far as they embody his own values, whereas he himself and his professional business are regarded as the single totality, as values-objectives of the man himself. In

any of three indicated attitudes, potentially conflicting relations have been identified, in case of their availability general content of the attitude to the profession is characteristic for the subject as a whole, and his separate (subject-activity or personal) manifestations have a bent for realizing a different-in-content attitude to the profession. In the fourth ambivalent respect, urgent conflictness occurs as a result of which human general stable attitude to the profession is not established.

A system-forming factor of professional self-conception is goal-means-in-content value-sense attitude to the profession being presented in the image of object-professional performance as taking a place of a goal (or means, or value) with respect to the subject's needs. Depending on the content of a system-forming factor a professional comprehends himself as a whole and his separate properties (subject-activity or personal) as goals and means with regard to object-professional performance that determines specific content, structure and characteristics of professional self-conception.

The criterion of identifying a system out of the environment is its purposeful assignment or system goal distinguished for its stability [ 7, 10, 13, 43 ]. The functional-purposeful assignment of professional self-conception lies in cognizing (comprehending) by man – a subject of concrete professional performance and personality – himself, his place, assignment in professional performance in compliance with definite goal-means value-sense attitude to it which ensures his functioning, development, self-realization in the profession.

The content analysis supposes disclosure of composition, constituent elements, system components [ 20, 43 ]. A system component is a unifying designation for the element, subsystem and substructure [ 10, 43 ], but reference possibility to the system of this or other of its components possessing a certain functional quality is based on measure of its participation in achieving an objective [ 20, 43 ]. The unit is identified as a system element, properties and functions of which depend on its place within the system bounds and are mutually determined together with properties and functions of the sum total, i. e., " a minimum unity capable of relatively independent realization of a definite function " [ 10, p. 185 ].

On the foundation of the suggested-by-Rubenstein S. L. [ 31 ] theoretical model of the unity of human general psychic image, we have examined the content of professional self-conception reflecting qualitatively and functionally differing intentional, instrumental, expressive trait properties. The indicated traits referred in self-description by man himself to ensuring concrete professional performance (to a process and results, object, conditions and means) or to a broader nonprofessional context of life-activity (to regulating by man activity volume and measures of social contacts, forming

one's own development environment and projecting his own behavior), are presented in the content of his professional self-conception as, accordingly, subject-activity and personal properties. Being interconnected, but different in origin, content, functions, their realization opportunities in the differentiated-in-width-and-specificity real human relations, they are used individually by him in the course of his professional formation. This finds its reflection in different variants of their correlation in content of professional self-conception. The statement of the system analysis that within the bounds of one system there may exist certain ones out of subsystems, some of which emerging earlier and independently of the general system, are included into it as subordinate to realizing a definite function, while other subsystems are formed concurrently and in relation to a self-developing general system as its specific element [ 38 ], leads to the conclusion that subsystems of professional self-conception are personal and subject-activity human properties reflected in its content. They are concretized to a different degree in self-descriptions of awareness, meaningfulness, temporal representation of intentional, instrumental and expressive traits. Integrity, unity of identified components (subsystems) are based on general functional-purposeful unity of all presented-in-professional-self-conception traits – to ensure realization of that or another value-sense attitude to professional performance, and through this – human adaptation and development in his profession. The analysis unit of professional self-conception is the sense (goals and means) of this or that trait involved in the corresponding component, the trait that it is endowed within the bounds of single goal-means attitude, in the unity of subject and object sides of the latter.

The structural system analysis supposes disclosure of interrelationships of system separate components, its structure [ 11, 43 ]. Connection between elements giving the system stability and definiteness is considered as one of the determining system characteristics and as a means of its investigation. Relations, fixed in the concrete psychological investigations, between different variables are designated as correlative, causal, condition, factor, prerequisite, mediation [ 20 ]; super-ordinate and  subordinate relations [ 13 ], hierarchic, structural coordinative (within and between subsystems) and causal subordination relations (between subsystems) [ 30 ], subordination [ 32 ], hierarchic relations [ 18 ]; those of paired mutually reverse correspondence [ 31, 39 ]; individually mobile relations of mutual passages [ 8 ].

