

activities and shows the importance of value orientations for optimal disclosure of talented gifted students; A special program of social and psychological support for the process of becoming a gifted person is developed. Individual differences in the components of mental regulation of educational activities allowed to select a group of gifted respondents with a productive motivational component of the psychological regulation of such activities and those with an unproductive motivational component of the psychological regulation of educational activity. It is shown that the implementation of a systematic approach in this field requires not only the reconstruction of existing concepts of giftedness, but also the development of new technological solutions – a set of tools that can capture the subject as multidimensional, holistic and changing in time, in particular depending on different learning conditions. The program of social and psychological support, based on the principles of the system-integrated approach and aimed at the formation of the motivational component of the mechanism of mental regulation of the educational activities of gifted personality, proved its effectiveness in increasing the indicators of creative motivation, creative orientation, reflexivity, the ability to combine, divergent thinking, freedom associations, ingenuity, self-esteem, self-regulation.

Key words: *personality, ontogenesis, giftedness, giftedness structure, system-integrated approach.*

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SOCIO-PSYCHOLOGICAL SPECIFICITY OF MODELING OF INTER-SOCIAL COMMUNICATION IN THE SOCIETICAL INDUSTRY PROFESSIONS

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The presented research direction is focused on modeling of interpersonal communication in professions of socio-economic type. The relevance of studying the problem of psycholinguistic peculiarities of modeling interpersonal communication in

professions of the socio-economic type is conditioned by the increasing role of professionalism in the information society; the emergence of new communicative professions of the socio-economic type; changing socially approved norms of the role behavior of professionals of the socio-economic profession, especially those related to interpersonal interaction; increasing the share of creative work related to interpersonal relationships; the increasing role of each professional and the need for coordination of actions and understanding of each other by experts from different fields and different social groups; awareness of communication as an important part of effective work in socio-economic professions; formation of new requirements for professionalism, including - communicative competence, as an indicator of the skill of a specialist. As a result of the research, invariant linguistic formulas have been singled out, which help to increase the effectiveness of interpersonal communication in professional socio-economic activity and its correction by influencing the linguistic consciousness of specialists of the socio-economic profile. The empirical data obtained suggest that the structural-semantic features of linguistic dialogue, as monorhetorical expression, depend both on the level of linguistic culture and on the personal characteristics of specialists of the socio-economic profile. The area of recognition of professional deformation has been expanded through the study of linguistic formulas, which, on the one hand, preserves the resources of the specialist, avoids the syndrome of professional burnout, on the other - prevents failure in the intercultural communication of specialists socio-economic profile.

Key words: *modeling, interpersonal communication, dialogical communication, professions of the socio-economic branch.*

Introduction. The change in the continuum of modern humanities is, first of all, an increase in their general paradigm of anthropocentric direction. One of the central topics related to the new direction in the development of the sciences is language and communication, since it is only through communication, and mainly language communication, that we can express ourselves and make contact. Communication and language are integral parts of all areas of activity. In recent years, there has been a growing interest in language communication in the business field, where one can speak about professional or non-professional communication. This refers, first of all, to the professions of the socio-economic type with high linguistic responsibility, in which the ability to communicate is a prerequisite for the success of professional activity.

Changing the industrial information society is characterized by an increase in scientific knowledge and implies an increase in the importance of studies of professional culture of specialists. Many companies include words related to professionalism in slogans and advertising: professionally crafted, selected, taught;

professionals will help; wide choice and professional consulting, service, etc. (Kharchenko, 2003).

The relevance of the stated direction of research is also related to the emergence of new types of interpersonal interaction. Virtual chat and e-mail (including in the business sphere) occupy a special place. Changes in the language behavior of professionals using mobile communications, paperless paperwork, Internet meetings and Internet conferences, unconventional communication in transcontinental corporations. Increasing attention is being paid to research and the dissemination of qualitative methods (primarily in sociology and marketing), where the laws of interpersonal communication may not be taken into account when preparing and conducting research in the form of surveys, focus groups or questionnaires (Dobrova, 2010).

It is known that in language communication can be identified as complete forms of dialogic speech, and very specific, in terms of linguistic analysis, significantly reduced elements - replicas of all kinds. These cues, often meaningless outside the context of the dialogue itself, carry in real communication a considerable semantic load and thus constitute the most important socio-psychological component of interpersonal communication, in particular among specialists of the socio-economic profile of activity (Kharchenko, 2003; Goncharuk, 2018).

Abbreviated in the form of expression, in terms of semantic content is not unprofitable, because they contain the information necessary for the interlocutor. Relationships between dialogue are established by the type of stimulus - reaction. This means that each output replica generates a second reply, etc., and the structure and semantics of the first replica initiation determines the shape and content of the corresponding replica. The study of the structure of unity of question-answer allows us to claim that all relevant statements are positionally determined units of communication, which form a single linguistic complex with previous sentences (Dobrova, 2010; Kalmykov, 2018).

