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THE PROBLEMS OF PEDAGOGICAL INFLUENCE ON BEHAVIOURAL QUALITIES OF COLLEGE STUDENTS IN CONDITIONS OF THE PRESENT-DAY ENVIRONMENT

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The article deals with the problems of formation of social and value model of behaviour of students. The author analyzes social factors of external environment which cause influence on the worldview of college students. The influence of the present-day informational environment, media, IT-technologies on formation of self-consciousness and worldview of youth can be negative. The author of the article examines some processes that influence on behaviour motivation of youth under the impact of social environment on the example of particular researches; underlines the necessity of development of forms and methods of pedagogical and psychological influence on correction or resistance these processes.

Key words: Behavioural qualities, pedagogical influence, legal behaviour, behavioural attitude, behaviour model.

Statement of problem in general terms and its connection with important and practical tasks. The state of spiritual culture and morality of society is of great concern today both in Ukraine and all over the world. Corrosion of spiritual values has become a result of the more pragmatized life, advocacy of violence, disregard of legal, moral and social standards. In achieving material success as the ultimate goal the immoral values are promoted, whereas under such conditions the spiritual virtues loss their force and mission. Such tendencies have influence on general condition of morality.

Present-day psychological and pedagogical science considers the behaviour of a person as well as the system and hierarchy of his internal values as the source of motivation for a person's actions. Process of such qualities formation at the present stage of the educational system functioning is exposed to the strong impact from outside. Mass media and mass culture today to a large extent prevail in system of forming the social values. Educational system sometimes is unable to meet competition in sphere of influence and formation of socially-significant behaviour positions of studying youth, where the process of step-by-step socialisation is coming to the end.

Social conditions producing sometimes mercenariness and cynism contribute to deformation of the value system among quite considerable part of Ukrainian population. The eternal values are under depreciation: love, cultural values whereas the material wealth is hypertrophied and the personal needs and satisfaction are cultivated. This raises a necessity of more careful consideration of factors influencing the behavioural models of the rising generation. In conditions of the present-day informational environment, the system of influence and formation within which the socialisation of the young personality is taking place in the constant dynamics, and monitoring of these processes can serve as an instrument of motivational counteraction to negative factors of influence. Objectively, it is impossible to change the trends of the mass culture media. But nevertheless, the mechanisms which form capacities of the young person for internal resistance, rejection and non-acceptance of amorality demonstration and social negative and cynism can be created.

For modern society the problem of spirituality and spiritual culture is especially urgent. Detachment of culture, devaluation of education and intellectual activity prestige, downgrading of moral criteria of own behaviour and behaviour of others will create main problems in forming life position of the rising generation [2, p.27].

Statement of unresolved issues of the general problem. The problems of pedagogical resistance negative influence social environment are the function commitment of pedagogy. The search of effective forms and methods of positive impact on consciousness of youth, formation social humanistic behaviour motivation is very important axiological tasks of theory and practice of upbringing.

Analysis of recent researches and publications. The problem of forming the target behavioural modelling from the perspective of spiritual upbringing and socialization of a personality is considered in the works of

H. Shevchenko, N. Myropolska, P. Plotnikov, Yu. Korovkina, A. Androshchuk, P. Simonov. The problem of behavioural motivation of the young people is examined by authors in terms of aesthetic, moral and legal education. Educational potential of the Internet environment is investigated in research of O. Luchaninova, O. Petrunko, V. Pleshakova, and its negative and positive aspects are analysed [4].

Purpose of the article. The main purpose of the present article is to analyse factors which have an influence on forming the behavioural motivation of young people in the present-day informational environment, place and role of mass culture media acting in this process as element of «influence and formation». At the same time, the task is to determine in practice certain dynamic factors of influence, particularities and tendencies of their impact on behavioural model formation, the role and place of pedagogical factor in counteraction to negative social processes.

Presentation of basic material of the research. Within the limits of the article size, let us consider one aspect of behaviour modelling - the legal behaviour. Analysis of the factual material collected through testing the junior students allowed us to determine some factors which influence and form the qualitative aspects of the legal behaviour.