Having summarized the research results within the bounds of a structural aspect of studying self-conception let us identify relations: 1) of co-ordination, matching, correspondence between self-conception as a whole and real personality manifestations; 2) of balancing, availability of a certain

distance between different dimensions of self-conception; 3) in the phenomenal plane cause-and-effect relations between cognitive and emotionally estimated constituents of self-conception or relations of determining, reorganizing influence of one constituent on the other; 4) changing-places cause-and-effect relations between self-esteems; 5) of mobile mutual co-ordination, domination of those and other properties differing in content and functionally in self-conception.

One can designate different correlation variants of real personal and subject-activity human properties in his profession; 1) their matching, approaching; 2) domineering influence of subject-activity properties on personal ones; 3) domineering influence of personal properties on subject-activity ones; 4) non-crossing existence of personal and subject-activity properties in a human profession. In compliance with the statement on content non-detachment of human self-conception from real appropriate-for-him properties [ 28 ] we assume availability of the indicated variants of correlations of involved-in-self-conception components. Explaining possibility of establishing this or that relation we proceed from the principle of sense integration [ 16, 29 ] revealing not only a performance role but in general a decisive content role of sense-forming motives in preferential awareness of that or another trait in professional self-conception. In concrete psychological investigations relations between self-conception constituents are traditionally fixed for its separate dimensions (for instance, between self-real and self-ideal and so on); character determination of the relation is realized either theoretically, by means of deductions, or empirically, by means of identifying correlation ties. Accentuation of researchers' attention [ 2 ] on individual expressiveness of these ties refers to self-conception content. The issue concerning coordinating and subordinating relations being established in the structure of professional self-conception needs special study.

In psychological investigations different typologies are presented, those, one way or another, connected with self-awareness phenomena: specific professional [ 19 ] and neurotic personalities [ 41 ]; identification of man with a profession [ 2 ]; biographic crises [ 9 ]; professionals' behavior [ 26 ]; self-types [ 17 ], self-awareness activity and internal actions in one's own address [ 36 ], self-attitude [ 4 ], self-regulation as a behavioral constituent of self-awareness [ 42 ], professional self-esteems [ 33 ]. By elaborating a typology of professional self-conceptions we rested upon signs of common psychological typologies of any phenomena [ 1, 27 ] that suppose to take into account: 1) systems of essential signs appropriate for a certain group of people; 2) many foundations (but not a single one); 3) the analysis principle of personality through one's life-activity, through one's way of living and

possible contradictions; 4) employing a typology not just for a diagnosis but rather for a prognosis.

The criteria of constructing a typology of professional self-conceptions were: unified goal-means value-sense human attitude to professional performance (a leading one); sense (non-)coincidence of the object side of the indicated attitude in separation for subject-activity and personal human properties; sense (non-)coincidence of the subject side of the indicated attitude separately for subject-activity and personal human properties. As a result, [ 12 ] 9 types of professional self-conceptions have been identified. For the first type – "value professional self-conception" – a system-forming factor is taken as unified value attitude to the profession. Senses of object and subject sides of the indicated attitude for a human being as a whole and for each of his subject-activity and personal properties coincide in content like "objective-objective".

In the second type – "value potentially conflict professional self-conception" – a system-forming factor is also value attitude, however, the sense of the object side of this attitude does not coincide with the senses of object sides of attitudes being fixed in separation for subject-activity or personal human properties. A profession from the viewpoint of subject-activity or personal human properties may fulfill an official function with regard to his objectives.

In the third type – "technological professional self-conception" – a system-forming factor is unified needed-technological attitude. Senses of object and subject sides of the indicated attitude for a human being as a whole and for each of his subject-activity and personal properties coincide in content like "objective – means".

In the fourth type – "technological potentially conflict professional self-conception" – a system-forming factor is needed-technological attitude. Senses of each of its object or subject sides may not coincide with senses of corresponding sides of attitudes being fixed for subject-activity or personal human properties. A profession may play a role of a means for subject-activity and for personal properties, but these properties themselves - as an objective, a means of its achieving is a profession, and as a value-objective being realized in the profession valued for a human being.

The fifth type – "oriented-to-competition professional self-conception" – has unified meaningful attitude as a system-forming factor. Senses of object and subject sides of this attitude for a human being, his subject-activity and personal properties coincide in content and are referred to as a means-objective.