Mutual understanding is achieved through the ability to differentiate between the original context, the subject, and the new message included in the message, which is carried out within each sentence, being the most important mechanism of linguistic communication, including those of the socio-economic sector. In spoken language, there are such statements in which the composition of the topic is practically absent. Such statements are known as monorematic, that is, consisting of a single rheum. They appear as a replica of dialogic unity and are triggered by a replica-stimulus and the communication situation itself (Dobrova, 2010).

It should be noted that the attention to the linguistic behavior of professionals in the socio-economic field of activity has intensified in recent years for many reasons: due to the general tendency to shift the focus of attention on the person,

including in the main sphere of his life activity - professional; in turn, the development of science and new technologies has led to a narrow specialization in many industries, which has led to the emergence of a large number of terms that complicate communication and reflect professional linguistic awareness, etc. (Goncharuk, 2010).

The processes of integration and differentiation that operate in the modern world have caused an increase in interest in the phenomena of culture, which determine the uniqueness of groups, united by values, influencing the understanding and interaction of representatives of different societies, including corporate, to which the representatives of one profession. In this context, awareness of language, linguistic behavior as a cultural phenomenon, which affects not only the effectiveness of individual communications, but also the development and development of a socio-economic professional, becomes important. In the process of expanding the spheres and tasks of communication in parallel with the acquisition of norms of linguistic behavior, the historically formed norms of social behavior and moral and ethnic principles of their professional group are assimilated.

Research methods and techniques. Among the research methods used were a free associative experiment, unfinished sentence method, adapted to the subject of the research, interviewing, focus group method, questionnaire for norm detection through evaluation of the proposed utterances, intensive analysis of professional speech (audio and video), interpretive analysis. In order to describe personality traits as a subject of communication, a questionnaire was used as the main diagnostic technique for determining psychological portraits. To study the peculiarities of the existence and forms of expression of rheumatic expressions in real dialogues, an empirical study was conducted using a psycholinguistic experiment (Gordienko-Mitrofanova, 2018). Psychodiagnostic techniques were additionally used that solved the problem of revealing the personal characteristics of the subject of rheumatic expressions in more detail and allowed to determine the motivation of affiliation (questionnaire A. Mehrabian), the motivation for success achievement and the level of motivation for avoiding failure (questionnaire and organizer). ability (KOZ-2 questionnaire).

As a result, the most common expressions were obtained and typical qualities of professionals were named. To determine associative norms in the perception of the professional and color associations, respondents were interviewed in determining the attachment of linguistic constructions by field of activity (17 out-of-context statements were suggested to identify which profession attributed these phrases); unfinished sentence tests processed.

Results and discussions. Empirical studies show that the main type of linguistic behavior that reflects the personal characteristics of the speaker, as well as personality traits as a specific carrier of professional culture, is spoken language,

which acts in the form of dialogue. However, the study of real dialogues, taking into account the peculiarities of the structure and elements of language, and not just their semantics, is hardly found in modern studies.

To achieve this goal it was planned to solve the following problems: to study the state of research of the problem of psycholinguistic peculiarities of modeling interpersonal communication in professions of socio-economic type; to offer optimal ways of modeling professional interpersonal communication in the socio-economic sphere of activity; identify opportunities to use language constructs to diagnose standard behavioral strategies; to analyze and compare models of verbal behavior depending on their typicality or specificity, effectiveness, socio-psychological features.

Effectiveness of communication should be considered as a consequence of a combination of communication motives (realized in the motivation for success and motivation of affiliation), the orientation of communication and communicative abilities that characterize the personality in the communication process.

Professional language proficiency requires both adequate perception and active use of mono-rhetorical expressions in spoken language, so their study is of practical and theoretical interest. Within the framework of psychology, monorethorics was not studied at all, because it was regarded as a purely linguistic unit (Dobrova, 2010). Given the fact that language activity is directly related to the individual and personal characteristics of the subject involved in the process of interpersonal communication (dialogue), we regard monorethorics as a specific form of verbal behavior in the system of interpersonal professional communication.

Conscious management of communication, forecasting of contact results, creation of conditions for optimal interaction with the interlocutor in the conditions of professional activity becomes not only an urgent need in professions of a socio-economic type, but a quality by which the level of not only a specific specialist but also the whole organization as a whole is evaluated. The most effective interpersonal professional communication of frequency is a competitive advantage (Harchenko, 2010).

