

***T. Sliusar***

*Research supervisor: N.F. Portnytska,  
Candidate of Psychological Sciences,  
Associate Professor  
Zhytomyr Ivan Franko State University  
Language tutor: S.S. Kukharyonok*

## **ATTITUDE AS THE BASIS – ONE OF THE FACTORS OF SOCIAL BEHAVIOUR**

There are different forms of mental activity. Speaking about attitude, the principal will be attitude and objectification. Objectification is the delay or termination of the implementation of a system that exists as well as the termination of relevant activities. "The act of objectification involves the comparison of what is experienced now, and that was a second before. This act concluded the cognitive attitude to the world." [2] Objectification is equivalent to the mechanism of consciousness. The objects of objectification are a moral-spiritual world, which helps the individual to identify the process of behaviour, the subject of preventing him, as well as social requirements and the "I". Objectification involves a mechanism beyond personal. "This is the transition from personal, psychological to social-psychological attitude. Sh. Nadirashvili successfully described this transition. He added a two-level characteristic of the mental activity of a person according to Uznadze and introduced a third level." [3]

The first level describes the physical situation and connects it to the necessities of life. The second level is the formation of practical behaviour. The final stage is a combination of physical situations and practical behaviour.

The objectification of socially appropriate behaviour is at the second level. There is a need of knowledge. A system of intellectual operations and moral reasons is created. Attitude of the consciousness and evaluation is formed.

Theoretical activity – the selection of appropriate solutions is the result of behaviour of the second level. We can observe a phenomenon of the connection of moral consciousness and attitudes of the individual at this level.

At the third level, a social reality appears. The field of needs includes social needs, social attitudes, process of motivation, moral behaviour, self-portrait. A decision-making process on the basis of these psychological entities, leads to the formation of the attitude of social behaviour. The final element of the implementation of mental activity at this level is social behaviour. The principle of

sociality manifested in all elements of the implementation activity at the third level.

"The attitude, which defines social behaviour and represents its psychological basis, is a social attitude. Social factors take part in its formation along with other factors involved. Social attitude is created at the third level, and the behaviour performed on its basis gives the individual to act in a social environment as a member of social relations."(Sh. Nadirashvili, 1974). [1]

So, socio-psychological attitude is not a state of psychological readiness. It is not on the basis of experience that affects the person's response relative to the socially significant objects and situations with which it is associated. The concept of the attitude should be considered as a commitment to a certain behaviour in a particular situation. Of course, moral behaviour is characterized by a more complex structure in comparison with the theoretical and practical behaviour. If we consider the system structure of attitude, we see that moral behaviour is only possible in social conditions, meets other people's interest and social requirements. The main of which is the commitment of moral principles and it is the result of human activity as social beings.

#### **LITERATURE**

1. Надираишвили Ш.А. Классификация форм активности в свететеории установки. М., 1987. С. 23 -27.
2. Надираишвили Ш.А. Понятие установки в общей и социальнойпсихологии. Тбилиси: ТГУ, 1974. 265 с.
3. Узнадзе Д.Н. Психологическиеисследования. М.: Наука, 1966. 451 с.