In the sixth type – "competitively-pragmatic potentially professional self-conception" – a system-forming factor is also means attitude. The sense of the object side of this attitude does not coincide with the senses of object sides of attitudes being fixed in separation for subject-activity or personal human properties, but the sense of the subject side of attitude does not coincide with the sense of the object side of attitude being fixed for subject-activity properties.

The seventh type – "pragmatic potentially conflict professional self-conception" – has means attitude as its system-forming factor. The sense of the subject side of this attitude does not coincide with that of the subject side of attitude being fixed for personal properties.

The eighth type – "socially oriented potentially conflict self-conception" – has means attitude as its system-forming factor. The sense of the object side of this attitude does not coincide with the sense of the object side of attitude being fixed for subject-activity properties.

In the ninth type – "ambivalent professional self-conception" – unified attitude to the profession has not been identified, a profession acquires this or that sense depending on the content of attitudes being realized towards it in separation by each of subject-activity or personal human properties.

On the foundation of the basis method suggested by Ganzen V. A. for the description of a great number of characteristics of the system object [ 11 ], integral characteristics of professional self-conception have been identified, that is, spatial, temporal, intensity and information characteristics. Intensity characteristics deserve particular attention showing under what conditions effective functioning of the system is possible, i. e., achieving an objective by minimum effort expenditure, substance, energy [ 22 ]. Intensity characteristic of professional self-conception is a subjectively meaningful-in-its-content trait from the grade of subject-activity or personal properties. For structural investigation of self-conception a subjectively meaningful trait is of certain interest, for it is not only selectively evaluated, better comprehended and changes with more difficulty, but it is more important, stable and essential for common co-ordination of self-conception [ 16 ].

Resting upon B. G. Ananjev's statement [ 6, p. 255 ] that at each given moment of human life synthesis of different structures of his various properties is the most common structure of his personality, professional self-conception was regarded by us as the established system for the given career moment, integrity and stability of which are ensured by this or that goal-means value-sense attitude of a human being to the profession. Its composition and structure at a definite stage of professional formation may be considered in compliance with signs of the system formation and development

identified in the philosophic literature. One of these signs is subordination of its any element to the sum total [ 3, 22, 35 ], integration degree of the parts into the sum total and their subordination to the sum total on the basis of intra- and intersystem ties and interactions that ensures integrity, system stability. In what way may one ascertain subordination of separate components (and involved-in-them traits) of professional self-conception as a whole? The answer to this question should be searched for in function subordination of each in separation or concurrently subject-activity or personal components to functionally purposeful assignment of self-conception. Depending on this or that attitude being a system-forming factor of self-conception and also on attitude content being realized by each in separation from subject-activity or personal human manifestations, specific relations between the traits of the working person reflected in self-conception will be established. In other words, each of the types of professional self-conceptions will be characterized by its structure peculiarity.

For corroborating the given hypothesis we have studied structures of different types of professional self-conceptions of the subjects realizing careers in professions of different types. In the types of professional self-conceptions identified on self-descriptions by means of factorial and regression analyses, direction, content, relation kinds between subcategories of self-descriptions reflecting intentional, expressive or instrumental traits comprising subject-activity or personal properties have been determined on the basis of multitude linear regressive analysis.

By relation direction its vector expansion was conceived from some trait of this or that component towards that or another trait of the same or other component; but by content – relations, different in size and mark, between separate traits. In compliance with signs of coordination and subordination relations the largest-in-size ties with positive marks were regarded by us as co-ordination ones, but with negative marks – as subordination ones. Note that coordination ties are characterized by mutual supplement, harmony, mutual coordination in functioning and changing between elements in case of fulfilling a common goal by them [ 3, 10, 35 ], being realized by interaction between properties on an equal footing [ 5 ]. In contrast, subordination relations are determined by arising one elements from others, by appearing new relations [ 10 ]; handling [ 30 ] and subordinating more elementary and particular properties to more complicated ones [ 5 ]. They fix and enhance differentiation, contradictions between system elements [ 3 ]; create opportunities for developing one part of elements at the expense of the rest of elements [ 35 ]; characterize a domineering role of any properties [ 27 ].

