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Ambivalence of the Social and Professional Identification of Personality

The ambivalent characteristics of process of social and professional identification of personality are analyzed on examples of engineering and pedagogical activity. It is revealed that one of the significant mechanisms of the process of inculturation of personality is exactly social and professional identification. Its dysfunctionality leads to the development of professional deformation, burnout syndrome personality, desocialization, social anomy, and also to the emergence and functioning of the destructive creativity, leading to the crisis phenomena both in human life and society life. It is noted that the «softening», harmonization of manifestations of binary opposition of some aspects of professional life of a person is possible on the assumption of the change, harmonization of his inner world that, in its turn, becomes possible only on the assumption of the

«immersion» of a person in culture (for example, through the humanized creativity penetrated by social senses).

Keywords: social and professional identification, ambivalence, professional activity, culture.

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