



PSYCHOLOGICAL DESCRIPTION OF THE PROBLEM OF ORIENTATION TO PROFESSIONAL ACTIVITY IN PERSONAL NEEDS

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ANNOTATION

A need is in some sense a desire to own something, and an interest is a desire to get to know it. A person's orientation to professional development is manifested primarily in interests related to cognitive activity and the development of professional skills. It is also important that personal characteristics match the type of activity that the young person is interested in under the influence of various social and cultural factors. In the process of professional education, which is an important condition for professional success in the future, in order to successfully acquire professional knowledge and skills, it is necessary to create conditions to provide the opportunity for a person to change his choice and character traits in stages. The article describes the psychological description of the problem of the manifestation of professional orientation in the system of personal needs.

KEYWORDS: *personality, personality orientation, needs, individual-psychological characteristics, motive, motivation, interest, ability, professional orientation, skills, social factors, cognitive processes, professional success, age characteristics, professional prognosis.*

In modern conditions, the individual-psychological characteristics of a person play a crucial role in preparing qualified specialists. These psychological qualities are of great importance in shaping a person's professional identity.

Understanding and developing a person's directionality plays a significant role in correctly orienting their professional activities, organizing educational activities effectively, finding one's place in society and the state, and leading a successful life. The connection of individuals' life plans and values with the uncertainty of future events (as a fairly accurate description of future events that are socially significant and related to the individual meaning of life) and their relationship with their unique characteristics can exert a negative influence on self-determination in the process of determining one's fate. Therefore, M.R. Ginzburg, considering the issue of determining one's fate from a temporal perspective, expressed his attitude towards the person's psychological present and psychological future and came to the following conclusions. In other words, the importance of the following characteristics is characterized in achieving success and self-determination:

1) The presence of psychological present components performing the function of self-development (self-awareness and self-learning functions), including:

- A structured value-semantic core (a wide range of personal important qualities, the experiential richness of their life, an existential orientation);

- The need for self-creation and the need for broad horizons to be met with self-confidence;

2) The presence of psychological future components providing semantic and temporal continuity, including:

- Personal prognosis for the future, the person primarily considers the wide range of future qualities from an emotional perspective, which guarantees their success in self-determination during their formative period. The choice of profession (the stability, the determination of a specific profession, the availability of professional requirements) significantly characterizes the semantic future and the success of self-determination during the formative period;



- Planning, primarily characterized by positive attitude towards planning and the presence of goals, methods of achieving goals, and time management 2.

The author raised the issue of introducing oneself in relation to one's personal, related value-semantic and phase-temporal aspects. This problem is related to future issues and it is difficult to implement this idea without creating a life plan.

According to the words of I.S. Kon, life planning, in the precise meaning of the word, implies not only the final result but also ways to achieve it, a path chosen with the aim of entering life, subjective resources are necessary 1.

The concept of "personality orientation" introduced by S.L. Rubinstein primarily addresses the identification of various directions. Specifically, psychological literature presents and describes personal, collectivist, entrepreneurial, humanistic, egoistic, depressive, and suicidal orientations. Understanding a person's professional direction plays a special role.

When referring to professional orientation, primarily focusing on a person's professional activity. Specifically, career choice includes motivational formations that affect the desire to work (interests, needs, aspirations, fears, and others) as a whole, and satisfaction with professional activities is understood from career-oriented training perspective. It is described with the following subjects:

- Types of motivational formations in professional activity;
- The power of professional orientation that shows itself in the degree of manifestation of a person's acquisition and desire to work in it;
- Satisfaction or dissatisfaction of a person with their own profession is expressed in the form of the described signs.

The mentioned psychological characteristics contribute to the individual's ability to quickly enter and adapt to professional activities. By learning and developing these characteristics, the effectiveness of professional activities can be improved.

In terms of orientation, various attitudes and inclinations exist, which are expressed in psychological education as components of individual-psychological characteristics. Orientation is considered one of the most important psychological characteristics, as it represents the dynamics of an individual's social and spiritual development and reveals the main tendencies of their behavior. The individual's orientation is the key psychological characteristic that expresses their motives for life and activity.

In psychology, it is generally recognized that the central component of the individual's structure, shaping its system, is its orientation. It precisely highlights the purposes an individual moves towards, their motives, and their subjective attitudes towards various aspects of life.

Orientation not only affects the structural components of the individual (such as the manifestation of temperament or the development of abilities) but also influences intellectual states (e.g., coping with stress). Orientation is expressed in various forms: value orientations, attraction or aversion, desires, fears, and connections. It manifests itself in various areas of human life: professional, family, political, and personal, among others. In these orientations, an individual's motives, their subjective attitudes towards different aspects, that is, the entire system of characteristics, are expressed. In general, in psychology, the orientation of the individual is defined as a system of stable needs, interests, and ideals. Orientation determines the main tendencies of thoughts and actions. A person with a pronounced positive orientation is considered hardworking, purposeful, and socially active.

