

We believe that intercultural pluralism is the integral formation characterized by the ability to fulfil an educational process on the basis of the social activity, reflection, constructive communication, tolerance, multiplicity of cultural values. It means that future teacher provides the process of understanding, balance and mutual respect between students, because of that they gain an opportunity to develop as a personality.

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RISK OF THE PERSON: THE PSYCHOSOCIAL COMPONENT

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Abstract. *This article defines the psychosocial component of the risk of the person. The modern world rejects the concept of absolute security and trying to find methods for determining an acceptable, tolerable risk, so important and relevant to study this phenomenon appears (risk).*

In the study of the risk of the person is particularly important that the issue of determining the psychosocial characteristics. So, on the one hand, the choice and

implementation of risk-taking of the person affects society (social and organizational factors), on the other - different subjects due to their individual characteristics in the same situation may behave differently.

When analyzing available to us studies on risk, you can specify that this phenomenon should be seen in several planes. We like the position of the philosopher V.S.Efimovskih (2008), which notes that the risk manifests itself on three levels of the organization and the functioning of society: mega-level (human society in general) and the macro level (the actual company), the meso level (social group), the micro-level (individual person).

Detailing the risk at the micro level - the individual - it is determined that the result depends on the risk situation, as noted V.S.Efimovskih, on the one hand, the degree of preparedness of a particular person to the analysis and risk assessment; On the other hand, from the immediate social environment of the person (family, primary team - educational, labor, etc.), that is, the next meso-level, where it is expected a large number of risks, finally, it is included in the macro-level social relations - a particular society, impact on the risk-taking of the subject the presence of other people and the involvement of the individual in group activities, wearing dangerous.

Individual risk is considered as a dynamic process, accompanied by constant change as need-motivational, cognitive-intellectual, emotional and volitional subject and the social sphere on the basis of experience, that affect the process of its course, the main component of which is a person.

Keywords: *risk, the risk of the person, the psychosocial component, forms of risk.*

Recently, with the rapid development of technology, globalization and the intensification of all social processes and phenomena that have a significant impact on changing not only the company itself, as well as the person becomes more urgent problem of studying the risk. In view of the fact that the modern world rejects the concept of absolute security and trying to find methods for determining an acceptable, tolerable risk important and relevant acts study of this phenomenon (risk).

Most people may be in a different degree of risk being exposed to passive risk (man-made, natural disasters, acts of war, etc..). People who knowingly engage in a dangerous situation, we can assume the risk of undergoing active.

According to M. Elimovoy and AV Brainstorm (2001) Information about the risk of processed and integrated into the cognitive processes that people use to understand the nature of the events taking place around. Cognitive resources for the simultaneous evaluation of many risks in humans are limited, so people there at the same time for a small amount of risk they are arranged by priority and action potential by embedding them in the mental representations of the world [2, p. 89].

Perhaps in the social aspect of this thesis, submitted M.Yu.Elimovoy and AV Brainstorming is correct, however, in our opinion, the authors presented the position is still a bit confused and

inaccurate. This can be explained by the fact that the problem of risk in sociology, and in other areas it considers an objective description, as society itself risk.

In sociology, the consideration of risk associated with the violation of the rules, since it is a violation of social norms and social order are major sources "sociogenic risks." Therefore risk- are inherently social phenomena following: "alienation", "value vacuum", "deviant behavior." And assessment of human behavior is made with respect to the social norms of a particular society, understood as the limit of the measure, the allowable range (permissible or mandatory) activity behavior of people or social groups that are officially established, developed at a particular stage of development of the society.

It is important to note that the presence of the "human factor" in society is still a significant enough argument for the study of the fundamental and theoretical-methodological study on the risk of psychological science to demonstrate his subjective characteristics and addressing the issue of "risk" on a personal level in the description of the relationship, propensity, readiness, decision-making and others. However, in the study of these features authors approach to their study of different and sometimes difficult to understand what it is really about risk.

G. Allport (2002) points out that the basis for the development of personality is the need to blow up the balance, reach new heights (4, p. 166). This approach to the problem of risk is in the context of personal development is, in our opinion, the most sensitive and relevant in today's society, which is characteristic of uncertainty and present danger.