The research findings demonstrated that almost 31% students form their notion of legal behaviour based on feature films, television and press. The contribution of the educational institutions to formation of behaviour models is very modest - only 26%. The family share also holds insignificant position - only 22,4% students regarded their parents as source of receiving legal information. The tenth part of girls and boys obtains the legal information from their friends and 3% were undecided in answering the raised question at all. At the end it turns out that more than half of the interviewed persons become familiar with the legal standards on their own, by doing it in the manner determined by mass culture and friends. As a consequence the other findings follow: for instance 33,7% of the interviewed students refuse the possibility of unlawful enrichment due to moral considerations. It should be mentioned that this figure is a higher indicator as compared to findings of the analogous research performed by the author in 1998, when it made only 19%. But yet for today 28,5% students are mentally ready to commit the offence. By proceeding within the material presentation logic we should mark out the most important influencing factor, id est the emotional and sensory sphere that has an impact on the consciousness and the subconsciousness spheres for which television serves as the powerful orienting factor. The research findings in this case are as follows: 40,5%

junior students spend from 2 to three hours a day on watching TV programmes; 4,5% do not leave watching TV all their spare time; 32,2% boys and girls devote TV the great part of their leisure.

What kind of TV programmes watch our boys and girls? 75% respondents prefer feature films - horror or detective films, thrillers. Television - serial films, reality shows and entertainment programmes are of interest for young people. Only 9% students are interested in educational television. Considering these means of influence we should remember about the most powerful means of formation - Internet technologies as carriers of new «matrix subculture» that is being formed right before our eyes. Along with the aforesaid the unsystematic and therefore irresponsible use of the Internet technologies worth mentioning.

What does the computer mean for a student? In the first place according to 37% respondents it is the source for obtaining various information; the way of spending spare time - for 30%; and only 34,7% of boys and girls consider the PC as the tool for improving knowledge of academic subjects. The same figure we have obtained for those who are indifferent to the electronic entertaining games, other 30% students devote their spare time to such pastime to a greater or lesser extent.

Thus the psychological attitudes are formed. Now the tendencies of «influence» can be compared to the tendencies of «formation» of the socially-significant behaviour models in relation to students' leisure: going in for sports - 10,6% respondents; visiting exhibitions, museums and theatres - 1,2% students; reading of fiction - 5,4% boys and girls. The rest prefer to spend their free time in front of TV, in the company of PC or friends outside.

Responses of students to the questions connected with identifying the scope of people who are the behaviour sample for them are very typical and indicative. The major part of the interviewed - 58,6% mentioned the members of their families, but the rest 42% respondents regarded the following persons as the sample for their behaviour: film characters - 9,4%; friends - 24%; teachers - 1,8%; and those who were undecided in answering the raised question - 6%. And finally, considering the self-esteem issues, we have obtained very indicative findings which completely explain almost all preceding results - 60% students attribute their bad actions to the results of self-education. The last figure speaks volumes and supports both directly and indirectly all prior findings. The specific feature of the given findings shows that the mass culture media influence on the behaviour motivation is connected, to a considerable extent, with visual and emotional impact (films, television and computer games). This phenomenon in large measure relates

to the aesthetical sphere (beauty, visual appeal, feelings) or anti-aesthetical sphere (graphic violence) as the method of influence on formation of feeling, emotional or intuitive abilities. In this case the unconscious element plays the important role in the behaviour motivation system and in the end contributes to formation of one or another psychological attitude. Psychological attitude to a large extent determines the person's behavioural model.

The psychologist P.V. Smirnov notes that «subconsciousness» means all that was conscious or can become such under the certain conditions: automated skills which therefore ceased to be conscious, internalised behaviour standards which transformed into its internal regulators («voice of conscience», «call of the heart»), motivational conflicts repressed into subconsciousness, psychological defence mechanism... The language of overconsciousness or superconsciousness is a result of recombination of images and notions, it is the information that is regenerated by brain... The activity of superconsciousness appears in different conditions. First of all they include primary unconscious steps of various creative activities - scientific, artistic or game playing, id est occurrence of assumptions, guesses, strokes of insight and future achievements [3, p. 145].

In such case we speak about quite firm unconscious regulators of the human behaviour - the attitudes which are built already in the early childhood. The garland in investigating this very interesting psychological mechanism that serves as the unconscious regulator of the human behaviour belongs to the founder of the Georgian psychological school, D. N. Uznadse [5].

Simple and obvious experiments allowed him to make very important conclusions. Firstly, it is the conclusion that the fixed attitude acts as the unconscious mechanism and secondly, that its formation is also the unconscious process.

The notion of attitude was further developed and deepened in succeeding works of the representatives of the Georgian psychological school. In particular some researches were carried out in respect to formation of attitudes of asocial behaviour among underage children. Authors of these works show mechanisms of the set formation taking into account the impact of objective and subjective factors which act on the one part as external conditions represented by the immediate surrounding and situation, and on the other part - as the individual needs. Due to frequent repetitions in process of the set formation, firstly the transformation of needs occur: in replacement of the old needs the new ones are formed; secondly, certain actions are

ingrained at the automatic level beyond the consciousness control that is the evidence of the fixed attitude occurrence.

