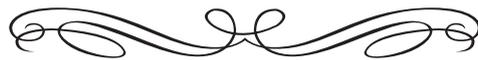


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KHERSON STATE UNIVERSITY
FACULTY OF PSYCHOLOGY, HISTORY AND SOCIOLOGY

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SECTION 1 GENERAL PSYCHOLOGY. PSYCHOLOGY OF PERSONALITY

ANALYSIS OF SCIENTIFIC APPROACHES RESEARCH CATEGORIES OF TIME: PHILOSOPHICAL AND PSYCHOLOGICAL ASPECTS

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It is analyzed scientific research approaches the category of time in the philosophical and psychological aspects of the article. It is considered the role of time in the category of temporal representations of the individual.

During the development process of civilization mankind has been characteristic of a different understanding of time as a psychological category. Category time plays a major role in shaping the ideological position of the individual, due to the cultural and historical development. Conscious understanding of time as a category determines the orientation of the individual in the social and psychological aspects as temporal direction and defines the meaning of individual existence, as time, above all, this sequence being mediated by social and cultural aspects of life. Time in its various manifestations and forms a very important factor in the life of every individual and society as a whole.

Analysis of scientific literature and practice suggests that the issue of time to fully research the category considered by scientists of various branches of science - namely, philosophy, history, psychology, education and more. However, outside the field of view of scien-

tists remained exactly the structuring of scientific research approaches the category of time, modes of time in the plane of philosophical and psychological examination of the problem.

In the apparatus of psychology while temporal form part of the basis of the structure and functioning of psychological knowledge. Figuring researchers relevance to human concept of «time category» will enable to contribute to building a model of its own" image of the world".

Research of time category takes an important place in the major psychological theories of personality. Regulations about the time can serve as a criterion, the basis for determining the similarity and differences of theories of personality.

Important and relevant research and development of scientists about the category of psychological time allows to trace the features of human experience of time of their lives, their past, present, and future ideas about the possibility of correcting a way of life at the precise time of personal development when ideas about their own future and the prospects of its construction intersect in the present.



ASSOCIATIVE INTERFERENCE IN THE CONTEXT OF THE CLASSICAL THEORY OF ABC

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It was made theoretical overview of the main provisions of the classical theory of ABC in the basis of which two types of interference were considered: proactive (PI) and retroactive (RI) in the article. It was defined the role of associations in memory and the results of independent empirical research on the impact of associative interference as manifestations of PI and RI in the context of the classical theory of interference ABC.

The central question in memory research is how accurately people can remember, store and reproduce information. In today's world to succeed in any field of activity efficiency memorization plays a leading role. However, the psychology of memory allocated interference effect, which accelerates forgetting, moreover, prevents proper media playback. Memory problems in cognitive psychology, particularly aspects of the classical theory of interference to domestic scholars are less studied and rarely studied empirically. The classical theory of interference, also referred to as the theory of ABC, studied repeatedly. However, our ob-

jective was to conduct an independent experimental study of proactive features of display (hereinafter - the PI) and retroactive (hereinafter - RI) interference in the context of the classical theory of AVS with and without the use of incentives relating to one associative series.

Proactive (PI) and retroactive (RI) interference. RI is a form of forgetting information that is characterized by rapid weakening of memory trace, as previously studied information prevents the absorption of high-quality new nobility. PI occurs when past memories inhibit the full potential of human assimilate and retain new memories. The central hypothesis of the RI paradigm advocates the position that forgetting in working memory modules is due to inactive intervention information. In contrast, RI is a phenomenon that occurs when recently studied information hinders and prevents the reproduction of previously assimilated information. RI is the result of a decline in reproduction previously assimilated information in connection with storage and work functions and memory processes.

PSYCHOLOGICAL ASPECTS OF THE STUDY OF COGNITIVE FEELINGS OF THE INDIVIDUAL

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It is presented the analysis and interpretation of data obtained in the study of cognitive psychological characteristics of feelings within the projective approach to the study of personality in the article. Defined connection between feelings and updated cognitive representation of the image of "I".

Installing the psychological facts in the study of personality at this stage is primarily concerned with issues of subjectivity and phenomenology. Processes flow inside the "I" and define expressive manifestations of human individuality, deserve a more detailed analysis and differentiation. Line features of cognitive functioning of the individual senses are not illuminated and noteworthy.

Considering the specificity of the major categories of research, including psycho diagnostic tools used projective techniques that allow the ideographic approach to the study of personality.

Progression of projective techniques stimulates their psychological differentiation due to the diversity of personal expressions. Well-known scientist H. Olport proposes branching of behavioral acts: expressive associated with more stable characteristics of person-

ality, and projective that reflects subjective distortion of reality. Recent directly related to the emotional sphere. Projective features while describing the system of action, expressive - their qualitative composition. Modern projective techniques often take into account both components in the processing of pictures.

Violation of the adequacy and integrity of the image shown and overly accented details signal the presence of problems in the "I" and the process of self-identity, abuse mental balance.

Analyzing the projective product specialists oriented mostly on personal experience, which can lead to excessive subjectivity in assessing the significance of symbols.

To reduce false interpretations must be followed to the basic provisions of projective psycho diagnostic and add clarifications received during the study.

Expressive projective techniques are those that record personal expression through facial expressions, gestures, voice and images. The last index is recorded on paper in the form of bars, lines that can be interpreted distant from the person who is tested.



