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SOCIAL REPRESENTATIONS OF SUCCESS IN PERSONALITY CONSCIOUSNESS

Abstract

The article discusses such concepts as social representations and success. But what connects these two phenomena in the consciousness of the individual? How is success manifested in human activities? The article analyzes the psychological approaches of foreign and domestic scientists, and also highlights the main criteria of success in the minds of the citizens of the Republic of Kazakhstan. Based on the analysis, it was concluded that social settings of success affect the political situation in the country; they motivate people to achieve goals and to be more responsible in decision-making at the personal and social levels.

Keywords: social representations, success, personality, society, consciousness

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ТҮЛҒАНЫҢ САНАСЫНДАҒЫ ЖЕТІСТІКТІҢ ӘЛЕУМЕТТІК КӨРІНІСТЕРІ

Аңдатпа

Мақалада әлеуметтік өкілдік және жетістік сияқты ұғымдар қарастырылған. Осы екі құбылысты жеке тұлға санасында не байланыстырады? Сәттілік адам өмірінде қалай көрінеді? Мақалада шетелдік және отандық ғалымдардың психологиялық көзқарастары талданады, сонымен қатар Қазақстан Республикасы азаматтарының санасында жетістікке жетудің негізгі өлшемдеріне назар аударылады. Жүргізілген талдау негізінде жетістікке деген әлеуметтік көзқарас елдегі саяси жағдайға, адамдардың мақсаттарға жетуінде және жеке және әлеуметтік деңгейлерде шешім қабылдауында жауапкершілікті болуына әсер етеді деген қорытынды жасалды.

Түйін сөздер: әлеуметтік көріністер, жетістік, тұлға, қоғам, сана

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СОЦИАЛЬНЫЕ ПРЕДСТАВЛЕНИЯ УСПЕХА В СОЗНАНИИ ЛИЧНОСТИ

Аннотация

В статье рассмотрены такие понятия, как социальные представления и успех. А что же связывает эти два феномена в сознании личности? Как успех проявляется в деятельности человека? В статье проанализированы психологические подходы зарубежных и отечественных ученых, а также выделены основные критерии успеха в сознании гражданина Республики Казахстан. На основании проведенного анализа сделан вывод, что социальные установки успеха влияют на политическую ситуацию в стране, на мотивированность людей достигать целей и быть более ответственными в принятии решений на личном и социальном уровнях.

Ключевые слова: социальные представления, успех, личность, общество, сознание

Modern conditions pay special attention to human activity. The ability to clearly set and achieve goals, to be responsible in making decisions, to develop multilaterally is determined by the strategy of social behavior that is formed in the process of socialization. The relationship of a person to himself, as to a person, as to a subject of

activity is provided by the behavior of achievement motivation and the consciousness of success in his life. By achievement motivation, we mean the desire to improve results, the desire to achieve goals, perseverance in achieving results, which is one of the main qualities of a successful person, which affects the entire life of a person. Research in the field of psychology demonstrates a clear connection between the levels of achievement motivation and success in the consciousness of the individual. The results of the study prove that those people who have an inherent achievement motivation possess qualities such as confidence in a successful outcome, assuming responsibility, demonstration of persistence in the pursuit of the selected goal, lack of fear of failure, obtaining the pleasure of the process, the insistence of reaching the purpose in the collision with problems and obstacles.

The phenomenon of social representations is considered in the researches of foreign, Russian and domestic scientists.

Among the representatives of foreign psychology exploring the topic of understanding social representations (image, opinion, idea, concept, understanding), the works of the scientist S. Moskovichi are distinguished. He considers representations as the main and important characteristics of society and human consciousness. In his opinion, social representations are beliefs, ideas, images, knowledge, including scientific concepts that form social reality. Through social images, the individual learns society, which allows you to create the social reality of man. It follows that human behavior can be regulated by social representations, which are an inseparable factor determining the functioning of society as a whole. Thus, representations form the social reality of not only one person, but also a whole group of people, expressing the views of a person belonging to a certain group, class, culture. S. Moscovichi suggested that groups may express their opinion on the same subject differently. [1]

W. Doise established social representations in the form of three concepts, namely:

- 1) faith and values,
- 2) understanding of the relationship of diverse social species,
- 3) the ratio of representations and certain social positions of a person (W. Doise)

In the course of the study, W. Doise identified three factors that determine the individual's social attitudes: psychological, biological, and economic. Psychological criteria include crises of puberty, adverse intersubjective relationships and more. The physical factor is due to heredity, diseases, pathologies. Under the economic factor, social inequality and exploitation are represented. [2]

The concept of social identity was also considered by G. Tezhfel, who determined that:

- 1) a person feels his belonging to a certain group, while positively evaluating it, thereby increasing the status of the group and self-confidence;
- 2) the categorization of sequential operations is formed using the quality of identity and the correlation of one's group with others according to a number of criteria; cognitive methods of human self-assessment are categorization and analogy;
- 3) group preference is called positive social identity, which is achieved through comparisons in their favor and in the interests of their group;
- 4) the fact of belonging to a certain group is presented in the form of manifestations of various feelings, which include love, resentment, hatred and others; this cognitive element is characterized by emotions. [3]

In domestic psychology, the socio-psychological representations of the personality are presented in the works of K.A. Abulkhanova-Slavsky. It forms the concepts of the theory of consciousness, where the study of the actual consciousness of man, the determination of the foundations and aspirations of changing consciousness, which is fundamentally different from the theories presented in the works of such great scientists as L.S. Vygotsky, A.N. Leontiev, S.L. Rubinstein and D.N. Uznadze. The main content of her approach is that it is only in the process of functioning of the consciousness of the personality that a study of social thinking takes place. To study the psychology of social thinking, it is not enough to understand the conditions of society of a certain type of thinking, since thinking and consciousness of a person generalize their own lifestyle, defined in the real conditions of society. It follows that according to K.A. Abulkhanova-Slavsky consciousness is a person's life skill, and thinking, in turn, is a person's susceptibility or immunity to adapt to new life conditions. This approach considers not just thinking, but a thinking person. [4]