Linguistic behavior is a purely individual linguistic manifestation of the individual because it is naturally linked to the personal, professional, and social characteristics of the participants in the dialogue. Any language act is necessarily combined with personal characteristics; any dialogue contributes to the actualization of the personal characteristics of its participants, that is, the personality, its psychological characteristics are revealed in the dialogue, determine its content and development (Agapova, 2004). Therefore, as one of the criteria for the effectiveness of language communication is the sole or similar understanding of reality, awareness of the professional specificity of communication, as well as proficiency in language. However, it is obvious that the effectiveness of communication depends not only on

language proficiency, or on the speaker's belonging to a particular professional linguistic environment. One of the most important factors of success can be distinguished and individual personal characteristics of the specialist, and for the representatives of professions of socio-economic type of language and culture of communication began to be recognized in modern society as paramount. Observations on new interpersonal relationships clearly show that professional linguistic behavior must be conscious, structured, and managed.

The results of the study showed that the method of unfinished sentences established the peculiarities of linguistic peculiarities of specialists of socio-economic profile, which directly affect the information and communication space of the organization and interaction with others.

The expression recognition experiment showed the presence of stereotypes of perception of professional communication in the picture of the world, fixed on different spheres of socio-economic activity of conditional consciousness.

Observations on linguistic behavior in the field of socio-economic activity, supplemented by the material of the survey by type of memoir method, showed the presence of socially approved and socially condemned variants of linguistic behavior by professionals. In particular, negative behaviors, despite their size, have been found to be similar, and a personal approach is better when interacting with clients. Diagnosis of the specifics of interpersonal professional communication in organizations revealed the causes of anxiety of specialists and confirmed the importance of its modeling.

Obtained socially approved stereotypes were used as basic sets for verbal self-presentation by socio-economic professionals.

Correlation analysis of data from group I members showed that the emergence of direct responses had a significant positive correlation with the introversion rate and negative with the extraversion rate and advanced organizational skills ($p \leq 0.05$). Extraversion, in turn, has a significant positive correlation with communication and organizing skills, a high level of motivation to avoid failure, a desire to accept others, and the emergence of indirect responses in a communicative act ($p \leq 0.03$). It is found that the higher the impulsiveness index, the lower the motivation to achieve the goal and the likelihood of indirect responses, and vice versa, the more often there are no direct responses in the communicative act. Accordingly, the more prudent the expert, the more pronounced is his desire for risk, and the more often he requests an indirect answer, and the proportion of direct answers decreases. The better the communicative abilities of the group I representatives are developed, the higher the level of motivation for avoiding failures, the desire for acceptance by others, and the more often the indirect answer appears in the conversation. No correlation relationships were found by directivity.

Correlation analysis of the data of the respondents of the second group showed that the extraversion indicator is directly dependent on the desire for self-defense, communicative abilities, the desire for acceptance of others and directly related to the appearance of indirect responses in the communicative act ($p \leq 0.02$). Significant positive correlation between introversion, communicative ability, desire to accept others, fear of rejection and the emergence of direct responses in the communication act is obtained when the specialist tries to provide only the information they want to hear in response ($p \leq 0.04$). The lack of direct answers is related to impulsiveness indicators and the desire for self-defense, and at the same time, there is an inverse relationship between these indicators and organizational skills, the pursuit of risk. The more prudent the group II respondent, the more motivated he is for success and organizational skills, and the less he seeks to avoid failures and, accordingly, avoids direct reactions in the act of communication.

According to the results of correlation analysis, the extraversion parameter is positively correlated with indirect answers and negative with direct answers and no answer ($p \leq 0.05$), unlike introversion, which in turn is positively correlated with the appearance of direct answers, and has a negative correlation with indirect responses ($p \leq 0.03$). The higher the impulsive index, the more often there are no indirect responses in the spoken language. And, accordingly, the higher the indicator of prudence.

Comparative analysis of the data of all the subgroups shows that the direct answers most often sound in the dialogue, and most often we get a refusal to answer the question, although it should be noted that the ratio of responding components in the act of communication in the representatives of the three groups is not the same. Thus, representatives of groups I and III discrepancies in the presence of direct and indirect responses in the act of communication, which confirms the hypothesis about the relationship of linguistic culture with the structural-semantic peculiarities of monomers.

The empirical study showed that the characteristics of linguistic behavior of specialists socio-economic profile significantly differ from each other in the distribution of semantic-syntactic types of monorematic expressions, depending on the degree of expression and composition of personal characteristics.

Depending on the composition of the group, a connection was found between semantic-syntactic types of monoram and extraversion / introversion, impulsiveness, prudence, motivation for success and avoidance of failure, motivation for affiliation, communication skills. The data of this study give grounds to claim that there is a certain relationship between personal characteristics (extraversion, introversion, impulsiveness, reasonableness), motivation of communication, communicative abilities of specialists of the socio-economic branch, on the one hand, and the appearance in the structure of dialogue of different syntactic semantics statements, on the other.