The relation kind was designated as an inter-component one in cases of ascertaining its largest size between separate traits belonging to different components, and as an intra-component kind (intra-personal or intra-subject-activity one) – between separate traits entering a corresponding component. Inter-component relations with this or that content are close by their signs to co-ordination or subordination relations in the plan that in the first case they integrate, coordinate interaction between components (subject-activity and personal properties), but in the other one – they fix and enhance differentiation of separate components in the integral self-conception. The same is analogous for intra-component relations with the only difference that by means of them interaction is coordinated or differentiation is fixed for separate traits comprising this or that component of self-conception.

Availability of leading inter-component (or intra-component) coordination relations may serve as a sign of high (or partial) integration, coordination of integral professional self-conception (its separate component). Availability of leading inter-component (or intra-component) subordination relations may serve as a sign of high (or partial) differentiation within integral professional self-conception (or within its separate component). Absence of inter-component or intra-component relations is a disintegration sign of integral professional self-conception.

The results of the carried-on investigation revealed availability of characteristic directions for each of the types of professional self-conceptions, and also that of content and relation kinds between subcategories reflecting intentional, expressive or instrumental traits comprising subject-activity or personal properties.

Subjectively meaningful properties identified beforehand by us for each of the types of professional self-conceptions are actually leading in establishing relations different in direction, content and kinds. The largest in size and with a different relation mark come out of exactly these properties that confirms their significance for general co-ordination of self-conception.

With regard to direction, content and relation kinds let us describe characteristic ones for the types of self-conception structure. Highly integrated ones are professional self-conceptions of the first, fifth and third types: in their structures there have been identified leading coordination inter-component relations arising from subjectively meaningful traits – personal intentional or expressive or from subject-activity intentional traits. Altogether, integrativeness of self-conception of both the fifth and third types does not achieve a degree characteristic for self-conceptions of the first type: for self-conceptions of the fifth and third types availability of a less number of

relations has been fixed between traits being involved in them than for self-conception of the first type.

Professional self-conceptions of the second, sixth types and some self-conceptions of the ninth type are integrated partially: for them leading co-ordination intra-personal relations have been identified, those coming out of personal intentional or expressive properties.

Highly differentiated are professional self-conceptions of the fourth type pertaining to the subjects of stable careers, self-conceptions of the seventh type and also some self-conceptions of the ninth type: in their structures leading subordination inter-component relations coming out of subject-activity traits have been identified.

Partially differentiated are professional self-conceptions of the fourth type of the subjects of instable career: in their structures there have been identified leading subordination intra-subject-activity relations proceeding from subject-activity instrumental traits.

Professional self-conceptions of the eighth type and some self-conceptions of the ninth type are disintegrated: relations between traits reflected in self-conception have not been identified in them.

The most integrated proved to be those types (the first, third and fifth) of professional self-conceptions where composition, content and structure of each of them are determined by integral value or needed-technological, or means human attitudes to his professional performance. The rest of the types of self-conception being potentially or urgently conflicting are partially integrated, differentiated or disintegrated. In the literary sources the tendency to connect only value attitudes to the profession with integral vision of a human being himself in the profession is being traced, from which availability of well-structured self-conception indirectly follows. The obtained by us data testify to the fact that by needed-technological and means attitudes to the profession, self-conception may represent a well-integrated structure, though not reaching the structuring of human self-conception by his value attitude to the profession.

Thus, in the structures of different types of self-conception, relations various in direction, content and kinds are established, those permitting to identify highly or partially integrated or differentiated, and also disintegrated self-conceptions. One or another type of professional self-conceptions identified on the basis of definite goal-means value-sense attitude of a human being to his profession is characterized by the structure of integrativeness to a different degree.

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# Critique and Bibliography

**Review on Robert Emmons' book "Psychology of noble aspirations: motivation and spirituality of person".**

In 2004 the publishing house "Smysl" (Sense) issued a book of R. Emmons "Psychology of noble aspirations: motivation and spirituality of person".

The book is devoted to the search of the psychological basis of human health and sensation of happiness. In other words, the author attempts to find the answers to the question: What makes the person happy and successful?

R. Emmons earnestly demonstrates that, three main known in psychology motivational systems: achievements, affiliation-affinity, and power are not enough for the description and comprehension of mechanisms of human well-being.

