

CONSTRUCTING OF MODEL OF THE WORLD OF PERSONALITY AS A CONTINUUM CONCEPTS SYSTEM

In this article constructing of model of personality in the post-modern perspective has been analyzed. The concept of 'model of the world' as a key to self-expression and life realization of person has been revealed. Model of the world as a continuum model of the system of concepts, meanings has been identified. They are constructed in the process of interpersonal interaction in context as a result of the interpretation of texts of subcultures. The process of the research of configuration and content of concepts has been described which reflect contextual model of the world of young people belonging to the subculture, such as rappers.

Keywords: *model of the world, subculture, rappers, psychosemantical method, concept, individual system of values.*

Висвітлено проблему конструювання моделі світу особистості в постмодерністській перспективі. Розкрито поняття «моделі світу» як ключового в самовиявленні та життєздійсненні людини. Визначено модель світу як континуальну систему концептів, смислів, які конструюються в процесі міжособистісної взаємодії в певному контексті в результаті інтерпретації текстів субкультур. Окреслено процедуру дослідження конфігурації та змісту концептів, які відбивають контекстуальну модель світу молодих людей, що належать до субкультури, зокрема реперів.

Ключові слова: *модель світу, молодіжна субкультура, репери, психосемантичний метод, концепт, індивідуальна система значень.*

Social philosophers call this period of development of mankind postmodern era, the characteristics of which are the pluralism of ideas, ideologies that have no boundaries and limits that particularly exacerbates the problem as self-identity, and culture, society as a whole. It is therefore particularly acute problem of research on the impact of these trends on personal development, including its model of the world. The modern young man is in so-called «supermarket» cultural texts that play a role scheme script that determines the formation of its world model.

For today among of modern youth there is very popular variety of youth subcultures that have different origins, methods of interpretation of the world, life style. By its originality, novelty, they attract young people who are looking for new models for identification, sense creation. Youth subcultures distinguish based on belonging to a different group: the style of life – system (hippie fashion, Hare Krishna, etc.), romantics, escapist (indianists, Tolkienists, uniformists, role, bikers), religious and mystical (Satanists, Brotherhood of candidates on real people), hedonistic and entertainment (major, ravers, breakers, rappers, rockers) wildly protesters (punks, metallers, bikers, hackers), willfully-mob law (skins, gopniks). In Ukraine, a youth subculture of cultural and artistic direction, designed to meet the psychological problems of young people. The purpose of the article is to clarify the semantic features of design model of personality in youth subcultures, including rappers.

A number of researchers (L.Vygotsky, V.Humboldt, E.Husserl, J.Kelly, D.Leontiev, O.Leontiev, Yu.Lotman, Ch.Osgood, W.Petrenko, F. de Saussure, G.Shpet, K.Jaspers and others) defend the idea of peculiar and unique understanding of the person of each event, phenomenon, other people, the unique content of reason of consciousness. Although despite the individual nature of values, they are contextual, they reflect the actual meanings that circulate in the mental space of the individual and are a model of the world.

Each individual has its own personality, individual values, which reflects human, cultural, historical and social oriented systems of values. Such systems are intertwined to form individual semantic system that is the basis of personal human experience, reflecting its world model. Initial development of the psychological concept model (pattern) of the world as non-modal structure in the context of activity-paradigm belongs to O.M.Leontiev. The image of the world in the sense of O.M.Leontiev is non-modal because it is not only the actual properties of objects detected by the individual in the course of its activities, but also those that do not directly interact with the individual. As a result, the image of the world is a universal form of knowledge that defines the possible knowledge, ways of constructing experience and operating of self-expression.

Model of man's world is nothing more than a reflection, structure dominating texts of culture, structure of world view, a whole global image of the world that is the result of the totality of human activity, its contact with the world. Model World – is a psychic gestalt of world, which contains a description of it [6, p.2]. As noted by J.P.Sokolovska, this model provides partial models, which contain relatively specific vision of key system characteristics reality. The system of individual representations is specified and implemented certain categorical structures in which consciousness perceives the world [6, p.6–7].

