

*Serdiuk N.M.*

## **THE FORMATION OF THE COMPETITIVENESS OF A PERSONALITY AS A PEDAGOGICAL PROBLEM**

*Odessa, Ukraine*

**Abstract.** *Positions of various authors on the definition of "competitive personality" are presented in the article. The term "competitive personality" is studied from the positions of various sciences, the achievements of which complement and help create the whole picture. Competitiveness of a person is defined as an individual socially oriented system of capabilities and features that make high quality results of his activity possible.*

**Keywords:** *competitiveness of a personality, personality, structural components of a competitive personality, factors of the formation of a competitive personality.*

*Introduction.* Today's society requires the individual to be able to adapt to the extremely difficult conditions of life, acquire new knowledge and skills systematically that help achieve their objectives successfully.

It is referred to a competitive personality. Without a doubt, a high level of competitiveness is an important requirement for a future specialist.

*Overview of publications on the topic.* A competitive personality is studied from various scientific positions. Thus, in economics there is a fairly large layer of researches dedicated to the problem of the formation of a competitive personality (M. Porter, I. Yudanov, S. Zverev, I. Ansoff, A. Weisman, F. Woodcock, A. Meskon, T. Santalaynen, V. Diatlov, R. Fatkhudinov and others).

Structural components of a competitive individual are highlighted in the works of foreign scientists: self-actualization (A. Maslow, F. Perl, C. Rogers and others), winning strategy (M. James, D. Johnvard etc.), the capacity for self-assertion and self-education (C. Rodgers etc.), assertiveness (V. Kapponi, T. Novak etc.), success in life (V. Binkerbil) and others.

Psychological aspect of the content of a definition "competitive personality" and its components (cognitive, emotional, activity) are examined in many studies (A. Stroilova and others); criteria and levels of the formation of a competitive personality are justified (S. Svetunkova, N. Sydorova, N. Fomin, N. Khrystoliubova and others); the conditions of the formation of a competitive personality are studied (V. Andreev, I. Ilkovska, F. Tuktarov and others).

*Purpose.* Due to the fact, that in a modern society a problem of the formation of a competitive specialist in the process of professional training is becoming of great importance and is the subject of scrutiny of experts, who represent various scientific disciplines, we consider it is appropriate to begin consideration of the question of establishing the nature of concepts "personality" and "competitive personality."

*Materials.* In the course of life, a person solves social, cultural, environmental, scientific, technical, economic and other problems, so is studied

in terms of various sciences, including philosophy, economics, sociology, law, ethics, pedagogy psychology, biology and others.

Philosophical Dictionary interprets the concept as follows: "Personality is a human individual in terms of his social qualities that are formed in the specific activities and public relations" [11].

A sociological concept of identity is influenced by philosophical vision and psychological theory. However, unlike psychology, which pays attention to individual differences of people and peculiarities of their behavior, for sociology it is important to consider the social qualities that are formed in the process of communication and activities. While studying a personality, sociologists, first of all, analyze their social role and their ways of participating in public life.

A personality is one of the most meaningful concepts in psychology.

A personality was studied by different branches of psychology from their scientific positions. Thus, in general psychology we note the significant contribution of such scientists as S. Rubinshteyn, L. Abulhanova-Slavskaya, A. Platonov and others; in age-related psychology: B. Ananiev, L. Bozhovych, D. El'konin, I. Kon and others; V. Kann-Kalyk, Y. Kolomensky, A. Petrovsky and others worked on this issue in teaching psychology; in social psychology: G. Andreev, K. Platonov, T. Kudriavtsev and others.

Foreign psychologists consider the concept of personality according to three approaches: psychoanalytic approach (the founder of which is Z. Freyd, further development of this approach was in the works of C. Jung, A. Adler, E. Fromm, K. Horni and others), behavioral (B. Skinner, H. Ayzenk, D. Wotson) and humanistic (A. Maslow and C. Rodgers).

A personality is formed in interaction with the outside world. It is the carrier of certain social relations, which affect not only his properties but also the socio - historical forces, represented by him. A native scientist M. Varyi believes that a personality is meant as a specific person who belongs to a certain society and a social group; understands his own attitude to the environment, the people and to himself; is engaged in certain activities; differs in certain peculiarities of behavior and activity; has inherent only for him system of psychic and socio-psychic properties and qualities [12].

In pedagogical studies much attention is given to a concept of "personality". The doctrine of identity is fundamental to pedagogy. It is a basic for the most theories of education and training.

