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## PSYCHOLOGICAL ASPECTS OF THE PHENOMENON OF PROFESSIONAL ORIENTATION IN THE SYSTEM OF PERSONAL NEEDS

Submission Date: January 01, 2024, Accepted Date: January 05, 2024,

Published Date: January 09, 2024

Crossref doi: <https://doi.org/10.37547/ajsshr/Volume04Issue01-06>

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### ABSTRACT

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 aspects of the phenomenon of professional orientation in the system of personal needs.

### KEYWORDS

Personality, personality orientation, activity, motivation, behavior, individual-psychological characteristics, value orientations.

### INTRODUCTION

Individuals' life plans and value orientations can be negatively affected by certain uncertainty of life perspectives (as a holistic picture of future events that

are socially significant and related to the individual meaning of life) and its connection with individual characteristics in the process of professional self-

determination. Thus, M.R. Ginzburg considers the problem of self-determination from the point of view of time: the attitude of the individual to his psychological present and psychological future. According to him, successful self-determination is characterized by:

1) the presence of psychological current components that perform the function of self-development (self-knowledge and self-awareness), including:

- the formed value-semantic core (a wide range of important personal positive values, the experience of meaningfulness of one's life, existential direction);
- self-realization, which should be creative in nature and have a wide scope;

2) the presence of components of the psychological future that provide semantic and time perspective, including:

- a personal projection of the future, the young person relies mainly on his strengths and sees a wide range of future values as emotionally attractive. Choosing a profession (its stability, certainty in a certain profession, the presence of professional requirements for the profession) significantly characterizes the semantic future and the success of self-determination in adolescence;
- planning itself is primarily characterized by a positive attitude towards planning and the existence of plans,

ways of achieving goals and continuity over time [2]. The author writes about the incorporation of professional self-determination into personal, connected value-semantic and spatio-temporal aspects, which leads to the problem of the future, the idea of which cannot be realized without making a life plan.

According to I.S. Kohn, a life plan, in the strict sense of the word, appears when the topic of reflection becomes not only the final result, but also the ways to achieve it, the path that a person intends to go, objectives and goals. For this, he needs the subjective resources he has [1]. The concept of “personal orientation” introduced by S.L. Rubinstein was developed, first of all, in the definition of different orientations. In particular, personal, collectivist, business, humanistic, egoistic, depressive and suicidal directions are presented and described in psychological literature. Studying the professional direction of a person has a special place. Vocational orientation means, first of all, a set of motivational formations (interests, needs, inclinations, aspirations, etc.) related to a person's professional activity and, in particular, the choice of a profession, affecting the desire to work in it, and satisfaction with professional activity. Vocational orientation is a comprehensive education, which is characterized by a subject of professional orientation, which is a preferred profession (type of activity); types of motives of

professional activity; the strength (level) of orientation manifested at the level of expressing the desire to acquire a profession and work in it; it is expressed as a sign expressed in a person's satisfaction or dissatisfaction with his profession [3].

Orientation is the most important feature that expresses the dynamics of development of a person as a social and spiritual being, the main trends of his behavior. Personality orientation is the leading psychological characteristic of a person, which represents his motivation system for life and activity.

No matter how different the interpretation of personality in psychology is, almost all researchers believe that the leading component of the personality structure, its system-forming feature, is the orientation of the personality. It is in this characteristic that the goals acting on behalf of a person, his motives, and subjective attitudes to various aspects of reality are expressed.

Orientation affects not only components of the personality structure (for example, the manifestation of temperament or the development of abilities), but also intellectual states (for example, coping with stress). Orientation takes various forms - value directions, likes or dislikes, tastes, inclinations, associations, and manifests itself in various spheres of human life: professional, family, political, etc. It is in this direction that the goals acting on behalf of a person,

his motives, subjective relations to various aspects of reality, that is, the whole system of characteristics, are expressed. In general, in psychology, the orientation of a person is defined as a system of stable needs, interests, and ideals. Orientation defines the basic tendencies of behavior. A person with a clear positive orientation is hardworking, purposeful and highly socially active [4].

Despite the differences in the interpretation of personality, all approaches emphasize its orientation as a leading characteristic. In different concepts, this feature is manifested in different ways: "dynamic tendency" (S.L. Rubinstein), "meaning-creating motive" (A.N. Leontev), "dominant attitude" (V.N. Myasishev), "main life direction" (B.G. Ananyev)., "a dynamic union of human vital forces" (A.S. Prangishvili). Thus, orientation is a general characteristic of a person and determines his psychological structure. A set of stable motives that control the activity of a person and are relatively independent of given situations is called a person's orientation. It is always socially determined and formed through education [5].