Thus the factors of the conscious nature and the unconscious psychological sets act together displaying one or another behavioural model of the person. Studies of psychologists demonstrated that among the teenager's offences almost 90% crimes are committed by persons with the socially-deformed needs. Thus, the analysis of the young offenders' needs shows that such persons more often place the elementary, biologically determined needs at the top whereas the higher and spiritual needs are absent or extremely poor [1].

Conclusions and outlook for further researches. So, the general tendency for psychological and pedagogical studies on issues related to formation of the behavioural models of young people applying methods and practices oriented to creation of socially valuable spiritual needs based on emotional and sensory motivation, has been outlined. Analysis of factors which have an influence on forming behavioural motivation of the young people in the present-day informational environment demonstrates the significant place and role of mass culture media as the element of «influence and formation». The investigations have in practice determined certain dynamic factors of influence, particularities and tendencies of their impact on forming the behavioural models of the studying youth.

Further studies on these issues will be carried towards the development, scientific substantiation and introduction into the educational process of those forms and methods which are able to form socio-humanistic world-view of the studying youth.

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ПРОБЛЕМИ ПЕДАГОГІЧНОГО ВПЛИВУ НА ПОВЕДІНКОВІ ЯКОСТІ СТУДЕНТІВ КОЛЕДЖУ В УМОВАХ СУЧАСНОГО ЗОВНІШНЬОГО СЕРЕДОВИЩА

В. В. Сізов

Стаття присвячена проблемам формування соціально-ціннісної моделі поведінки учнівської молоді. Автор аналізує соціальні фактори зовнішнього середовища, які впливають на світогляд студентів коледжу. Вплив сучасного інформаційного простору, засобів масової культури, інтернет-технологій на формування самосвідомості і світогляду молодої людини має дуже негативний характер. Автор статті на прикладі конкретних досліджень розглядає деякі процеси впливу на поведінкову мотивацію молодої людини під впливом навколишнього соціального середовища. У статті підкреслюється необхідність розробки форм і методів педагогічного, психологічного впливу на корекцію або протидію цим процесам.

Ключові слова: поведінкові якості, педагогічний вплив, правова поведінка, поведінкова установка, поведінковий зразок.

ПРОБЛЕМЫ ПЕДАГОГИЧЕСКОГО ВЛИЯНИЯ НА ПОВЕДЕНЧЕСКИЕ КАЧЕСТВА СТУДЕНТОВ КОЛЛЕДЖА В УСЛОВИЯХ СОВРЕМЕННОЙ ВНЕШНЕЙ СРЕДЫ

В. В. Сизов

Статья посвящена проблемам формирования социально-ценностной модели поведения учащейся молодежи. Автор анализирует социальные факторы внешней среды, которые оказывают влияние на мировоззрение студентов колледжа. Влияние современного информационного пространства, средств массовой культуры, интернет-технологий на формирование самосознания и мировоззрения молодого человека может носить весьма негативный характер. Автор статьи на примере конкретных исследований рассматривает некоторые процессы влияния на поведенческую мотивацию молодого человека под воздействием окружающей социальной среды. В статье подчеркивается необходимость разработки форм и методов педагогического, психологического влияния на коррекцию или противостояние этим процессам.

Ключевые слова: поведенческие качества, педагогическое влияние, правовое поведение, поведенческая установка, поведенческий образец.

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ШЛЯХИ ОПТИМІЗАЦІЇ ПРИРОДООХОРОННОЇ РОБОТИ В СПЕЦІАЛЬНІЙ ШКОЛІ

Л. А. Співак, Я. С. Коломійцева

У статті розглядаються питання використання корекційно-освітніх технологій як фактора оптимізації природоохоронної роботи учнів спеціальної школи та її вплив на розвиток духовності школярів. Розкрито роль екскурсій у навчально-виховній роботі учнів спеціальної школи. Запропоновано структуру технології екскурсійного вивчення природи. Теоретично обґрунтовано зміст кожного компонента технології. Визначено етапи організації та проведення природознавчих екскурсій.

Ключові слова: корекційно-виховна робота, природоохоронна робота, корекційно-освітня технологія, учні з інтелектуальними вадами, духовність.

Постановка проблеми в загальному вигляді та її зв'язок з важливими науковими і практичними завданнями. В умовах стрімкого розвитку промисловості, активного використання природних ресурсів відбувається значне забруднення оточуючого середовища. Внаслідок антропоцентричного типу мислення вплив людини на природу почав носити руйнівний характер. Сучасне суспільство знаходиться в активному пошуку парадигми, яка б могла допомогти повернути загублену рівновагу у системі «людина-природа». Отже величезний потенціал наукових знань та духовний досвід людства необхідно інтегрувати, створивши основу для оздоровлення людської