Thus, the results of the study showed that the features of language communication, in particular, the type and frequency of use of monorems as reactive shortcuts in the dialogue, is determined not only by the level of language culture, but also by the personal characteristics of specialists socio-economic sphere of activity. The empirical data obtained in this experiment suggest that the structural and semantic features of mono-rhematic expressions, as a form of dialogue, depend both on the level of linguistic culture and on the personal characteristics of specialists in the socio-economic profile of activity.

Conclusions. Increasing the role of professionalism in the information society; the emergence of new communicative professions of the socio-economic type; change of socially approved norms of the role behavior of specialists of socio-economic profile of activity, especially related to interpersonal interaction; increasing the share of creative work related to interpersonal relationships; increasing the role of each professional and the need for coordination and understanding of each other by experts from different fields and different social groups; awareness of communication as an important part of effective work in socio-economic professions; the formation of new requirements for professionalism, including - communicative competence, as an indicator of the skill of a specialist, necessitated the study of the problem of psycholinguistic features of modeling interpersonal communication in professions of socio-economic type.

The approach from the standpoint of the theory of linguistic activity has allowed to substantiate the specifics of linguistic behavior in professions of socio-economic type. It is shown that professional interpersonal communication is a factor that determines the qualitative characteristics of the result of professional activity. Awareness of communication as an important part of effective professional activity in professions of the socio-economic type leads to the need for special training, as professional language behavior must be conscious, structured, and managed. The existence of a dynamic culturally fixed norm is established, the existence of which is confirmed by the repetition of stereotypical statements.

It is established that modeling of professional communication at the present stage is impossible without taking into account such realities as common values and laws of interaction, corporate (professional and organizational) culture, socially fixed norms.

It is shown that modeling the linguistic behavior of socio-economic specialists is an urgent task of psycholinguistics in the era of formation of new socio-economic relations. It is part of the global problem of social interaction modeling, which requires the continuation of observations, the attraction of new material, and the improvement of methods. The area of recognition of professional deformation has been expanded through the study of linguistic formulas, which, on the one hand, preserves the resources of the specialist, avoids the syndrome of professional burnout, on the other - prevents failure in the intercultural communication of specialists socio-economic profile.

The empirical data obtained suggest that the structural-semantic features of linguistic dialogue depend on the level of linguistic culture as well as on the personal characteristics of specialists in the socio-economic profile.

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СОЦІАЛЬНО-ПСИХОЛОГІЧНА СПЕЦИФІКА МОДЕЛЮВАННЯ МІЖОСОБИСТІСНОГО СПІЛКУВАННЯ У ПРОФЕСІЯХ СОЦІОНОМІЧНОЇ ГАЛУЗІ

В статті представлений напрямок дослідження, орієнтований на моделювання міжособистісного спілкування у професіях соціономічної галузі. Актуальність вивчення проблеми психолінгвістичних особливостей моделювання міжособистісного спілкування у професіях соціономічного типу обумовлена зростанням ролі професіоналізму в інформаційному суспільстві; появою нових комунікативних професій соціономічного типу; зміною соціально схвалюваних норм ролєвої поведінки фахівців професії соціономічного типу, особливо пов'язаних з міжособистісною взаємодією; збільшенням частки

творчої праці, пов'язаної з міжособистісними відносинами; зростанням ролі кожного професіонала і появою потреби в узгодженні дій і розумінні один одного фахівцями з різних областей і різних соціальних груп; усвідомленням спілкування, як важливої частини ефективної трудової діяльності у професіях соціономічного типу; формуванням нових вимог до професіоналізму, в тому числі – комунікативної компетентності, як показника майстерності фахівця. В результаті проведення дослідження виокремлено інваріантні мовні формули, що сприяють підвищенню ефективності міжособистісного спілкування у професійній соціономічній діяльності та його корекції шляхом впливу на мовну свідомість фахівців соціономічного профілю. Отримані емпіричні дані дозволяють стверджувати, що структурно-семантичні особливості мовного діалогу, як монорематичного висловлювання, залежать як від рівня мовної культури, так і від особистісних особливостей фахівців соціономічного профілю. Розширилася область розпізнавання професійної деформації за допомогою дослідження мовних формул, що, з одного боку, зберігає ресурси фахівця, дозволяє уникнути синдрому професійного вигорання, з іншого – запобігає збою у міжкультурній комунікації фахівців соціономічного профілю.

Ключові слова: моделювання, міжособистісне спілкування, діалогічне спілкування, професії соціономічної галузі.

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THE PROBLEM OF PERSONAL DESTRUCTION AND PROFESSIONAL HEALTH CARE IN THE MODERN SOCIETY

The article shows that under the personal destructions understand the pathological process of destruction of the structure of the individual or its individual elements. Personal destructions include such formations of the human psyche that create