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GENDER PECULIARITIES OF PERCEPTION OF THE IMAGE OF THE PERFECT JOB

Work activity is a key activity greatest period of human life. Knowing what kind of person wants to see their perfect job is very important because knowing your own preferences and needs, it can protect yourself from emotional exhaustion, errors associated with the election of profession, loss of time resources on getting the profession.

A. L. Gurchenko writes that today it is possible to distinguish three main approaches to the understanding of an image: concrete-perceptual, extended-reflective and socio-perceptive. Specifically-perceptual approach considers the image as a kind of intermediate or final result of cognitive activity, as a product of perception, memory, thinking, imagination; extended-reflecting the subjective picture of the world or its fragments, including the subject of perception, of other people, spatial environment and temporal sequence of events; socio-perceptual - how the perception of social objects and phenomena, including the representation of the subject about himself[3].

Perception was investigated in the framework of interactionism(I. Muller, G. Fechner), introspections(W. Wundt, E. Titchener), functionalism(H. Helmholtz, I. M. Sechenov), praxiological approach (J. Piaget), theory of a fixed installation (D. M. Uznadze).

Issues of professional formation of personality and its relation to the labour engaged by E. A. Klimov and N. S. and E. Y.[4]. The concept of gender and sex, the nature of their treatment are covered in the works of S. Bem, D. V. Vorontsov[1, 2].

The aim of our study was to investigate gender peculiarities of perception of the image of the perfect job. We hypothesized that the image of the ideal job in the minds of men will be associated with the prestige of the profession and the degree

of material satisfaction, but in the minds of females – with the comfort of working conditions, relationships in the team and moral satisfaction from the process.

The study was conducted during February-March 2016 on the basis of Zhitomir school No. 27 (students 7-8 and grades 10-11) and Zhytomyr Ivan Franko State University (students of the 4th course of the socio-psychological faculty and the faculty of physical education and sport) and took place in three stages. At the first stage studied was asked to write 5 characteristics that they can describe the ideal job. At this stage, the sample consisted of 161 people (for a detailed distribution see table 1.). Obtained data was subjected to the procedure of frequency analysis. The characteristics that have the greatest number of repetitions was chosen that has the opposite meaning. The pairs of characteristics formed the basis for constructing matrices gradually bipolar evaluation scales. In the second stage the respondents was asked to evaluate pairs of characteristics presented in the evaluation matrix according to their vision of the perfect work on a seven-point scale from -3 to +3. At this stage in the study involved 132 people (see table 1.).

Table 1

CHARACTERISTICS OF THE SAMPLE

	Female		Male	
	first stage	second stage	first stage	second stage
7-8 form	31	19	22	20
10-11 form	22	25	25	25
4th course	28	24	33	19

In the third stage, data evaluation matrix was subjected to the procedure factorize, the result of which was allocated to the 4 factors in the perception of the perfect operation, the characteristic for each group of subjects.

The results of the study, we found that in the minds of colors the perfect work associated with the benefits of this work to society, the opportunity to travel, to move car remixodelica to have fun. It is also important to the team in which they work and the quality of leadership. The image of the ideal working in the mind of women is associated with an opportunity for career growth, quality of labor conditions and relations in the team and with the ability to have regular weekends and holidays.

Our hypothesis was partially confirmed because, as we assumed women connect his image of the ideal work with the comfort of working conditions and

relationships in the team, but for this group the opportunity for career growth and regular weekend and vacation was more important than getting moral satisfaction from the process. Assumptions about the components of the male image ideal job was only confirmed for students of the 4th course, for students the characteristics of prestige and material satisfaction are not important.

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