

SUMMARIES OF ARTICLES IN ENGLISH

E.M. IVANOVA

PSYCHOLOGY AND EFFECTIVENESS OF ACTIVITY OF LABOR SUBJECT

Annotation: They learn the problem of effectiveness of labor subject's activity in the context of psychology research and practice. There is an evolution in psychological ensuring economic efficiency of professional labor in researches of native and foreign scientists. They presented a rendering of a concept of activity effectiveness a subject of labor from the point of view of current scientific knowledge as an integral index of correlation between the person and the profession in the concrete professional activity. They learned peculiarities of the use of subject-activity approach in solving of practical problems of effectiveness of collective and individual labor and presented an example of its use in studying of the reasons of the decline in labor efficiency of service sector specialists collaborative activity in a logistics company.

Keywords: activity, subject of the labor, labor productivity, economic psychology, subject-activity approach, productivity, satisfaction, successfulness.

I.V. PAKHNO

INNOVATIVE PERSONALITIES: LIFE AS AN UNCOMPLETED TASK

Annotation: Theoretical approaches of native and foreign scientists to description of the model of a modern personality are given in the article. The author studies traits of a modern personality marked in the models as attributive characteristics of an innovative kind of personality. They use narrative interview as a psychodiagnostic tool. Thirty pioneer specialists working for the Far Eastern railroad took part in the research.

Keywords: innovative personality, self-modification, uncompleted task, narrative analysis.

G.P. GERANYUSHKINA, O.E. AFRAIMOVICH SCRIPTS OF LEARNED HELPLESSNESS

Annotation: Learned helplessness has negatively an impact on productivity, motivation, health, creativity. In psychology is very little research of learned helplessness, and not developed methods of diagnostic helplessness behaviour which will be adapted to our culture. In this article firstly made an attempt to interpretation of learned helplessness theory through standpoint of Force-field analysis, secondly was developed projective method for diagnosing of helplessness, thirdly were described scripts helplessness

behaviour. Research has revealed that helplessness behaviour related with disturbance of creative adaptation the human to environment. This behaviour associated with scripts of adaptation which may diagnose using projective methods. The research results could use for future develop new methods of diagnostic and correction helplessness.

Keywords: force-field analysis, learned helplessness, action research, internality, pessimism, causal attribution, scripts of resistance.

A.P. VYATKIN, K.N. ABRAMOVICH

THE PROBLEM OF FREE TIME IN THE PSYCHOLOGICAL SCIENCE

Annotation: The problem of conceptual form the structure of time, and in particular the notion of free time, is insufficiently explored topic in psychological science. Presently, some youth groups characterized, according to research, the inability to manage time of their life, there is no desire to make his life more interesting and full. Studies have shown that even such a distinguished group of young people, for which free time is a negative emotional – the inability to dispose of their free time, to use it to achieve the goals of self-development, self-improvement, to achieve personal and professional growth – leads to the fact that free time begins judged to be undesirable. This article provides a brief overview of the theoretical research on this topic, the prospects of research in this direction.

Keywords: time, free time, lifetime organization.

E.L. TROFIMOVA, V.Y. BONDARENKO

THE PROBLEM OF PERSONNEL COMMITMENT TO ORGANIZATION IN NATIVE AND FOREIGN LITERATURE

Annotation: They analyze foreign and native approaches to studying of personnel commitment and factors influencing on it, they differentiate concepts of "loyalty", "organizational loyalty", "commitment".

Keywords: loyalty, organizational loyalty, commitment, types and levels of loyalty, affective commitment, continuance commitment, normative commitment.

A.P. VYATKIN

ECONOMIC SELF-CONCEPT AS PSYCHOLOGICAL SOCIALIZATION MECHANISMS

Annotation: Ethical regulation of economic activity was regarded as derived or wasn't studied at all in the model of economic behavior. Its importance in modern

psychology is essentially growing that causes contradiction between market and ethical standards of social relations and escalates the self-concept conflict. New psychological socialization mechanisms appear but they stay insufficiently examined. On the basis of integrity approach they evolved two projections of holistic global self, ethical and market ones, which are implemented in two self-images: Real Self, Ideal Self and the Demanded Self. It permitted to the empirical research to explicate the system of ideas and self-estimation united into self-concepts. They proved empirically the working hypothesis concerning new socialization mechanisms: adequate degree of dissonance of market and ethical ideas and their self-estimations corresponds to more effective economic socialization; reduction of dissonance related to market and ethical contradictions solving corresponds to increase of socialization. The psychological view of socialization mechanism was detected. The obtained results permit to diagnose the readiness of the agent for economic activity in conditions of changing society.

Keywords: economic socialization, market and ethical standards, self-concept, system of ideas and self-estimation, dissonance, mechanism, Real Self, Ideal Self and the Demanded Self, adequacy, reduction of dissonance, psychological view.

N.S. FONTALOVA

CHARACTERISTICS OF SELF-AWARENESS OF WOMEN LEADING A HEALTHY LIFESTYLE

Annotation: components of healthy lifestyle are studied at the article. They presented results of the research dedicated to study of characteristics of self-awareness of women leading a healthy lifestyle which are manifested in the attitude towards themselves and their bodies.

Keywords: self-awareness, healthy lifestyle, self-acceptance, physical self-image, attitude towards food, attitude towards body.