LONELINESS AS A SUBJECTIVE EXPERIENCE

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Nature of the phenomenon of loneliness, namely its subjective side of experience is analyzed in this article. It contains an analysis of the phenomenon of loneliness from the standpoint of different approaches. Also, the article presents the current results of dissertation research, the authors have cited their classification of loneliness and examined them in practice.

Research interest in the development of this problem of loneliness becomes nowadays of particular relevance as widely and variously used the term "isolation" in everyday life and academic sources. Therefore, the complexity of the process of socialization, restrictions constructive relations with the world, the violation of the motivational sphere and inner integrity of the individual, the development of personal qualities that make it difficult to integrate into society, this is an incomplete list of negative effects of loneliness. However, the dynamism of modern life requires the individual flexibility, efficiency, ability to build their own life strategies, adequate goals of society and own self. This generally leads researchers to the need to study the problem of loneliness, the development of diagnostic tools to assess

its condition and characteristics and correction psychoprophylaxis.

Conceptual of loneliness study composed in the early XX century, although in ancient philosophy of trying on the coverage of the nature of this phenomenon.

Philosophers, sociologists, social psychologists, anthropologists distinguish the following interpretation in process of study the experiences of loneliness: the loneliness is a form of expression of emotional experience; loneliness is a complex condition that the person possessed in whole by feelings, thoughts and actions; solitude is a form of consciousness.

The question about the definition of loneliness debated for nearly a century, but has not found its own total solution. This is due primarily to the fact that there are two opinions on the direction of the experience of loneliness: some scientists recognize the negative direction, while others recognize positive. Positive direction serves the improvement of the individual, the manifestation of self-consciousness and negative – the destruction of the individual. As the experience of loneliness contradictory phenomenon, it is difficult to give it a universal and unambiguous definition.

METHOD SUBJECTIVE SCALE: DEFINING EVALUATION CRITERIA

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The problem of measurement in psychology, the specificity of the method subjective scale is considered in this article. The author identifies the main steps of the procedure of the method, describes three means of distinguishing criteria, which is a necessary step in determining the scale at which there is assessment of the phenomenon.

It is believed that psychology emerged as an independent scientific discipline, not only because of the spread of the laboratory experiment as the main research method, but also because of the development of measurement techniques that have been included in the process experiment (intensity of feelings, time responses, memory, etc).

Under the direction of V. Vundt at Leipsih University were developed three basic experimental procedures: the method of impression technique and the method of expressing the reaction. It was also possible combination of these procedures by introspection, called the combined method.

These procedures allow unifying the process of psychological research, put forward strict requirements for procedures differentiation characteristics of stimuli and responses of subjects to set

the stage for the release of two forms scale: rating scale and the scale units (relations).

Rating Scale is methodical technique that allows distributing a set of the objects in the degree of severity of their common properties. An example is the allocation of tasks in terms of complexity, the objects in the degree of contrast and so on.

Scale setting is methodological procedure that allows subjects to compare the degree of severity (size, stability, intensity) of their relationship to the objects. Thus, we can say about mapping the internal characteristics of the subjects by fixing their relationship to certain objects of study in which the study of personality characteristics often are the social and psychological effects.

Selecting assessment criteria is a very important stage of the assessment of the completeness and adequacy of the selected scales on the effectiveness analysis of the selected object. The author proposed three procedures for the analysis: the use of an object model (a tool similar); using a conceptual model of the object; use an empirical model of the phenomenon, which was obtained in the previous phase of the research.



THE SPIRITUAL VALUE OF THE INDIVIDUAL AS PSYCHOLOGICAL ASPECTS OF MOTIVATION FOR MARRIAGE

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The article deals with theoretical aspects of marriage, motives, attitudes of many authors and researchers to the problem of determining the motivations of individuals who decided to marry. It was considered the aspects of this motif marriage, like love. It was solved the notion of «spirituality», lists the characteristics of personality traits, which turns her spirituality.

Youth is age of bright and colored feelings and love. Many factors contribute to the choice of partner for future family life. Among of them there are three: the psychological, social and physiological. This age falls during the most sexually active period, in this period, most people first get married, and it was also a time when a woman's body is best adapted to the birth of a healthy baby.

Modern youth is full of vitality and energy, is actively embarking on their life plan and implement the goals. At the young age of most intensive process of new friends and communication, most are easy to install and develop relations of friendship and love.

Because of these facts we are interested in the motives of marriage that lead to risk for a serious and important step in the lives of today's youth.

Formation of psychological readiness for family life is a multifaceted problem that is associated with the maturity of the individual, the development of consciousness and self-consciousness of the individual. We know that identity in adolescence and early adolescence is structured around sexual development of the individual. The level of sexual awareness and consciousness determines the needs, values, motives of conduct as sexual beings.

Values orientation is elements of the internal structure of the individual. They include such as: orientation, individual purpose, the mechanism of individual interactions. They are essential elements of the internal structure of personality that embodied life experience of the individual, the totality of his experiences. Values are separated significantly relevant to a particular person from insignificant, unimportant.

SECTION 2 EDUCATIONAL AND DEVELOPMENTAL PSYCHOLOGY

PECULIARITIES OF WORK ORGANIZATION OF PSYCHOLOGICAL SERVICES OF HIGHER EDUCATION INSTITUTION

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It is considered a range of issues y article, due to peculiarities of the structure and functioning of the psychological service of higher education.