From this position of the study, a personality is a psychic and spiritual nature of a person, which manifests itself in a variety of generalized quality systems, which include the variety of its manifestations (needs, abilities, I-concepts, attitudes, activities, actions, reactions, intelligence, social roles and etc.).

The concept of "personality" is studied from the standpoint of different sciences, each of which poses a certain goal, but in our study we consider the definition of "personality" in terms of competitiveness.

It is necessary to specify, that the study of the concept of "competitiveness" in pedagogy and psychology is a relatively new direction. This concept has become a part of psycho - pedagogical science in connection with researches of such scientists as J. Grayson, K. O'Dell, J. Dyui, R. Martens, H. Olport and others, who can rightly be considered the founders of the problem of the formation of future specialists' competitiveness.

Let's draw a brief overview of the main positions of scientists about the questions which is explored.

G. Olport revealed competitiveness of a personality through the analysis of the phenomenon of a mature personality, while noting, that the maturing of a person is a formation process that occurs constantly and continues all his life [8].

R. Martens' studying has lots in common with the above scientific position. The scientist believes that a competitive personality is the main result of socialization. According to R. Martens, a successful person's activities depend on his ability, acquired knowledge and skills [6].

In turn, J. Duey perceived the main goal of education in preparing young people to perform the duties and realize opportunities to be successful in life [2].

American scientists J. Grayson and C. O'Dell believe that a competitive personality has the following features: enthusiasm and flexibility; constant improvement and learning; common understanding of the objectives of changes [4].

L. Mitina considers competitiveness as succeeding in the work that allows employees withstand the crisis much easier and develop a higher level after overcoming.

While comparing characteristics of self-actualized personality and a competitive specialist, the researcher concluded that these concepts characterize an identity equally as one who strives for more complete revelation and development of his personal capabilities, demonstrates the need for the successful activity, recognition, respect, full implementation of their potential. The scientist believes that such characteristics of a competitive personality as, for example, personal orientation, competence, flexibility are the psychological foundation of development of any future professional in any field of human activity. The development of a competitive personality is the development of a reflective personality with positive psycho-energetic potential, who is able to organize, plan their activities and behavior in dynamic situations, the person who has new style of thinking, innovative approaches to solving problems, appropriate response to unusual situations [7].

Native scientists L. Karamushka, P. Perepelitsa V. Rybalka, O. Fil believe that a competitive personality has a social and personal nature. A competitive personality is energetic, creative and tolerant; understands his interests adequately and acts according to them; strives for constant development; can easily adapt; can present himself [5].

A position of the researcher S. Shyrobokov is also interesting. He defines competitiveness as a strategic value that helps to overcome the psychological barrier, depression, pessimism and organizes all system of life activities, impacting positively on the person's live in general [9].

A competitive personality is also able to master the professional knowledge, professional skills and qualities of a specialist, that make it possible to solve professional tasks quickly and successfully and to define competence in the professional field [3].

A competitive person has such a quality, due to which the possible objective assessment of requirements, creative approach to problem solving, establishing his [10] a high level of autonomy, flexibility of thinking, pedagogical reflection, stress resistance and need for the successful activity (O. Chuprova) [9].

According to V. Andreev, a competitive personality is characterized by the following qualities: a clear sense of purpose and values, hard work and creative attitude to work, ability to risk, independence, capacity for leadership, commitment to constant self-development and professional growth, stress resistance, desire to achieve a high quality product of the activity [1].

"Competitive personality is a personality, for whom aspiration and ability to high quality and efficiency of his activities, as well as leadership in terms of competition, rivalry and intense struggle with his competitors are characteristic" [1, p.26].

*Results.* Having analyzed the scientific literature, we can conclude that scientists have paid particular attention to the terms "person" in general and "competitive person"

However, we consider it is important to study this issue from a position of the formation of competitiveness a future specialist in the training. But according to many scientists, in Ukrainian science there are no clearly defined criteria that would help distinguish a competitive specialist from not competitive.

*Conclusion.* Thus, despite the fact that both native and foreign scientists have studied the problem of the formation of a competitive personality at different times, from different scientific positions, we believe that the problem of the formation of competitiveness of future specialists during professional training needs further study.

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**Sheina O.O.**

**PECULIARITIES OF MEDIA EDUCATION TECHNOLOGIES IN  
PROFESSIONAL TRAINING OF UNIVERSITY STUDENTS**

*Mykolaiv, Ukraine*

*Abstract. In modern information society mass media affect every person's lives and to a large extent determine the character of behavior and life activity. They penetrated into all spheres of the modern world including education. In recent decades researchers are paying more attention to the issue of media education. The rapid development of*