In this connection, he suggests his own approach to the person analysis, which he calls cognitive-motivational. In the author's opinion, the developed approach allows to study the subjective well-being of person empirically.

On the whole, the book is dedicated to the substantiation of spirituality and religiosity in the person psychology, to correlation of this area of human activity with the targeted motivation and subjective well-being.

The suggested and analyzed in the monograph approach, can be the next breakthrough in the human motivation study, as the author convincingly demonstrates that, the model, which is offered by him, can give an opportunity to study empirically those undercover corners of human heart and human spirit, which the academic psychology only starts to touch.

At the heart of his approach R. Emmons puts analysis of human aims, which serve as a core of human psychological organization. What are the aims, what do they tell us about the human personality, how are they conceptually presented in the personal psychology?

The author writes that, "It is the man nature to make for aims. The targeted structure includes the aim parameters, their property and organization; the targeted processes consist in supposition, planning, purposing the aim and reconsideration of purposes; and, at last, the targeted content implies a categorization of purposes, according to taxonomy".

Thus, it is possible to categorize these purposes as units of motivation, but it is dynamic units, the organization of which has a natural hierarchy.

The man behaviour is organized around purposing an aim. Crucial moment in the developed model of mental targeted organization is that, in

author's opinion, although the purposes are realizable, there is no necessity for the purpose to be present in consciousness, while the man pursues it.

This conception seems to be rather heuristic, as it gives a new impulse for research on the unconscious tendencies and motives in the person behaviour.

Generalized purposes the author defines as private aspirations, which can be thought of as quality of top level of abstractness, integrating a number of purposes. In this sense, aspiration is similar to motivational disposition concept.

However, decisive difference is ideographical nature of personal aspiration, as there are no two different men, whose aspiration configuration would coincide exactly.

The personal aspiration is a generalized construct, unifying phenotypically the different purposes or actions around into general quality or subject. The very aspirations serve as motivation organizing principles that give conformity and consistency to everyday strive for purposes.

The personal aspirations mirror the choice, the people make, devoting their lives to achieving one and avoiding the other object.

Personal aspirations make the significant source of sense, as the life of man is based on what he attempts to achieve.

The author showed that, the personal purposes are the valid index of how people structure their lives and live it.

Studying personal aspirations of man during ten years, R. Emmons has arrayed the matrixes of instrumental aspirations and has provided them with the psychometric characteristics, showing that, in the generalized form the aspirations meet three basic needs: safety and control need, need for a social belonging, and need for self-appraisal and competence.

The book contains a large quantity of the appendixes, in which the methods and ways of targeted, cognitive-motivational study of person, developed by the author, are given.

However, elaboration of the targeted approach to the person motivation study is just a construct, which is suggested by the author for studying more significant parameters of human life.

In the author's point of view, till now psychology has been of indifferent abilities to study such significant indexes of quality of human life as happiness and subjective well-being.

In Emmons' point of view, the subjective well-being relates to both, general steady affective condition of the emotional well-being and to cognitive condition of satisfaction of life and comprehension of life; and the study of personal purposes has shown that, availability of man significant personal

purposes and successes in their achievement are closely connected with his subjective well-being.

A set of interesting empirical data on relations between the personal purposes, resources of man, his subjective well-being and feeling of happiness, obtained by the author are described in details in the reviewed work.

In particular, he demonstrates that, such resources as money, appearance, health, and intelligence should be concerned with the well-being only to a certain extent, when they promote a realization of personal aspirations of man.

Emmons writes: "The obtained data allow us to doubt that "American dream" of glory, success, and image is a desired state of affairs, which is necessary to aim at".

Studying the personal aspirations, spontaneously expressed by the subjects, R. Emmons has found out that men state their purposes at the different levels of generalization, and that let him to describe men as having high and low level aspirations. Thus, the men, having high-level aspirations aim to be someone, and the men, expressing predominantly low-level purposes, aim to find an occupation.

Using the developed targeted construct, the author goes to analysis of higher spiritual aspirations of man. He even introduces the term "psychology of higher aspirations", as an attempt to analyze scientifically the spirituality in the context of motivation and personality.