At the present stage of the reform of higher education, special attention is paid to the process of improving the competitiveness of young professionals, graduate student. This important problem can be solved by optimizing the educational process and create conditions for the development of professional skills directly into the walls of the institution.

Psychological service institution of higher education helps to create a comfortable conditions of education and teaching of students. And also a large-scale basis for the development and improvement of professional skills of students- psychologist and young professionals who have finished their studies.

Analysis of the psychological service of education in Ukraine in 2012 shows that a single, well-defined structural and functional organization of psychological services in higher education currently exists. It should be noted that only 3 universities have psychological service, in 5 are psychological centers, in 3 are

laboratory and in 3 are rooms. That is why there are a number of methodological and organizational issues related to the activities of university psychological services.

The most uncertain and controversial issues concerning the organization of psychological services institution of igher education is a structured activity and its genetic relationship with the school psychological service. The question of similarity or originality of the structure and activities of the psychological service of higher education institution is unresolved.

The features of psychological services of Kherson State University are analyzed in the article.

It is noted that psychiatric services universities and educational institutions have a number of similar areas of work: psychological diagnosis, prevention, counseling, psychological education, vocational work, cooperation with local public organizations.

A comparative analysis of school system and university psychological service allows to identify the specific work of a higher education institution that lies in greater professionalization of personal development.



COOPERATION AS AN ACTUAL PROBLEM OF PSYCHOLOGY

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It is describes the concept of "cooperation" in the pedagogical and organizational psychology, addressed the issue of cooperation in solving the problem in the article.

There is a huge amount of work, considering the concept of cooperation with a wide variety of positions whether educational psychology, organizational psychology, psychology of work, etc. However, most of the work is devoted to the issue of cooperation of teacher and student in the educational process, while research cooperation engineering psychology and labor scarce and fragmentary.

The author examines the features of cooperation in the process of solving various problems in the study. Solution to the problem is always a complex and multifaceted process that involves the execution of actions aimed at achieving the goal, the scope of the problem situation caused. Representatives from various directions psychology differently describe this process. Despite the fact that their viewpoints have common points in many respects they diverge dramatically.

The issue of teaching cooperation most widely represented in educational psychology. The problem of cooperation

in the educational process is considered in the context of the formation of the organization of training activities in which successfully implemented development, becoming a pupil as its subject.

Teachers and students cooperation is possible with a double mediation: personal characteristics and properties of the activities of teachers and students also.

Actively investigated category "cooperation" as interrelated activities with the student teacher and other students, it is built and modified forms of cooperation and communication during the process.

Process of cooperation rather fully disclosed in educational psychology. It considered in detail the interaction cooperating between teacher and student with the purpose of the best development of the first. As far as organizational psychology, engineering psychology and labour psychology, the data fields of science issue of cooperation in the process of solving the problem represented only a small amount of work, this issue seems relevant because in solving certain tasks cooperation to reduce the time and human resources for by combining subjects which implement it.



PSYCHOLOGICAL PECULIARITIES INTERNET ADDICTION IN TEEN YEARS

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It is presented the results of the study features emotional and volitional internet -dependent and -independent web adolescents in the article. It is summarized different views on the psychological mechanisms of escape to the virtual world and features of computer addiction.

Adolescence is the most difficult and turbulent period in shaping the child's personality, which is characterized by a variety of content on external and internal factors of development. This is primarily due to the restructuring of the physiological organism, a change in the situation of child relationships with adults and peers, with the accelerated development of cognitive processes. It's pretty crucial period because at that time formed values, mainly fixed traits and form of interpersonal interaction, developing reflection, which changes the course and nature of the relationship with other people and attitude to himself.

New information technology is rapidly penetrating into all areas of our lives. Their implementation in education, work and leisure time is a factor in the formation of the younger generation of new

spiritual and moral foundations, based on computer screen-culture. And this kind of culture is based on a new means of communication. In fact, there is replacement of cultural and information space in which a central place is not that human as information carrier as a "visual image", which is based on computer screen-flow images.

With the constant development of computer technology is increasing as the number of people who are constantly using a computer for business purposes, and those too addicted to computer games and using the Internet, the so-called computer addicts. In the most cases it is covered the younger generation (10 years) the impact of new technologies, as well as around the innovative.

In the process of socialization of the child, the immediate affective perception and response execution neutralized set of social and endorse rules and regulations. And in situations where the existing rules and regulations are unnecessary or lose their strength manifests primary, primitive, such that still suppressed, the way of reaction.



PSYCHOLOGICAL SUPPORT OF INTELLECTUAL GIFTEDNESS AS "LITTLE SPRIG"

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Approaches to intellectual distinction and academic giftedness type considered in articles and research are mechanisms of intellectual giftedness. Examples are given of strategies psychological support parents of gifted children.

Finding ways to improve the socio-economic potential of modern Ukrainian society actualizes the need for intellectual growth of people who are able to solve non-standard problems that the country faces, and introduce new content in all areas of life. It was gifted children and teens a unique opportunity to compensate the needs of the country in intelligent human resources and competitive professionals in the global job market. Hence, the most important task of modern education is detection, diagnosis, development and support intellectually gifted children.

