

*Секція 2: Актуальні питання практичної психології*

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**THE PLACE AND FUNCTIONS OF VALUE ORIENTATIONS IN  
PERSONALITY STRUCTURE OF MODERN STUDENT**

Youth value orientations are one of the most relevant issues of modern psychological science. This topic is rather complicated and complex as it involves the study of several aspects: age-related psychological features of youth, sociological problems of education and upbringing, the influence of the group, family, and others. Personal value orientations are inseparably connected with human problems and function as the main component of human behavior determination. Value orientations are elements of the motivational structure of the personality, which make the basis for a choice of certain social attitudes as goals or motives of a particular activity.

Personal value orientations are formed under the influence of the prevailing in society, system of values which undergo changes with the development of history. The last decades' events influenced the system of value orientations of the post-Soviet society and therefore the student youth's life objectives, among which the material values (material well-being, success in life, pragmatism, high

earnings, prestigious work, tourism, etc.) are becoming more and more significant. The symbol of our time is "distinctive attention to the material side of life" [6, p. 75], "life-success approach is becoming one of the prominent students' strategies and young people's in general, judging from present-day market conditions" [3, p. 59] - such a conclusion has been made by Ukrainian psychologists and sociologists, after having studied the main points of students' value orientations. Unfortunately, some spiritual orientations and values are losing their significance in the life of modern student youth.

Determination of place and functions of value orientations in the integral structure of a person requires a profound psychological analysis of personality structure which is relevant for two reasons. Firstly, as R. Cattell reasonably pointed out "...psychology has never experienced a shortage of theories of personality" which led to the situation where "tiny sprouts of precisely formulated hypotheses are easily lost in the lush tangle of untested but grand theories"[10]. Secondly, it is fair to consider B.S. Bratus' point of view that "the subtle modern substitution is the substitution of a human and a personality, an attempt to withdraw the foundations of human life from a human, some kind of a personocentrism, successfully applied by psychology."

Valuable orientations are considered to arise on the certain ground. Each society, a social group through specific individuals, select and transform from historically formed value systems those values that express their dominant interests and goals. On this ground and for the same purpose, they create new value systems, inherent in them, general and specific, and people perceive them in a certain way.

Determining the place of value orientations, V.O. Yadov states that including the above orientations in the structure of personality allows us to trace the most general social determinants of behavior motivation, the origins of which should be sought in the socio-economic nature of society, its morality, ideology, culture, as well as in the peculiar features of the class and social-group consciousness of the environment in which the social individuality was formed and

the human lives [11]. According to Yadov's hypothesis about the hierarchical structure of personality dispositions and its social stipulation, the higher (fourth) dispositional level forms a system of value orientations for the vital function goals and means of their achievement.

In addition, the author suggests that the formation of value orientations corresponds to the higher social needs of the personality in self-development and self-expression, in specific social, historically determined forms of vital function, characteristic of the way of life led by society and social groups, to which the person belongs and with whom he identifies himself, and, consequently, the outlook, ideology and thoughts he shares.

Therefore, the decisive role of value orientations is thought to be in the self-regulation of behavior [2]. Such was a primary hypothesis introduced by Yadov, but after having analysed the results of the analytical empirical study, he concluded that general orientation of interests rather than value orientations dominate on the top of the disposition hierarchy. Thereafter, he considers the general orientation of the personality interests in career and daily life, and calls it a "special concentrator", "axis" in the system of value orientations, which arranges the hierarchy of values into a specific individualized structure [11].

To determine the place and functions of value orientations one can consider "the human to human", "human – nature", "human-society" relationships as a ground or rather, what values the person attributes to the natural and social environment, the basis they are attributed on, the way the human evaluates and experiences them and the basis these relationships are evaluated and experienced.

In scientific studies, the specific features of values and value and personal orientations can be traced mainly to the fact that values are external entities in relation to human, and value and personal orientations are considered to be its internal formations. Slovak psychologist J. Hudeček states that human attitude to the world is formed and reflected through values and value orientations, which at the same time make the basis for human exploration of the world and self-affirmation, self-disclosure of the human fundamental nature [6].

Bekh I.D. considers that personal values make the nuclear of personality, if their intrinsic nature and structure are deduced from the processes of sense-making [1]. At the same time, he observes that the nuclear can be interpreted as a value ethical orientation, which provides a holistic subjective understanding of individual acts of human behavior, and also contributes (on the basis of observing human behavior in certain standard situations) to predicting its behavior in a wide range of situations.

Values are considered to be typically social phenomenon that defines objects, things, properties and relations in the real world, as well as ideas, norms, goals and ideals, nature and social phenomena that are either created or not created by a human, but aimed at social progress and the development of the human personality [ 9].

With this approach we can distinguish the function of forming, preserving or changing people's value and personal orientations. It should be emphasized that value and personal orientations but not values constitute the part of human conscious or unconscious. It is they who determine what position a person takes in relation to the social and natural environment [5].

The function of activity and behavior motivation ascribed to the values was formulated on the methodological basis of reactive approach. In terms of active, humanistic approach, motivation and behavior regulation are functions of value and personality orientations [7].

Considering this, it is particularly important how young Ukrainians grade their value orientations, which areas are prevailing in the conscious arrangement of their vital activity [8]. Whereas, it is the young generation, who in the near future will be responsible not only for the reproduction of country's population, but also the cultural content which is supposed to be the environment for descendants' vital activity and conditions which will be created for harmonious living not only within the family, other social institutions, society as a whole, but also on the global scale.

In this regard, the responsibility of national policy is to provide the scientifically grounded analysis of youth vital values and priorities structure, the

correspondence of the existing state in this sphere to the tasks that the youngest socially active members of society are already facing. It is also required to study the possibilities influencing the formation of value hierarchies of Ukrainian citizens in order to optimize the above correspondence, which will ensure a harmonious and well-coordinated existence of Ukrainian residents inside the country and with the representatives of other world countries, as well as the ability to identify and resolve all aspects of complex problems facing humanity nowadays.

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