This understanding of the world model allows us to speculate about the existence of a model of the world, individual values inherent the individual, created in the context of the subculture, particularly rappers, and reflects the collective form of the world, specific knowledge and fixed in the sign language system. In other words, the model of the world is a system of individual values, individual concepts created in context. It represents reality in the form in which it is conceptualized, interpreted personality. In the process of interpretation occur signification events, events to give it a specific meaning, conceptualization. In other words, the model of the world reflects the specifics of the individual attitude to reality. As the B.A.Serebrenikov remarks, it is the link between consciousness and activity, that is a «semantic counterpart of the World» has absolute credibility for its media reflects the unity of invariant and variable, process and outcome awareness [7, p.46].

Model of the world in the theory of J.Kelly is seen as a system of constructs that interact with each other and mutually determine each other. Moreover, the nature of this interaction is not accidental, but has holistic, systemic character. Constructs because of this are acquiring the system properties, which would not be in them, if they existed as a separate formation [1]. Construct – a special subjective tool created (constructed) by the man himself, checked (valid) it into practice, which helps her to

perceive and understand (design) the surrounding reality, predict and evaluate events [1]. Construct – a significant feature, not a verbal label. We must always remember that, pointing to the individual system of constructs we mean attitude and setup of man to the world, and its position in the world [1].

Using the metaphor «theory», J.Kelly does not claim that they are clearly formed and structured: they can be verbalized, non-verbal or preverbal, with a clear and flexible structure without difficulties or complications be subject to review, and finally, they can be idiosyncratically or generally accepted. However, this theory in the sense that they are a network of meanings by which people perceives reality, trying to control events and to act according to the situation. In this sense, individual theory of man, that its system of personal constructs may be consistent with those for other psychological approaches called «settings», «habit», «system of reinforcements», «system of coding Information», «concepts», «philosophy of life», etc.

As noted by K.Dweck, individual models or implicit theories (term of J.Bruner, R.Tahiuri) contribute to the development of a unique system for each individual values. It argues that this semantic system determines the uniqueness and specificity of targeting, perceptual and behavioral strategies of every person that underlies the complex system of self-regulation, determines the success and failure of man, his self-esteem and evaluation of others [7]. Thus, implicit theories in our interpretation of model of the world of personality, providing semantic system that includes interpretative schemes, concepts, models of the world of group, subculture and semantic which is the result of interpretation of the individual values.

As noted by R.J.Pavilionis model of the world – is continuously constructed conceptual system, which is endowed the personality of the actual or possible world that is constructed in the process of interpersonal interaction, human activities, and displays its ways and mechanisms for of interpretation of new knowledge [3, p.280]. It follows that the model of the world reflects totality of knowledge and mechanisms for obtaining and internalization. The units of the conceptual system are concept-reasons – it's all that individual knows, thinks, implies about a particular situation. The conceptual system is formed not only by external influences objective reality on the individual, but is the result of reflection as self-study thinking of structures of meaning.

The term «concept» is defined by scientists as the minimum unit of experience, which verbalized with words, as a special structure of representation of experience of consciousness as a mental formation that reflects the mental and psychological resources of our consciousness. In cognitive science concept plays a mediating role between word and reality, and therefore the concept – its full potential meaning of word, which includes in addition to the main content subjective which is created by individual and tested them in practice. By this concept differs from the construct. Construct – is not necessarily discrete opposition. Typically, this is more or less crushed scale. Concept sets the nominal scale (class, concept), construct as a minimum scale of the order, and in fact the scale of higher levels.

To form the system of human concepts defined national cultural, social, group, gender guidelines, individual and personal characteristics. In human consciousness

concepts form a structured system that reflects its world model. In every culture model of the world is made up of a number of universal concepts and constants of culture, but in every community, subculture among these concepts has its own, special relations that form the basis of their worldview. Thanks to the concept is, as noted by M.Epstein, «packing» experience. So for us it turns important to clarify the content model of the world design features in different subcultures, in particular subculture rappers that allows verifying contextual nature of their creation. Thus, the model of the world serves as the basis for individualized perception, understanding and interpretation of reality. Being not always realized, it defines a way which underlies understanding and interpreting reality.

As the O.Laktionov noted necessary condition for the functioning of such models is the ability of the individual to the interpretation of the life of themselves as the subject of these events. Gradually acquired interpretations experience allows to build a structure that reflects the attitudes of the individual to itself, others and the world in general [2]. Individual models (concept) as cognitive and emotional patterns, ask the individual scheme of interpretation its relation to itself (self-concept), other (other concept) and the environment. Concepts include the motives that encourage us to action, norms and habits, which we focus.