Creative environment actively develop creative environment to identify gifted children in every secondary school. Seniors and beginners the opportunity to study part-time, part-time and distance learning schools, enabling them, regardless of where they live and to de-

velop training programs training profile. However, when the level of development of competitions and students it is need to work out mechanisms for recording individual achievement of students when applying to universities.

It is necessary not only prepare a comprehensive management and teaching staff of educational institutions, psychologists and social workers to the psychological and pedagogical support gifted children and adolescents, but also educational work with parents to create them modern ideas about the nature, detection methods and ways of ability and talent their children.

The success of intellectually gifted does not always coincide with the level of their abilities: among intellectuals are excellent, mediocre student and even non-achiever. It all determines not only the intellect, but also an attitude.

Psychological support gifted child and his parents is hard work to caress and nurture each child to care for her and accompany her to do everything necessary to adapt it to modern society, to help in its fulfillment.

PSYCHOLOGICAL MECHANISMS OF FORMATION OF GENDER IDENTITY DURING THE PERIOD OF GROWING-UP

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The study of the mechanisms of identification as a socio- psychological phenomenon of sex differentiation in ontogenesis presents in the article. In the course of personality- egalitarian paradigm confirms the position that the leading mechanism for the formation of gender identity of students at different age stages of sex-role identification serves as a process and outcome of motivational dispositions of the individual values during its maturation. According to theoretical settings mainstreaming as student-centered and egalitarian author builds a model in sex-role identification ontogeny. In the starting position put forward in the context of humanistic, genetic and cognitive psychology is defined nature of psychological mechanisms and patterns of functioning gender identity cards during her growing up.

Getting of scientifically based information on ontogeny of gender identity will enable scientists to draw attention to the processes and outcomes of self-determination of the individual in traditional and egalitarian cultures. Thus, the scientific development peculiarities of the formation of gender identity requires the integration of psychological research, aimed towards the ontogenesis of con-

sciousness and self-consciousness, presentation of the line sex-role behavior, the formation of the psychological mechanisms of self-determination and self-regulation of members of different sexes.

Gender identity is seen as subjective and socio-psychological reality in the context of a holistic process of consciousness and self-consciousness, ego- forming structures in continuum individual development, value-semantic self-cognitive maturation of the individual, learning cognitive circuits.

The study examined effects of gender identification in the context of content socio gender personality dispositions, which provided the opportunity to match the components of the subjective world of human development with its specific range of gender roles at some stage of its development. The process of gender socialization as adaptation to the gender culture of society is reflected in learning and playing in the ontogeny of human socio norms sex-role behavior. The result of his study is to describe the role of personality structure, demonstration of compliance or non-compliance with its properties roles dichotomy or universalization of gender roles.



EMPIRICAL STUDY OF CHILD-PARENT RELATIONSHIPS IN SINGLE-PARENT FAMILIES

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The article is devoted to the empirical study of psychological characteristics of children and establishment of complete and incomplete families. It is analyzed features of interaction in the "parent - child".

Family breakdown is an acute problem of contemporary society. Currently, there is a rapid increase in the number of divorces. According to statistics, in recent years, dramatically increasing the number of children living in single-parent families where the vast majority of educators are to have. The life and keeping the child without a father have a distinct specificity and significantly different from the child's life to the full family.

Several researchers noted that these very specific conditions of life will appear on the specifics of his personal development, his emotional well-being, self-esteem, respect for others people. Studies indicate traumatic as a divorce on the child's personality. The fact of divorce causes such severe consequences as neurosis, depression and various disturbances in behavior. Mutual alienation grows in child-parent relationships in the family at their simultaneous democratization, sharply reduced child

belonging satisfaction family, it emotional state.

Perfect examples of relationships do not coincide with observable child and reclaimed types of relations in the modern family. And when talking about single parent families, child and did not have a choice model of behavior in the future, because in it before the eyes of only one sample. However, the question of whether these deviations are temporary or persist several years after the divorce remains open. Considering the widespread nature of the phenomenon of incomplete family becomes an issue of whether the instruction in single-parent families is stable and natural consequences for the development of the child.

The main feature of education in a single-parent family is reducing its developmental potential, which a mostly father. The child has enough features to create high self-esteem, establishing warm and friendly relations with others, a positive "self-image". In the experimental sample traced to insufficient consumption of cooperation, recognition of the rights of the child, the frequent presence of educational confrontation in the family, the desire of parents to infantilism of child.

FEATURES OF THE MORAL SPHERE IN YOUTH AGE

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This article contains the results of the pilot study moral sphere of personality in youth age. It was given and related to each other indicators of moral consciousness, moral and ethical responsibility and moral feelings of the individual.

Actuality of solving the problem of moral personality is very acute for modern society. Particularly underdeveloped problem is to study features of the moral sphere in adolescence, since in his youth gamma moral feelings become richer and more differentiated and sensitive to impacts.

The problem of moral development is very important for a modern society, particularly for adolescents, as adolescence period is characterized by the orientation of the individual in the future, creates a favorable psychological basis for opening experience. This openness to moral experience, the feeling of love, aesthetic sense, the experience of new activities, joy, and creativity causes great emotional sensitivity characteristic of this age.

More delicate becomes understanding of the feelings of other people. Gamma of moral feelings becomes more differentiated and richer. In moral feelings manifested grazing range of individual provisions of morality, which is expressed in the "voice of conscience"

and causes a person to act on its dogmas. This psychologically complex formation as conscience becomes the core of moral sentiments that makes emotionally react to everything that affects the moral consciousness.