R. Emmons considers that, purely groundless people were prejudiced for a long time against religion, showing disparagement and even hostility towards it.

He writes: "Alport would not be surprised if he found out that there is no record of a number of his works, devoted to the central role of religious feeling in the structure of person, in the book, dedicated to the 50$^{th}$ anniversary of his textbook".

One cannot but agree with the author's point of view that it is impossible to ignore the fact that spiritual or religious purposes, views and practices take a central place in the life of a great number of the people and exert a strong influence on the cognitive processes, motivation and behaviour, but even being ignored by the theory and researches on person, spirituality cannot vanish.

Probably, for the first time after publishing in Russian the known book of W. James, the readers can acquaint themselves with the analysis of religious aspirations and religious experience in psychological science.

Under the targeted cognitive-motivational model of person, suggested by him, R. Emmons studies the aspirations related to the transcendental areas of experience, especially those, which consider God or any conception of the Divine.

In his views, Emmons proceeds from the assumption that, as the faith is integral regarding the person, it should touch upon every level of person, including the aspects, which are reflected in the recurring targeted aspirations.

However, the author determines the spirituality rather widely, encompassing the aspects of search of sense, integrity, unity, transcendence and summit of human capabilities. He considers spirituality to be a sort of intellect, a component of the theory of intellect.

It is possible that, the spiritual intellect is one of such concepts, which can stimulate the progress in understanding the effect of "functional" spirituality in human life.

In this connection, Emmons separates the concepts of religion and spirituality: religion is more broad concept, than spirituality, as religion involves something greater, than search for sacral.

R. Emmons is a creator of human spiritual aspirations classification. He also describes the fundamental functions, which spirituality fulfills in life, demonstrating that the personal spirituality is an effective mechanism, through which can be achieved the targeted integration that serves as a criterion of psychologically healthy person.

At the same time, having concentrating on the religious spirituality study, the author repeatedly denotes that, there are also other, not religious, humanistic variants of spirituality, which imbue human aspirations.

At that, the author has essentially advanced in the comprehension of spirituality, which reflects the irreligious aspirations, as well.

Describing the irreligious variants of spirituality in his book, Emmons pays considerable attention to so-called "pragmatic spirituality", related to creation, which gains spiritual value for those, who do not share the conventional religious philosophy. To irreligious variants he refers love and spontaneous concern for the next generations, anxiety about the nature and own finiteness, belief in fundamental decency and dignity of human life, and care for the happiness of others.

Emmons has given an original point of view on the creation functions and what he calls a pragmatic spirituality. The latter, Emmons ties together with capability to solve the fundamental drama of German classical philosophy in the search for a ratio between tribal and personal nature of man, as he assumes that, it can resolve dilemma between individualistic aspiration and more broad and deep social attitude, conciliating the need for

independence and the need for affinity: creation implies a creative synthesis, confluence of affinity and power.

The general sense of the author's reasoning comes to the following: religion and spirituality can ensure a unified philosophy of life and serve as an integrating and stabilizing force in the face of constant pressure of the society and culture on the fragmentation of individual, especially in the post-modern cultures.

And still, all ideas, described by the author and the obtained empirical data mean only an approach to the main purpose of the book, which is search for the answer to the question; What does it mean to have good life?

Naturally, it is impossible to answer the put question without understanding the meaning of life.

According to the author's conception to lead a good life means something greater, than simply be happy. He makes two models of personal well-being, concerned with the content of personal purposes: one is based on hedonistic purposes, and other on the meaning, connected with the significance of life.

Thus, it is emphasized that, the comprehension of life cannot guarantee a high level of positive emotional happiness, but the absence of meaning and aim betokens misfortune.

According to R. Emmons, meaning, happiness and wisdom is a large triple, creating subjective life well-being. When man directs his life towards the spiritual results achievement, he can experience the life as worthwhile and sensible.

On the whole, the concept of spirituality, developed by the author and grounded on intellect, signifies a considerable advance in religion psychology and is of great importance for future theoretical and empirical elaborations.

The reviewed monograph is a doubtless contribution to the personal psychology, developing the idea of person spirituality, promotional to scientific understanding of psychological regularities, ways and mechanisms of what in fact makes a man to be a Person.

# Conferences information

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