V.A. BUHOLCEVA

REGIONAL PECULIARITIES OF ECONOMICAL CONSCIOUSNESS AND BEHAVIOR OF A PERSONALITY (ON THE EXAMPLE OF INHABITANTS OF PRIBAIKALSKY AND ZABAIKALSKY REGIONS)

Annotation: Theoretic review of the structure of economical consciousness is given in the article. They presented an empirical research of regional peculiarities of economical consciousness and behavior of the personality. They showed that economical consciousness performs the regulation of economical behavior and activity of the personality through settings and representations.

Keywords: economical consciousness, economical

settings, economical behavior, religious identity, attitude towards money, bipolar measurements of economical behavior.

T.A. TEREKHOVA

ETHNO CULTURAL CHARACTERISTICS OF INDIVIDUAL'S DISPLAY AND REACTIONS ON THE NATURE

Annotation: The article examines the determined in ethnic culture displays and reactions of a person to the nature. The attitude of people to the nature is a modified form of their mutual relationship in the condition of intercultural and cross-cultural differences. The article provides the interpretation of person's self-estimation of his own action, attitudes and individual qualities from the one hand, and estimation of actions, relations and individual qualities of "typical representatives" of the other nationalities.

Keywords: intercultural competence, attitude to the nature, ecological norms, ecological culture, individual qualities.

T.A. TEREKHOVA, A.O. SHISHKINA

PSYCHOMETRIC ANALYSIS OF SPECIAL SEMANTIC DIFFERENTIAL FOR INDIVIDUAL INNOVATIVE POTENTIAL ASSESSMENT

Annotation: Ethical regulation of economic activity was regarded as derived or wasn't studied at all in the model of economic behavior. Its importance in modern psychology is essentially growing that causes contradiction between market and ethical standards of social relations and escalates the self-concept conflict. New psychological socialization mechanisms appear but they stay insufficiently examined. On the basis of integrity approach they evolved two projections of holistic global self, ethical and market ones, which are implemented in two self-images: Real Self, Ideal Self and the Demanded Self. It permitted to the empirical research to explicate the system of ideas and self-estimation united into self-concepts. They proved empirically the working hypothesis concerning new socialization mechanisms: adequate degree of dissonance of market and ethical ideas and their self-estimations corresponds to more effective economic socialization; reduction of dissonance related to market and ethical contradictions solving corresponds to increase of socialization. The psychological view of socialization mechanism was detected. The obtained results permit to diagnose the readiness of the agent for economic activity in conditions of changing society.

Keywords: economic socialization, market and ethical standards, self-concept, system of ideas and self-estimation, dissonance, mechanism, Real Self, Ideal Self and the

Demanded Self, adequacy, reduction of dissonance, psychological view.

I.M. KYSHTYMOVA, A.A. CHZHEN

PSYCHOSEMANTICS OF YOUTH SUBCULTURE AND ITS INTERRELATION WITH EVALUATION OF ADVERTISING IMAGES

Annotation: They presented the results of a research of semantics of subcultures in consciousness of young people, their evaluative differential dimensions. They gave the data about dependency of semantic evaluation of visual advertising images from the cultural values, which are transmitted by them.

Keywords: culture, subcultures, goths, the punks, glamour, metalheads, bikers, advertising images, psychosemantics.

M.A. UKOLOVA

INTERRELATION OF VITAL VALUES AND PROFESSIONAL COMPETENCE OF MUNICIPAL EMPLOYEES

Annotation: Efficiency of professional activity of municipal employees which provides significant results of social and economic development of municipalities of the Russian Federation, directly depends on achievement of high level of professional competence by them. The author represents results of the empirical research devoted to identification of interrelations between vital values and professional competence of municipal employees.

Keywords: professional competence, vital values, municipal employee.

E.V. SHERBAKOV

TEMPTATION OF THE MIND AS A CATEGORY OF HISTORY AND CULTURE PHILOSOPHY

Annotation: They study philosophical, theological, psychological aspects of perception of public history and culture. They propose to put into practice a category "temptation of the mind". The analysis of this concept in terms of viewpoints of gnoseology and ontology of social philosophy.

Keywords: culture, science, mind, religion. Soul, spirit, spirituality.

T.A. TEREKHOVA, S.K.MALAKHAEVA

NARRATIVE INTERVIEW AS METHODOLOGICAL CONSTRUCTIVE UNIT OF INTERDISCIPLINARY QUALITATIVE RESEARCH

Annotation: The article considers narrative analysis as qualitative research method. Semantic domain of

events is organized with Ch. Pirs's semiological triads and Labov's structural approaches. Narrative analysis allows to focus two layers – individual and social; and considers event passed by a teller not only as individual, relating both to his/her private life, and private demonstration of social-typical one.

Keywords: narrative, narrative interview, narrative analysis, semiological triads of Ch. Pirs, structural approach of Labov.

M.V. VIKHOREVA

SOCIAL AND PSYCHOLOGICAL FEATURES OF ORGANIZATIONAL DEVELOPMENT IN AUTHORITIES

Annotation: Authorities even more often become objects of studying and improvement. The methodology of organizational development, which is on a joint of psychology and management, is a basis for improvement of the bureaucratic organizations, including authorities. Developments in many respects depend on readiness of employees to work in the developing organization, and also creations of conditions for personal development within the organization. One of solutions of this problem is use of trainings.

Keywords: bureaucracy, organizational development, management psychology, training.