Because the moral sphere is a multi component, attention was paid to investigation of moral consciousness and of moral and ethical responsibility in the context of their interaction with an indicator of moral feelings of the individual.

The author identified the key construct of «altruistic sense» that allowed to analyze its characteristics and to investigate the relationship with other psychological constructs based on the research.

Research of the problem of moral sphere of modern youth involves not only the expansion of diagnostic psychological aspects, but also psycho-creation program of moral consciousness and other indicators of the moral sphere of the individual.

It was determined that the most important prerequisite for the realization of the moral sense is it a moral intuition as a component by which the subject instantly recognizes and prefers humanistic values over opposing values: inhuman, immoral, self-centered and pragmatic.



SECTION 3 SOCIAL PSYCHOLOGY; PSYCHOLOGY OF SOCIAL WORK

LABOUR MIGRATION FROM THE POINT OF PERSPECTIVE OF STUDENTS FROM DIFFERENT REGIONS OF UKRAINE

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It is presented the results of an empirical study of value orientations of students and their grades migrant Ukrainian in the article. It was made the analysis of the factors influencing the choice of the students for employment abroad.

Systemic crisis of Ukrainian society has led to a significant number of Ukrainian citizens trying to go abroad for the purpose in a way to solve their problems in life. The critical state of society is a significant reduction in living standards and generating increased unemployment. The impetus for migration is much lower than in neighboring countries, the level of welfare, the presence of complex political tensions in Ukraine and in an atmosphere of social consciousness - frustration, pessimism, distrust of official institutions disbelief in the possibility to arrange their own future and the future of children in their country.

Analyzing the reasons for the large-scale emigration of citizens of Ukraine abroad for work, it should be noted existence of an objective and subjective factors that are systematic and hierarchical in nature. Economic factor of

Ukrainians labor migration is due, above all, as the post-totalitarian society. This in turn causes small predictability life and number of known phenomena inefficient economy. Political factors of labor migration from Ukraine appear in the unstable political situation in Ukraine and the unstable political situation in the country itself. Therefore, we believe that the increase in immigration sentiment depends on Ukraine's assessments of the economic and political situation in the country.

Social factors associated with opportunities to improve their social status in society, opportunities realized in society, the influence of reference groups of migrants, the influence of the media spread rumors regarding living and working abroad, even to matters of prestige and a peculiar fashion, and other phenomena social consciousness.

Transformational society is characterized by a sharp increase in individualization personal life practices, easing their dependence on the people belonging to the major socio-professional formalized groups.

INTERPERSONAL RELATIONSHIPS AND MARITAL SATISFACTION OF SPOUSES IN A YOUNG FAMILY

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It is presented the results of studies of interpersonal relations in young families with different levels of marriage satisfaction in the article. It is established that highly satisfied spouse relationship between women and men real partner in general correspond to the ideal, and in low satisfied differs significantly from the ideal. Highly satisfied spouse relationship, both women and men, appreciating themselves as a wife (husband), correspond more closely to his own ideal.

Increasingly, psychologists, sociologists, demographers say about the crisis of the modern family. We are not talking about the changes associated with the political or economic situation, and on the institutional crisis. Family as a social institution is undergoing major changes that reduce the number of marriages, the appearance model of lot divorce family, increase in the number of illegitimate children, changing priorities in family functions. Demographic problems are growing: in the post-industrial society is a decrease in fertility and depopulation that stimulates the study of interpersonal relations of the spouses in a young family.

In the first years of marriage model of future family relationships is forming. There is a distribution of power and responsibilities formed spiritual ties between spouses, parents and children. There is a complex process of adaptation of the husband and wife to each other, defines the nature of the main conflicts and ways to overcome them.

Stability and marital satisfaction are related concepts, but they must be distinguished, and defining the difference between them is due to the division of approaches to the study of marital quality on the sociological and psychological. In keeping with the sociological approach sufficient indicator of the success of the marital relationship is the fact of the preservation of marriage, that is, the absence of a divorce. This feature is called the stability of marriage and is widely used in a variety of demographic, sociological research.

The main emphasis is on the study of satisfaction in marriage in psychological research. Most expert defined marital satisfaction as the inner subjective evaluation, the ratio of the spouses to the own marriage.



SOCIO-PSYCHOLOGICAL TRAINING OF PROFESSIONALLY SIGNIFICANT QUALITIES DEVELOPMENT OF THE FARMER: AN ANALYSIS OF EFFECTIVENESS

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The problem of usage of socio-psychological training is considered to improve professionally important qualities of agriculture. The results of the participation of farmers in the training program "Development of professionally significant qualities of the farmer", whose main objectives was to improve the professional competence and management capacity, communication and organizational skills.

Social significance is still small, rural communities and emerging entrepreneurs is much higher than its share in the population and its role in food production. Farming is also a reserve for the future of the middle class, which gradually formed in Ukraine. The instability of the economic, social, political and working environment, the rapid development of science and technology, a high level of competition and the risk of putting the farmer and the staff of the need to adapt to the conditions of economic and administrative activity.