So, U.Bek defines risk as a process of systematic collision threats and insecurity caused by modernization and believes that modernity itself is a major threat to society and creates the conditions for hazards and risks, and society itself is the "risk society." It should be noted that the public itself is dangerous and without interference entity.

But talk about risk, we can only in the context of the "human factor" in society, it is a particular person who is a representative of a particular society, a social group engaged in a particular activity that is aware of its relation to the surrounding and endowed with certain individual psychological characteristics makes a choice in favor of risk or it is not recognized. Therefore, in the science of psychology should not be talking about risk in general, and to study the risk of the person (a particular person). Thus, the study on the risk of personality an important area in modern psychology.

Understanding risk personality is impossible without consideration of the concept of "risk".

Owners risk is considered as a dynamic process, accompanied by constant change as need-motivational, cognitive-intellectual, emotional and volitional subject and the social sphere on the basis of experience, that affect the process of its course, the main component of which is a person.

The process of risk risky action is completed and we are considering how emotional and volitional action is to implement risk solutions. Risky decision - the alternative, to be aware how dangerous and beneficial at the same time, the chosen person in the face of uncertainty.

We distinguish timentnuyu (fear, dread), constructive and destructive (deviant) forms of risk. The process of risk accompanied by efforts of three: the choice of alternatives when making decisions and in its implementation.

Risk of of the person - a set of psychophysiological, individually-typological, personal and psychological, psychosocial characteristics that affect the choice and implementation of the action in a dangerous situation.

The aim of this work is to reveal the psychosocial component of the risk of of the individual.

When analyzing available to us studies on risk, you can specify that this phenomenon should be seen in several planes. We like the position of the philosopher V.S.Efimovskih (2008), which notes that the risk manifests itself on three levels of the organization and the functioning of society: mega-level (human society in general) and the macro level (the actual company), the meso level (social group), the micro-level (individual person) [3]. Detailing the risk at the micro level - the individual - it is determined that the result depends on the risk situation, as noted V.S.Efimovskih, on the one hand, the degree of preparedness of a particular person to the analysis and risk assessment; On the other hand, from the immediate social environment of the person (family, primary team - educational, labor, etc.), that is, the next meso-level, where it is expected a large number of risks, finally, it is included in the macro-level social relations - a particular society, impact on the risk-taking of the subject the presence of other people and the involvement of the individual in group activities, wearing dangerous.

For a clearer understanding of this position, we have provided information in the form of a scheme (see Fig.1)