Indeed, by learning the individual's orientation, it becomes possible to understand their work capacity, interests, and aptitudes in choosing a profession. As a result, it provides an opportunity to match positions in the work system with competent personnel.

Regardless of the differences in personality assessment, all approaches emphasize the individual's orientation as a key characteristic. It manifests itself in different ways through various concepts. For example, "dynamic tendency" (S.L. Rubinstein), "meaning-generating motive" (A.N. Leontiev), "dominant attitude" (V.N. Myasishchev), "main life direction" (B.G. Ananyev), or the "dynamic combination of significant human forces" (A.S. Prangishvili). Thus, orientation is the general characteristic of an individual, defining their psychological structure. The totality of sustainable motives that govern the individual's activity is referred to as their orientation. It is socially conditioned and shaped through education.

As mentioned above, the individual's orientation, with its various forms, helps to identify their general characteristics and psychological structure. The main role of the individual's orientation is related to positive motives. The function of a motive is to direct activity towards accomplishing tasks. However, starting and sustaining activity solely with "spurring" is not enough. It needs to be put into action. Another task of a motive is to shape the meaning and raise the motive concept to a personal level.

Without a meaningful personal concept, an encouraging motive will not work. There will be no activity, and the motive will remain unrealized.



To properly understand how to develop motivation and the needs of an individual in a particular field, their orientation is partly described, which serves as the basis. In this foundation, the individual's life goals are formed. It is important to differentiate between the goal of an activity and the life goal. Throughout life, a person engages in various types of activities, each with its own unique characteristics and aimed at achieving different goals. The life goal functions as a combination of all personal goals related to individual activities. The degree of personal achievement is linked to life goals. It not only reflects the goal but also interprets reality as the individual's personal perspective.

Personal disappointments and feelings of anxiety are referred to as frustration. They arise when an individual encounters insurmountable obstacles or reacts negatively to them. Orientation refers to a stable set of motivations, expectations, beliefs, needs, and satisfactions that guide individuals towards achieving complex life goals. Orientation is always shaped socially, in the process of education and upbringing, manifested as a personal trait, in hypothetical, professional directions, in activities related to personal preferences, as well as in leisure time activities (fishing, reading, photography). Orientation is evident in the benefits to the individual in all types of activities. Personal needs play a significant role in the system of personal orientation, representing a complex intellectual characteristic and playing a leading role in the system of personal orientation. Likewise, the motivational system, which consists of a set of motivators determining individual activity and their attitude towards outcomes, holds particular importance. The system of personal orientation encompasses the following main elements:

- Assessment of one's own capabilities and state, based on semantic forms
- Expectation of the results of one's actions, personal actions, and others' perception of the individual;
- Personal needs or requirements - an inseparable form of expressing evaluative characteristics, the degree of self-esteem, and their nature.

This is connected to objective conditions of personal states, objects of human needs, as well as to the semantic and evaluative system, their relationships, and other personal characteristics. The emergence of specific needs in an individual determines the establishment of goals and the appearance of motivations for their realization. Humans are always striving for goals, taking action, and seeking. From this perspective, positive qualities arise in individuals, but negative ones can also manifest. In our daily activities, enhancing positive qualities leads to success in collective efforts. Personal orientation can be expressed in career, ethical, political, and other personal directions, such as entrepreneurship, sports activities, and more.

Personality orientation is described by the following:

- Level of maturity - the individual's basic instincts, their moral character, their ideological position, and the social importance of others;
- Breadth - the range of areas in which the individual's instincts manifest;
- Intensity - the strength of the individual's instincts in achieving their goals;
- Hierarchy of particular individual orientations (primary types, main, dominant, and others).

These types of personality orientations continue to hold value today and contribute to the individual's professional development. Even Charles Darwin recognized that human reactions and actions are based on a complex mechanism, and at the same time, the majority of human behavior is guided by social norms. For example, instinctive reactions that can be triggered by physiological influences such as fear, escaping danger, or self-defense can be managed and controlled by human consciousness. Furthermore, medical research shows that these emotions can be weakened or strengthened through various means of psychological manipulation. Therefore, they are not solely determined by automatic mechanisms. On the contrary, every aspect that is considered automatic is not inherently automatic; conversely, every aspect that is considered automatic is not exclusively unique for humans. Consequently, experiences and emotions that arise from external and internal factors typically manifest in individuals in a manner consistent with the accepted norms of society.

Various scientific studies emphasize personality orientation as a primary characteristic, a dynamic tendency (S.L. Rubinstein), a meaning-generating motive (A.N. Leontiev), a dominant relationship (V.N. Myasishchev), and a primary direction of life (A.S. Prangishvili).

In conclusion, it is worth noting that Personality orientation is recognized by Western scholars as a key psychological characteristic. Personality orientation plays a significant role in our lives and activities, shaping and developing individuals into competent and successful individuals in their respective professions.

Moreover, the main aspects of personality orientation can lead to positive or negative outcomes in professional activities. The individual's personality orientation is closely related to positive motivations. The individual's personality orientation is shaped and developed throughout social and psychological aspects of education, upbringing, and work activities.



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