Increasing the intensity of the emotional intensity of work and the requirements of the modern farmer effective functioning of the organization structure, competent selection and placement of employees and create effective work teams, led to the fact that business and management activities

of the modern farmer needs more scientific and psychological knowledge in the form of social and psychological support profession. In this regard, the theory and practice of management psychology has become an urgent problem of performance of the farmers and farm managers in the new environment, and for psychological science is discover and study of social and psychological factors, the determining productivity of the operation and characteristics of the individual in terms of changes in the external and internal environment, the development of methodological tools that can improve the efficiency of the labor of the farmer through psychological support its activities.

Organizational and communication skills of the individual is the leading component in the structure of management activities of farmers. Communication skills involve establishing productive contacts with different people in different communicative situations.

Occupation of farmer is not one of the most prestigious in contemporary Ukrainian society nowadays. A large number of young people chose another professional way. In this case the size of salary, prestige and social recognition influence on theirs choice.

EMPIRICAL RESEARCH FEATURES IDEAS ABOUT FUTURE FAMILY LIFE IN ADOLESCENTS FROM FAMILIES OF MIGRANT WORKERS

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The features of family perceptions of children whose parents are migrant workers are covered in the article. The absence of parents over a large period of time is deprivation factor that affects the development of the child. The influence of family deprivation on the representation of the image of the future family of children of migrant workers was made in the article.

The problem of migration has so many aspects that impact on society as a whole, and in the lives of individuals.

The idea of man about himself, about his place in society is one of the cornerstones of social psychology. Foundation to study the problem of social representations, which, of course, are also ideas about future family laid the French social psychologist S. Moscovichi, Zh. Abrik, D. Zhodele. Social representations, according to S. Moscovichi, formed as a result of influence of suggestion society on the individual. They allow a person to predict the results of their actions. Domestic psychologists observe sim-

ilar views. In particular, S. Rubinstein saw an idea like images that arise in the mind and are extremely important significance for the conscious mental life, as they are based on personal experience, give the person an opportunity to plan their future. Thus, social representations serve as the adaptation to situations of orientation behavior.

From the point of view of some researchers behavioral models in the family, marital and parent, the child form an idea of the organization and its future relationship with the family. So raising a child in a dysfunctional family has probability distortions in her family views. So the children of affluent families and disadvantaged there is a difference in views on future family.

In the space of single parent families in child deformity affects not only ideas about future family life, but also affects a global education is general image of the world, which also has a fragmented and unformed, unrealistic nature of negative emotional background.



VOLUNTEERING AS A PROBLEM OF SOCIAL PSYCHOLOGY RESEARCH

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The socio-psychological characteristics of a person involved in the different associations, a brief historical overview of the scientific ideas concerning the relationship of the volunteer movement and socio-psychological characteristics of society, human are described in this article.

Volunteering is one of the main forms of social activity and consciousness of citizens of the world today. In many countries, the state youth policy aims at involving people in public life, development and support of youth initiatives, promotion of engaging citizens in voluntary activities for the sake of another person. Nevertheless, the percentage of the active population and social involvement in volunteer activities is about 9%. Figure is quite small for a modern, democratic state that has acquired since independence many social problems.

Increase the importance of volunteerism shown by the fact that the UN General Assembly in 2001 was declared the International Year of Volunteers. The main objectives of the meeting were: to popularize the ideas and values of volunteerism, increase the recognition of volunteer activities, and assistance in its dissemination, networking and information exchange experience in organizing volunteer movement.

The volunteer movement and is spreading rapidly in Ukraine. The number of public associations and organizations whose activities are aimed at providing social assistance to various segments of the population are increase. Examples selfless assistance also apply to environmental, emergency and all sorts of crises, volunteer movement gradually penetrates into the economic sphere.

Voluntary (voluntary assistance) are increasingly becoming the subject of research in the field of sociology, pedagogy, psychology, legal regulation of voluntary activities. Numerous works focused mainly on volunteering phenomenon of socialization through volunteering, study motivation, training of social workers. Domestic researchers often emphasize the content of volunteering, principles and practical experience in organizing volunteer activities, practical training volunteers to work with various categories of the population.

Activation of volunteerism should promote various public organizations, groups, narrow focus, in other words, speaking, community, efforts is aimed at the implementation of a common goal, the solution of social problems of society.

SOCIAL STEREOTYPES AND STEREOTYPING: ANALYSIS OF CONTEMPORARY THEORETICAL APPROACHES

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The historical review of studies of stereotypes, different views on this issue examines in the article. An analysis of theoretical approaches to the study of the mechanism of stereotypes and stereotyping is made in the article.

The study of social attitudes necessary first to explain the features of the development and functioning mechanisms of regulation of social behavior, which is not possible without the knowledge and understanding of the nature, substance, quality and role stereotypes in society.

A social stereotype is particularly socially significant formation of consciousness and behavior, which manifests usual (standard) way of their relation to different situations. With social stereotypes people from stable estimates insight about each other, they are a necessary tool for the regulation of joint activities of people in society.

The concepts of "stereotype" for the first time in science was introduced by the famous American journalist Walter Lippman in 1922 book "Public opinion", which he defines stereotype as a simplified, earlier imagination formed a non-personal human experience. W. Lippman expressed the idea that ste-

reotypes are inevitable. The objective function is the interaction between human and the surrounding reality and projection into the world of his own feelings, values, human [4].

According to the study, the problem of stereotypes has been proposed various theories, which can identify the main approaches for certain classification.

In social psychology there is a theory that does not directly explain the process of stereotyping is a theory of roles. This theory in the description of stereotypes, the notion of "social role" devotes central place.