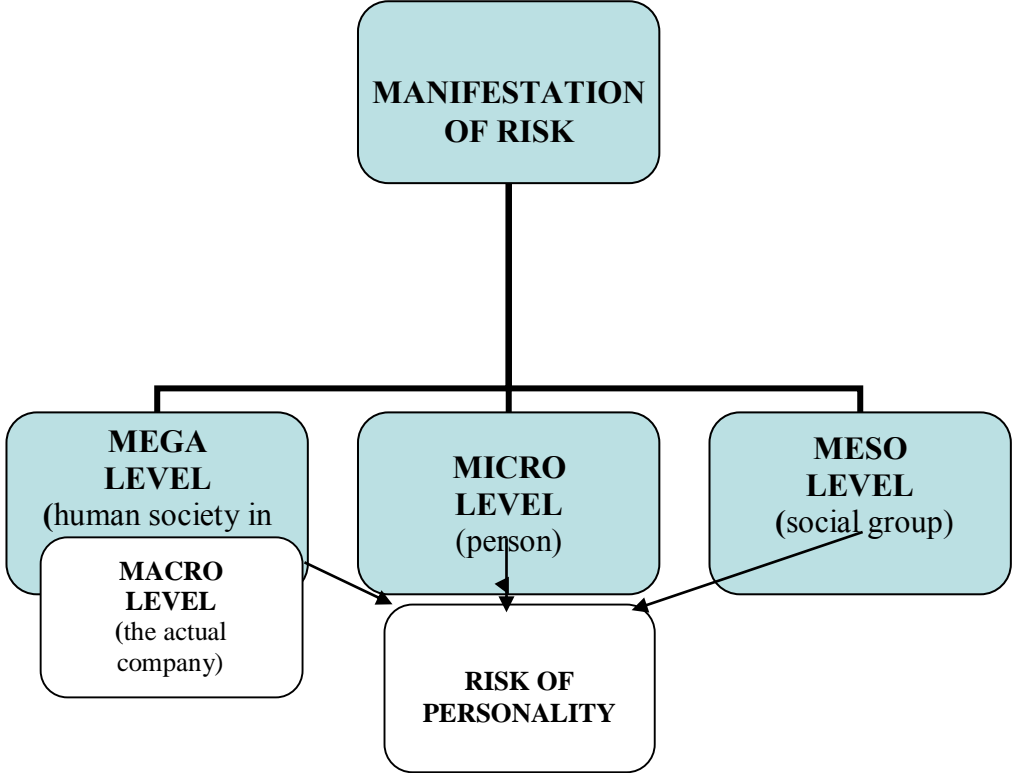


Fig. 1. Manifestation of risk.

We emphasize that the risk of the individual in the process of development in a given society (group) largely depends on the availability, the degree of certainty and consistency of social norms. Thus, the state of anomie leads to poor socialization and increase the risk of social behavior. On the other hand, the result of socialization associated with the assessment of the individual and the attitude to risk. In particular, it depends on how a particular risk support or violates the values and lifestyle of the people of a certain group that owns the identity ("cultural" theory of risk).

In the study of the risk of of the person is particularly important that the issue of determining the psychosocial characteristics. So, on the one hand, the choice and implementation of risk-taking of the person affects society (social and organizational factors), on the other - different subjects

due to their individual characteristics in the same situation may behave differently.

Social factors - national culture, traditions, socio-economic and socio-political structure of society, public opinion, etc..) It should be noted, forms and ways of implementing it safe in a particular society, which are responsible for certain types of risk: for example, for some risk - this noble cause, but for others - stupidity. So, one thing we're not afraid to lose, and for the sake of the other ready to rush into a burning house.

You can also select and many other social factors: awareness of people about the risk and its consequences, the accuracy of this information; the use of performance for the implementation of social mobility (for example, in America the opportunity is much higher than in Japan, where social status is largely dependent on the level of educational attainment and continuous work experience in a company); the existence and scope of social guarantees for employees in hazardous occupations, the organization's strategy safety in the industry or region, etc.

Also of note is the level of material well-being, which is an important component in the implementation of risk action (so, according to scientists wealthy people are more likely to preserve wealth than to risk it for the sake of the new wealth). With respect to this thesis should conduct additional studies, as in the psychology of management, there is the opposite position.

Thus, the social factors that affect the risk of potential subjects are highly diverse, complex and, of course, very important.

Under the organizational factors are understood directly organizing actions and activities: organizational and technological, ergonomic factors, and management. In the production of organizational and technological factors include the feasibility of algorithms labor operations, intelligent processing of instructions (including safety), control, availability of the required quantity and quality of equipment, material, financial and other resources [5, p. 97-110].

Factors leadership influencing risky action include management style head, evaluation methods, and especially to foster subordinates of penalties for incorrect decisions, etc.

Where managers do not stifle initiative and creativity of employees, consider a reasonable risk norm, people are more likely to be innovative tackle the problems. Conversely, where each failure due to risk-taking or of the experiment is accompanied by penalties, penalties from the authorities, ordinary employees will prefer the standard, safe alternatives

that exclude innovative solutions. This is understandable: the system <promotion> punishment for risk discourages risk again [1, p. 66].

Also psychosocial component of the risk of the person includes the factors of life of the individual, the sum of its psycho-social values, social awareness is determined by directed paths in the implementation of risk-taking actions to reduce the risk in a dangerous professional activities (training of fighting techniques, safety equipment, personal protective equipment, etc..) , using the resource capabilities, stability professionally important qualities in hazardous occupations, the properties of socio-psychological nature, the pursuit of reasonable risk (see Fig. 2).