Also known are the studies of Kazakhstan psychologists in the field of social attitudes. G.S. Abdirayimova, S.S. Serikzhanov believes that the formation and social attitudes of society are influenced by the level and quality of education, highlighting science and education as a powerful factor in transforming society. The authors touch upon the evidence of the interest of the Kazakh people in the future generation and the value criteria of the population of the Republic of Kazakhstan. Thus, the value system is the basis for motivation, which leads to the reformation of the social views of young people. [5]

If social representations are group attitudes, then the concept of success is considered by each person individually, that is, he chooses the criteria of success for himself. What is successful for someone is not always success for another. Success is represented as an individual's personal life position.

Attitude for success, as the main value of a person, is considered by scientists from ancient Greek times. Creativity, a high level of realization of abilities, effective achievement of goals, victory over competitors highlight his value level in a person. More thinkers considered the desire to be a winner and achieve glory, as one of the driving forces of the development of civilization.

The concept of success in psychology means the desire of a person to realize his life potential, as well as to achieve the goal that is significant for the individual. Thus, success is associated both with objective factors such as luck, public recognition, excellent results, and subjective characteristics that relate to significant criteria for the person himself.

According to the American psychologist E. Fromm, one of the basic conditions of life is to achieve success, that is, to use demand, regardless of the type of person to which the person belongs, or of differences. [6] But he also argues that this condition should not be at the top of the value system, and should not be a priority in the existence of man.

The modern view of the Russian psychologist Dementiy L.I. presented in the monograph "Responsibility as an individual's resource", where the author forms the concept of success, as an accompanying determining factor of any activity of an individual, since success is the foundation of social needs and is inextricably linked with all types of social activity. Success is implied as a person's resource, which includes not only ability, ability, motivation, faith in oneself, a person's orientation, but also his social landmarks, which confirms the multi-aspect and multifactorial nature of such a phenomenon as success. [7]

It follows from this that success is a certain form for the realization of a person's vitality, aimed at self-development and recognition by society.

G.A. Tulchinsky supports the views of his compatriot, presenting success as a way to realize the potential of the individual and self-affirmation in society. He identifies the following forms of success:

- 1) success in achieving the goal;
- 2) success in the form of significant approval from society;
- 3) success, as a path to self-identification, which includes processes for overcoming difficulties;
- 4) success, as the realization of the meaning, purpose of a person, which implies the significance of the activity itself, and not just the results. [8]

With self-realization of a person, success acts as a leading factor in satisfaction, contributes to the adoption of one's abilities, which leads to the regulation of life and the achievement of life goals. Each person in consciousness has its own model of success. It follows from this that the concept of success for each person is individual and contains a specific meaningful content and presentation for the individual. "Personal success" is associated with the achievement of goals that were set by the individual himself and were of paramount importance. Therefore, the concept of success includes criteria that depend on the life goals of the individual, on its maturity and personal development. The social attitudes of society are aimed at the formation of a person's need for achievement from birth, the development of readiness for success, determining a positive attitude towards life.

The concept of social success means the development of personality in the categories of motivation to achieve, the development of communication skills and the formation of spiritual and terminal values. Satisfaction with the situation in society, which is expressed in integration into the chosen social environment, is a manifestation of social success.

The following factors act as formative conditions for success, as in the personal, social and professional sphere: individual-typological characteristics of a person, which include abilities and certain character traits; knowledge level; experience gained in life; society; environment, especially family and family attitudes to success.

With the help of social thinking, the individual's consciousness realizes certainty in uncertain relationships, gives certainty where mechanisms are contradictory and multilateral. Moreover, it itself "uses" any intellectual and spiritual forms and methods: in some cases, rational, conceptual, in others - irrational, intuitive, in some - collective, in others - individual.

The topic of success as a social setting in the Republic of Kazakhstan is indicated in the instruction of the First President N. Nazarbayev, where he noted that one of the main tasks of modern Kazakhstan is to educate successful youth. Thus, research in this area is a priority of the scientific world, also attracting interest from management and management practitioners. [9]

Stabilization of the development of society, fostering healthy competition in professional circles of various activities, achieving confidence in one's own strengths and abilities, the desire to build life and professional success are the foundation for the formation of personality and its motivated focus on achieving goals and building a bright future. Thus, the study of psychological conditions and the further creation of psychological programs will be able to activate the inner potential of a person.

The transition of public consciousness, which traditionally stood out on an independent level, to the individual consciousness takes place precisely in the consciousness of the personality, which must abstract from the stereotypes of the first in order to achieve the constructiveness of the second. [10]

In the conclusion, it should be noticed that, in order to reveal the features of individual consciousness and social thinking, it is necessary to study the ways of their functioning that are directly related to the relationship of a person in real life, those that depend on the personality, as well as those that form the consciousness, regardless of it. When a personality becomes a thinking subject, the operations inherent in consciousness, the conceptual mechanisms of consciousness form a functional system that is characteristic only for a certain personality. A key function of consciousness and thinking is the relationship of the individual with reality and activity in life. In this case, some stereotypes, mechanisms, operations related to public consciousness are a brake, while others are engaged in the definition and understanding of this relationship. Social thinking functions in the actions of generalization, concretization, integration of many mutable and at the same time fundamentally significant for a given person relationships and relationships.

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