The study of social stereotypes requires consideration of both the traditional position: in conjunction with other phenomena of social psychology, such as social setting, social representation, image, and from the standpoint of the unconscious structures of individual and collective psyche. Considering the different views on the study of this problem, researchers have determined the mechanism of stereotyping of individuals endowed with characteristics based on their group membership, and the stereotype as a set of ideas about the characteristics of people's groups.



TRUST AS AN ASPECT OF SOCIAL AND PSYCHOLOGICAL WELL-BEING OF THE INDIVIDUAL

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It was made an attempt to conduct a theoretical analysis of the concept of trust as a social and psychological phenomenon identified the need for a trust as a condition of psychological well-being of the individual in the article.

Trust is an integral condition of human interaction with the world that is designed to function as a combination of human and the world in a single integrated system. The existence of this phenomenon helps to merge past, present and future in a holistic act of human life, creating the effect of a comprehensive, immutable being, makes it possible for the emergence effect the integrity of the person, sets the value as human behavior.

Social and psychological confidence function, namely the function of self-education, self-development function; adaptive function is a means of harmonizing human relations both with the world and with himself.

Taking into account the social and psychological functions of trust can be argued that trust is one of the components of psychological well-being of the individual, social and psychological phenomenon that affects the conditions of psychological well-being of the individual.

Author conducted a theoretical analysis to determine what most scientists considered the nature and meaning of

the phenomenon of trust and distrust. In the study, researchers of social and psychological direction trust is seen as a feeling, a state of waiting, the installation process of social exchange and transfer of information, personal and group quality, etc. The existence of the phenomenon of trust and its formation is studied for a long time, but a more detailed review and needs analysis aspect of social and psychological well-being of the individual.

Human cannot live without trust. Without it, it loses touch with the world that is threatened by the emergence of a negative outlook. Western psychologists have justified that confidence is "a core element of social and psychological well-being of the individual in society". Exploring appointed question suggests that trust is an important socio-psychological phenomenon functions it performs, involving not only the process of human interaction with each other, but humankind as a whole.

Trust is a fundamental condition of human interaction with the world, and this interaction is its most important feature. Dual focus of the human psyche requires confidence in the world (the term interaction with him) and credibility (the condition of the individual activity). Trust to the world is always connected with trust to themselves. It cannot be in other way.



SECTION 4 HISTORY OF PSYCHOLOGY. ORGANIZATIONAL PSYCHOLOGY

MENTAL HEALTH AS A SUBJECT OF COMPLEX INTERDISCIPLINARY RESEARCH

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Current status of health problems of the individual and public health principles and structure of a healthy lifestyle is covered in the article.

Recently, it became clear that only medicine can not only prevent but also to cope with the continuous spread of disease, interest in healthy lifestyles attracted increasing attention and professionals and the wider public. This is not least due to the knowledge of truth and seriousness of the ancient saying: continue to master the art of living, art is not necessary to have to shorten it.

Now it becomes clearer that the disease of modern human are caused by, first of all, its lifestyle and daily behavior. Currently, a healthy lifestyle is seen as the foundation of disease prevention. Confirmed this, including the fact that the decline in USA infant mortality rate is 80% and the mortality rate of the entire population by 94%, increase average life expectancy by 85% is associ-

ated not with medical advances and the improvement of living and working conditions and rationalization way of life. However, in our country, 78% of men and 52% of women are, unfortunately, unhealthy lifestyle.

Human activity is largely determined by pre-formed for a long time cultural traditions of the social environment in which growing and educated individual who lived in previous generations. Complex of cultural traditions of the society represented by a national, ethical and religious specificity ethnic community also plays an important role.

These traditions were formed, evolved and changed throughout the cultural-historical process under the influence of various endogenous and exogenous factors. So, it was formed in result varied in form and features cultural norms, expressed as traditions, customs, rituals and so on which affecting almost all areas of human life and activities.



PROFESSIONAL SELF-CONCEPT AS PART OF THE STRUCTURE OF PROFESSIONAL "I-CONCEPT"

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The results of a study of professional self-assessment of civil servants of all ages are presented in the article. It is summarized different views on professional self-concept, to its components and structural relationships with age-specific.

Professional personal development during early and middle adulthood is of great significance and is quite lengthy and multi-process, which depends on the continued professional and personal well-being. It depends to some extent on how the person evaluates their capabilities, including their potential in the professional sphere.

The study of self-concept and «I-concept» paid a lot of attention, but is dominated by the study of teenage and adolescence and little attention are paid to this age as the early and middle adulthood. After this stage is pretty long period of life in which a person develops as a professional, is building its own family, determines their life goals.

In modern dynamic society there are new professional demands on the person, which may lead to changes in interests, hobbies, tastes, and possible changes in his attitude to themselves as a professional and individual. That

is important in theoretical and applied aspects of the study are not simply undifferentiated self-esteem and its specific components and their relationship with other personality traits. It is self evaluation patterns related explanatory mechanisms for professional success and dynamic professional development of the individual. This, in turn, affects the assessment of their own capabilities and well-being in all areas of a person's life.

An important aspect of the professional development of the individual, and it is self-conscious planning professional way. The criteria of success are the satisfaction of life situations and social success. The most important determinant of the professional way of man is his understanding of his personality is so called professional "I-concept".