The main role of personality orientation belongs to conscious motives. The task of the motive is to give direction to the activity being performed. It is not enough to just start the activity and constantly "feed". It should be implemented. Another task of the motive is to form meaning, with the help of which the concept

of motive reaches the personal level. The meaning is the answer to the question: why? Why does a person need an object of his needs and activities? Man is a meaning-oriented creature. If there is no credible personal meaning, then a motivating motive will not work. No activity occurs and an unfulfilled motive remains. It should be noted that the need-motivation field partially describes the orientation of a person, it is its basis. Life goals of a person are formed on this basis. Taking this into account, it is necessary to distinguish between the purpose of activity and the purpose of life. A person performs many different activities during his life, each of them fulfills his purpose. A life goal functions as a combination of all personal goals related to an individual's activities. A person's level of achievement is related to life goals. Understanding not only the goal, but also the reality is viewed by a person as a personal perspective.

Frustration is the state of disappointment, depression, which is opposite to the experiences of a person who is aware of the prospect. This happens when a person faces insurmountable obstacles or barriers on the way to achieving a goal, or they are perceived as such. A person's orientation is a set of stable motives, views, beliefs, needs and aspirations that direct a person to certain behaviors and activities, to achieve relatively complex life goals.

Orientation is always socially determined, formed in the process of education and upbringing, manifested

as a personal characteristic, manifested in ideological, professional direction, activities related to personal hobbies, doing something in free time from the main activity (fishing, knitting, photography). will be. Orientation in all types of personal activity is reflected in the characteristics of personal interests. Personal needs as a complex mental characteristic occupy a central place in the system of a person's orientation and play a leading role, including in the system of motives that determine the activity of a person and the choice of his attitude to reality. The system of personal orientation includes the following main elements (components): value-semantic formation and claims based on the assessment of the person's own capabilities and status, expectations of certain results of his actions, behavior, attitude of others towards him; and others. A person's aspirations or need for status is an integral form of expression of values, the level and nature of a person's self-esteem; These are claims to occupy a certain place in the system of professional and other social and interpersonal relations, to achieve success in actions, work, to a certain place in life, etc. Self-esteem is one of the main personal formations [6].

The needs of a person depend on objective conditions, objects of human needs, as well as his semantic and value formation system, aspirations and other personal characteristics. The emergence of certain needs in a person determines the emergence of motives for

setting appropriate goals and their implementation. Human needs perform two main functions - goal setting and motivation. The first is determined by the system of semantic formations, and the second by the system of value formation of a person [7]. Depending on the sphere of personality manifestation, there are types of personal orientation, such as professional, moral, political, everyday, etc., for example, creativity, sports activities, etc.

Personality orientation is characterized by:

- level of maturity - the main aspirations of a person, his moral character, ideological position and the level of social importance of others;
- breadth - the range of areas of manifestation of individual aspirations;
- intensity - the strength of a person's aspirations to achieve their goals;
- hierarchy of types of direction of a certain person (leading types, main, dominant, etc.) [8].

Even Charles Darwin recognized that certain human reactions and actions are based on innate mechanisms, and at the same time emphasized that most of human behavior is determined by social norms. For example, innate reactions that can lead to physiological effects, such as the experience of fear, the desire to avoid danger or the desire to protect oneself, can be restrained and controlled by the human mind.

Furthermore, medical research shows that these feelings can be weakened or enhanced by drugs, so they are not fatally locked into the psyche's innate mechanisms. Moreover, not everything that is characteristic of human behavior is innate, and not everything that is innate is unique to humans. Thus, the experiences and feelings caused by external and internal causes are usually manifested in a person in the form accepted in the culture to which he belongs.

In various scientific approaches to personality, orientation is emphasized as a leading feature, although it is interpreted differently: as a dynamic tendency (S.L. Rubinstein), as a meaning-creating motive (A.N. Leontev), as a dominant attitude (V.N. Myasishev) as the main life direction (A.S. Prangishvili) [9].

As mentioned above, motives can be more or less conscious or completely unconscious. The main role in personality orientation belongs to conscious motives. A person's orientation is always socially determined and formed through education. Personality orientation is a person's personal sense of purpose determined by a system of motives, a set of motives that determine the person's activities and behavior.

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