Thus, the model of the world in our study consider as continual system of concepts, meanings that are constructed in the process of interpersonal interaction in context as a result of interpretation of texts of subcultures. Such models are subjective, endowed with properties values. They are quite stereotyped; conformist in their social origins, or original and those that does not meet to generally accepted notions. Based on this interpretation of the term «model of the world of personality» can be identified in individual system of values of young people belonging to subculture of rappers.

Units of value are known to be components of semantic lexicon, which form its structure, are carriers of these elements, and match them to the display features reality fragments allow to express it in words [4]. It follows that the explore individual system of values, a system of concepts is possible on the basis of semantic units of text. For this purpose we used psychosomata method, and explores the various forms of the system of concepts in individual consciousness. Descriptors for psychosomata matrices were found by the method of «Who am I?» M.Kuhn, T.McPertland with aim of free actualization of their subjects, the non-imposed by experimenter cognitive-affective structures that reflect individual system values attitude to itself and methods “Must-topics» that provides free updating those aspects of life that in the survey are the focus of respondents “Morphological test of life values (V.Sopova, L.Karpushina) and “Test of life reason orientations «D.Leontiev. These tests allowed us to identify the interpretative schemes of attitude to the world.

Using factor analysis revealed concepts-reasons and semantic model of the world of young people belonging to subculture of rappers. Youth subculture originated from rappers: rap – a musical style based on the hip-hop culture, «break-dance» dance style (unique in its rhythm and dance plasticity, which laid the fashion for the whole culture of hip-hop – sportswear), graffiti – wall painting that

symbolizes the definition area of rappers. Relevant texts of rap culture is rap lyrics that young people read in verse form, recitative, break dancing and practicing «cut off» and «reckless» lifestyle.

The storyline of such texts are aggression, violence, anger, revenge, indifference, carelessness, irresponsibility, hedonism and comfort. Rappers lack the impact of conventional stereotypes and most of all value freedom and independence. They take a passive stance; they are not concerned about the environment, prone to spontaneous self-expression.

In the model of the world of young people belonging to the subculture rappers detected configuration concept meaning «attitude to themselves» and «attitude toward the world». Concept meaning «attitude to themselves» includes three factors (total variance of 57.81%). The structure of the first of them, which explains 23.77% of total variance, included 10 verbal scales, the order of which corresponds to the transfer of their factor loadings: communicable (0.86), cheerful (0.84) tactless (0.83); unpredictable (0.82), independent (0.81) lazy (0.75), confident (0.67), seeking recognition of (0.58) has its own position (0.45), indifferent (0.42).

Based on the values of the first five scales are composed of the factor with the largest load (more than 0.8), it has received conditional generalized called «unguided communication». Such communication is due to the indifference to others, the desire of self-assertion. This content scales to some extent reflects those meanings that are promoted in rappers subculture. Communicating with each other, each trying to prove himself, despite other people demonstrating independence and confidence.

The second of the obtained factors are less important as explains 19.6% of variance. It consists of eight verbal scales: aims to communicate with others (0.77), active (0.75), subject to competition (0.72), athletic (0.62), seeking recognition of (0.57); unbalanced when solving situations (0.57), cheerful (0.53), aimed at competition (0.46). The largest load factor gained in these first three scales (over 0.7). In this regard, it has been called «active-competing communication». On the basis of competition and rivalry based relationship between rappers, so coincidental is the importance of this concept in a model of the world young people.

A third from the received factors are much less important, as only 14.24% explained variance. It consists of nine verbal scales: active (0.71), strong (0.68), indifferent (0.65) suppresses aggression (0.62), unpredictable (0.57), is aimed at communication (0.54), risk averse (0.52), inconsistent (0.52), impulsive (0.50). The greatest loading in this factor are the first four scales (over 0.6). Summarizing the semantic content of the most important scales, this factor was named «masculine activity».

Thus, the current concept meanings in relation to their model of the world of rappers displayed «uncontrollable communication», «active and competing communication» and «masculine activity». In our opinion, the importance of the concept of «communication» is undoubtedly because young people communication is one of the major activities in which they satisfy the need for self-knowledge and self-assertion. However, its meaning has its own specificity, which largely predetermined by meanings schemes of subculture of rappers.