Characteristic of certain personal concept motives, motives and values that it cannot give way to making a career choice for any human. Past experience creates a system of values, attitudes relative career at all. Therefore, the subject of professionally reviewed and described via its dispositions, values, attitudes, interests, and similar social motives due to work.

THE INFLUENCE OF THE FAMILY ON PROFESSIONAL SELF-DETERMINATION OF HIGH SCHOOL PUPILS (GENDER ASPECT)

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Article is devoted to the study of theoretical and empirical issues of professional self seniors depending on factors such as the type of child-parent relations and gender features. Based on theoretical and empirical analysis of this problem the author finds a significant impact on the professional self- same type of child-parent relationship.

Professional self-identity is a major step in everyone's life. Depending on who is this choice so will build the future of life. It is very important that this choice was adequately correlated with the personal and professional qualities of the individual, taking into account their needs and interests. Unfortunately, a significant impact on the professional self-determination in our country is made by parents and society.

For older adolescents gender issues further importance because they affect society's expectations about what kind of work must follow men, and some - women. Sex role promote stereotypes that boys show interest in scientific and technical disciplines, and girls are more

prone to the field of art and services.

The choice of future profession depends on the ideas, opinions, and values of parents. They are based on our own experience and age, believe they have around the right and have the right to decide for their child. This negatively affects the professional self-identity seniors.

Most modern theories of international professional self-identity can be generalized to the five major: differential diagnostic, psychoanalytic theory making typological theory development. It assumes that the professional choice solved interaction, mutual two structures: the structure of personality and professional requirements; psychoanalytic direction - career choices and professional activities understood as a direct or indirect needs and how the process of sublimation; the theories making career choices emerges as the analysis of targets in a variety of occupational choices, so you can make the final decision about a particular profession.



SECTION 5 MEDICAL PSYCHOLOGY. SPECIAL PSYCHOLOGY

RESEARCH OF PERSONALITY TYFLOPSOLOGY AS A PREREQUISITE FOR THE STUDY OF THE PHYSICAL IMAGE I IN BLIND

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It is analyzed the research aimed to study the various aspects of personality that develops under conditions of visual deprivation in the article. It is shown the features of appearance of a blind person and role perceptions about their own appearance for harmonious formation of I-image. It was learned the basic premise of studying physical image I in blind people.

Among the set of I-image important role to physical image I, since it defines self-esteem and individual behavior (Burns R., Dorozhevets A., Mukhina V., Sokolova A.etc). The image I have in the structure of personality I-concept may vary depending on the circumstances, which in the context of our study is provided deficit development, namely visual deprivation. Profound impairment process change the image of I in general and I in particular physical image.

Physicians and physiologists were demonstrated that 90 % of the information from the environment a person gets through visual perception. That is, the organ of vision - one of the most import-

ant sensory organs. Visual perception is a complex physiological process in the formation of visual images involved peripheral, top and cortical divisions of the visual analyzer.

Blindness is a grave disadvantage that not only affects the quantity and quality of information coming from the external environment, but also changes the interpersonal relationships between blind and healthy person. The main cause of these changes, according tyflopsychologists is inadequate installation, there are both on the part of the blind, and among the wise. Loss of eyesight, breaking the logic of mental development, influences the formation of self-identity and its major components.

Impairment of eyesight is a major cause frustration personality prerequisites for the emergence of which are formed as early as the preschool age. It is traced the correlation between visual impairment and the occurrence pathology character features that form the negative behavioral patterns of blind child and provide guidance throughout the emotional activity.

THE BOUNDARIES OF PHYSICALITY AS A MEASURE OF PSYCHOSOMATIC FUNCTIONING

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The article is devoted to the issue of medical psychology phenomenological analysis of the specific internal physicality.

This article summarizes the different views on the concept of "body scheme" and "body image". It was generalized analysis conducted research boundaries of physicality: external and internal. The internal features of physicality were isolate. The boundaries of physicality (external and internal) determine the nature of the interaction of the subject with the outside world and affect the parameters of psychosomatic functioning.

The problem of normal and pathological psychosomatic functioning long been in the area of scientific interest psychology and medicine, but the "body" as an object of study for a long time remained practically on the verge of psychology, if getting into the focus of research interest, the quality or completely natural, pure physical substrate or as a purely abstract entity. The need to study the "body" as an integral phenomenon relates primarily to the differentiation of scientific psychology, understanding that psychology cannot be limited only to study only "psychological phenomena" and that the human body is not less

"psychological" than memory, attention and emotion.

Our research interest in the problem of "physicality" ("body") due to the increasing number of people with obesity and eating disorders (hyperphagia, anorexia, bulimia, obesity), which is by definition the WHO has reached epidemic proportions [4]. In our point of view, the study of eating disorders should be considered in terms of violations of psychosomatic functioning of the body. This makes the study not only of the body, the body as physicality as an integral psychophysical phenomenon, which will identify the particular structure of physicality, performance bodily practices in violation of psychosomatic (those with eating disorders).

Internal physicality as the area of perception of interior space of the body, on the one hand, is inaccessible to arbitrary regulation, on the other hand is an area of very real sensations perceived directly.

Studies of clinical and psychological characteristics boundaries of physicality will contribute to a better understanding of eating disorders, which in turn may be useful in the development of psycho diagnostic procedures and policies that are targeted at people with food disorders.

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