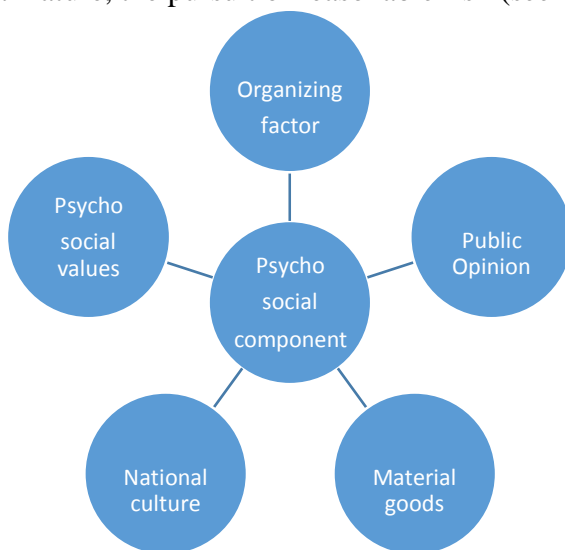


Fig. 2. Psychosocial factors are part risk of the person.

Thus, summing up the results of the completed research, the following *conclusions*:

First, the modern world rejects the concept of absolute security and trying to find methods for determining an acceptable, tolerable risk, so important and relevant to study this phenomenon appears (risk);

Secondly, about the risk of psychological science, we can only in the context of the "human factor" in society, it is a particular person who is a representative of a particular society, a social group engaged in a particular activity that is aware of its relation to the surrounding and endowed with certain individual psychological features make choices in favor of the risk or its not recognized. Therefore, in the science of psychology should not

be talking about risk in general, and to study the risk of the person (a particular person);

Third, the study of the risk of the person is particularly important that the issue of determining the psychosocial characteristics. So, on the one hand, the choice and implementation of risk-taking of the person affects society (social and organizational factors), on the other - different subjects due to their individual characteristics in the same situation may behave differently.

Fourth, it is social norms determine the desirability or undesirability of certain acts or display any behaviors that increase the risk.

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SUCCESS ACHIEVEMENT MOTIVATION AS THE DETERMINANT OF PROFESSIONAL SELF-DETERMINATION OF ENGINEERING STUDENTS

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Abstract. *Recent studies have shown that there is a lack of reasonable ideas about structure and mechanisms of functioning of the individual's motivational sphere as a leading factor of successful professional self-determination in the scientific psychological literature. This article centres round the study of motivation factors of professional self-determination of engineering students. The conceptual bases of a problem research are proved in the work. Motivational and predictive model of professional self-determination of a student was built. The motivational and predictive model highlights the following key components: cultural relevance, economic efficiency, reflexive assessment of own professional training and effectiveness. Scientific understanding of identification of key motivational positions of productive personality's professionalization (personality-behavioural attitude, cognitive attitude towards success or failure, information and controlling position, reflexive and sense position of positive understanding of the professional image) was extended. As a result of empirical research the differences between motivational factors of professional self-determination of students on the criterion of training area, as reflected in the distribution of the factor structure of personality characteristics, were found. The integrative meaning of success achievement motivation in psychological support of the professional self-determination of engineering students was revealed.*

Keywords: *professional self-determination, success achievement motivation, motivational factors, engineering students.*

Demand for effective professional self-determination of future specialists is increased in the circumstances of rapid socio-economic changes in modern society. This provides successful personal and professional realization of a specialist. In market conditions, it is important to replenish labor forces by promising professionals who are both able to solve professional problems in a qualitative manner, and also be socially successful. Thus the presentation of a problem becomes of particular importance in the context of training of engineering specialists, whose scope of professional realization depends on the real problems of inclusion of young people in employment. In this regard, there is a need to examine the future specialists' motivational sphere which comprises mechanisms for achieving their goals since this provides prospects for professional success.

Researches devoted to the study of motivational sphere in the context of professional development (V. Bodrov, Zh. Virna, E. Zeyer, O.