In the present subculture communication is one of its most important markers. Communication of rappers based on creating, reading and discussion of rap texts that permeated with protest grounds as indifference to the environment, rejection of conventions, rules, norms, lack of tact. The concept of «active and competing communication» created by the interaction between the rappers who are competing with each other in reading rap, performing complex movements of dance demonstration «steepness» unbiased and more. Since this mostly masculine subculture schemes are shown, it is not accidental concept of «masculine activity». Masculine activity of rappers provides strength, which manifests itself in indifference to the dominant culture, its norms, unsuitability and rejection standards, unpredictability, impulsiveness in their actions and risk appetite.

Based on the results of factor analysis revealed in concept meaning of rappers «attitude to the world», in the result that there are three important factors which together determine the 61.86% variance, which can be regarded as an acceptable outcome factorization of the data matrix. Unipolarity should be noted in all selected factors that serves to statistical evidence in favor of consistency model of primary interpretative schemes obtained in the previous phase of the study.

The first factor identified in the context of identifying «attitude to the world», identifies 38.79% of the variance. It was interpreted as a «high financial status» due to the semantic content of a generalization of the following statements: get paid profession (0.72), a higher material standard of the family (0.66), establishing useful contacts and links (0.65), capture lessons that enhance the material level (0.57), engage in physical occupations that have emphasized the identity (0.55), raising the educational level in order to get a high paying profession (0.53).

Thus, the most important concept model of the rappers in the «relationship to the world» found «material status», which is defined primarily high paid profession rather high material level of family debugging useful contacts and links. In addition, the material image is determined by the image hobbies and education. This result is not unexpected, since rappers really pay great attention to the material level, which determines what status they will take in their group. This is especially true R'n'b (R'n'Bers) who prefer expensive, branded clothing and elite club.

The second factor (15.77% variance) model of the world of rappers in the system of concepts «attitude to the world» is defined – «Prestige»: raising the level of education in order to receive a prestigious profession (0.67), improving education for a career (0.64), establishing useful contacts, relations (0.61), admiration of lessons that emphasize individuality (0.53), the presence of good physical form (0.46), the desire to implement social orientation through admiration (0.43).

The concept of «prestige» implies reaching a certain level of education that would allow to get a prestigious job, career. In addition, the prestige is determined by the presence of useful links, original hobbies and an attractive physical appearance. The third factor (7.3% of variance) model of the world of concepts «attitude to the world» – «Individuality and pleasure in hobbies»: have a fashion hobbies (0.68) an identity of hobbies (0.62) original and different types of physical activity (0.54) do in your free time that gives pleasure (0.5) admiration of lessons that create opportunities for creativity (0.45).

The next important concept in the of rappers model of the world a «admiration», which should be stylish, fashionable, promote the expression of personality, be fun and provide opportunities for creative expression. Hence, this configuration of concepts meanings and semantic model in the world largely due to of rappers meanings of subculture. Almost every concept discovered present semantic meaning, which is created in the context of the subculture. Rappers, as many other wildly hedonistic subcultures, are very important high value of financial status, which determines the level of prestige and admiration, the basic meaning of which – it is fun.

Thus, the model of the world of the individual – a continual system of concepts, meanings that are constructed in the process of interpersonal interaction in context as a result of the interpretation of texts of subcultures. Construction of system of concept meanings that reflect attitude to itself and relationship to the world model of the world of rappers has contextual nature. The content of concepts, which reveal attitude themselves in relation to young people belonging to the of subculture of rappers indicates the relevance of communication that is frivolous, irresponsible and is active and competitive in nature. Regarding system of concepts that reflect the attitude to the world, for rappers is represented small number of factors that are abstract. Relevant values revealed a high for rappers, they are material status, prestige and pleasure.

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KOMUNIKOWANIE SIĘ W WIELOKULTUROWEJ SPOŁECZNOŚCI JAKO PODSTAWA ZROZUMIENIA INNYCH

The article show contemporary value of communication in multicultural societies. It indicates the presence of some worries such as insecurity and conflict. At the same time this article Has highlighted the formation of a new social consciousness. Acquisition of relevant intercultural competences will facilitate cohabitation and coexistence in a multicultural world.

Keywords: *communication, multicultural society, intercultural competence.*