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Развитая система подобных учреждений позволяет разрешать (в пределах своей компетенции) большинство социально-психологических проблем неполных семей путем предоставления социально-психологических и при необходимости других услуг. При этом неотъемлемое место в организации и проведении социально-психологической работы с неполными семьями отводится специалисту по социальной работе, который первым начинает взаимодействовать с этой семьей в учреждениях социального обслуживания населения (комплексном центре социального обслуживания населения, центре социальной помощи семье и детям и т. п.). Специалист по социальной работе оказывает психологическую помощь в рамках социально-психологической работы с неполными семьями либо самостоятельно, либо в сотрудничестве с другими специалистами (педагогом-психологом, социальным педагогом, психотерапевтом, психиатром и др.), выполняя диагностическую, терапевтическую, организационную, посредническую, контролирующую и при необходимости иные функции.

Для ведения социально-психологической работы с неполной семьей в социальных службах есть соответствующие предпосылки и основания, зафиксированные в нормативно-правовых актах РФ на всех уровнях регламентации (от международного до локального и муниципального).

Социально-психологическая работа понимается нами как направление в социальной работе, которое уделяет особое внимание социально-психологическим аспектам трудной жизненной ситуации клиента (в данном случае неполной семьи). Работа ведется и с клиентом, и с его окружением.

С целью выявления проблем, снижающих эффективность социально-психологической работы с неполными семьями в учреждениях социального обслуживания населения, был исследован опыт деятельности Государственного бюджетного учреждения «Курганский центр социальной помощи семье и детям» (ГБУ «КЦСПС и Д») как одного из основных комплексных учреждений общего типа в системе органов социальной защиты населения Курганской области. Изучение опыта такой работы с неполными семьями в рассматриваемом учреждении проводилось автором совместно с Н. О. Шияновой в 2010 г.

В качестве критериев оценки эффективности социально-психологической работы выступали *социально-психологические услуги, предоставляемые неполным семьям специалистами в трех отделениях центра*: отделении приема граждан; отделении профилактики безнадзорности несовершеннолетних; организационно-методическом отделении. Перечень *социально-психологических услуг* был взят из *Национального стандарта РФ социального обслуживания населения ГОСТ Р 52885–2007 «Социальные услуги семье»* (Приказ Федерального агентства по техническому регулированию и метрологии от 27.12.2007 г. за № 563-ст.).

Всего на участке в центре на 1.01.2010 г. состояло 3395 семей, в которых воспитывалось 4754 ребенка. Из них неполных семей — 1481 (44% от общего числа семей), в них воспитывалось 1863 ребенка (39% от всех детей). При этом за последние годы отмечается тенденция к уменьшению количества зарегистрированных в центре неполных семей: в 2003 г. — 2189 неполных семей, на 1.01.2010 г. — 1481 данных семей (меньше на 32%). Среди этих неполных семей, поставленных на учет на 1.01.2010 г., одиноких матерей — 637 семей (43% от общего числа неполных семей); разведенных — 554 семей (37%); вдов — 290 семей (20%).

Изучив опыт социально-психологической работы с неполными семьями в данном центре, мы выявили ряд трудностей, снижающих ее эффективность. В частности, *недостаточное применение* специалистом по социальной работе (в отделении приема граждан на этапе проведения диагностики проблемы семьи) *психологических методов и методик* для комплексного изучения проблем неполной семьи; организация работы только за счет беседы, опроса и наблюдения. Вероятно, *недостаток квалификации специалистов в области профессиональной социальной работы, психологии* обуславливает проведение социально-психологической работы с семьями вообще, в т. ч. с неполными семьями, не в полном объеме (из 12 специалистов центра два специалиста имеют высшее профессиональное образование в области социальной работы (17% от всех); у остальных — высшее педагогическое образование). Организационно-методическим отделением *недостаточно разработано соответствующих пособий и практикумов* по социально-психологической работе с семьями всех категорий, включая неполные, что затрудняет деятельность специалистов и студентов-практикантов при получении информации об опыте социально-психологической работы. Также *наблюдается недостаточное взаимодействие центра с различными органами*, в первую очередь, с психологическими службами, которое в некоторых случаях отсутствует, например, при раннем выявлении семей, которые находятся на стадии развода и могут стать неполными и пр.

Анализ трудностей в социально-психологической работе с неполными семьями в ГБУ «КЦСПС и Д» позволил обозначить следующие основные пути их решения: 1. Потенциал методической базы центра может значительно повыситься за счет сотрудничества с вузами, психологическими службами в разработке программ по совершенствованию социально-психологической работы с неполными семьями, серии пособий и специальных практикумов, выпуска информационных материалов об опыте такой работы. 2. Согласно методическим рекомендациям по организации деятельности ГБУ «КЦСПС и Д», целесообразно ввести в штатное расписание консультативного отделения должность специалиста по социальной работе. 3. Необходимо совершенствование системы профессиональной подготовки, переподготовки и повышения квалификации сотрудников центра на базе вузов, проведения семинаров, практикумов, тренингов с участием отечественных и зарубежных экспертов по данной проблематике. 4. Можно улучшить систему мониторинга статистических показателей, характеризующих уровень развития социального обслуживания семьи и детей, за счет использования специалистами пакетов соответствующих программ и др.

Эффективность социально-психологической работы с неполными семьями определяется качеством ее организации в системе органов социального обслуживания населения современной России и во многом зависит от совершенствования их деятельности.

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Special features of the information-and-psychological influence on the psychological safety of the servicemen of Interior Forces of the Ministry of the Interior of Ukraine who were on duty during the presidential elections at 2004

The problem setting. Keeping of the public calm and providing public safety are ones of the main service duties (SD) that forces of ensuring of law and order execute every day. When executing these duties the servicemen can face the problem of the information-and-psychological influence. It is particularly seen during mass events (group violation of public order, disturbances) of social and political origin of regional or state level (e. g. presidential elections in 2004). As a result a level of psychological safety of the servicemen can lower; they

can feel the symptoms of battle mental trauma, of somatic and mental disorders. It turns out that servicemen are not always ready to resist such influence and to continue executing their duties effectively. That is why the problem of finding special features of the information-and-psychological influence on the servicemen of Interior Forces of the MI of Ukraine during executing different SD, teaching techniques to resist them and to prevent the decrease of the level of the psychological safety of servicemen is actual and timely.

Analyses of the latest researches and publications. The literature analyses that we made showed that today we can see several main tendencies according to scientific interest and the object of research. They are: formation of conceptual, theoretical and technological aspects of information-and-psychological opposition (V.O. Fomin, G.G. Pocheptsov, M.O. Popov, S.P. Rastorguev, T. Ron); definition of the theoretical and methodological problems of essence and content of information-and-psychological influence and operations (V.G. Krisko, G.V. Grachov, I.K. Melnik, O.A. Mateyuk, A.I. Chernyak); lightening of the problems of development of information-and-psychological opposition in historical aspect (I.S. Rusnak, V.M. Telelim, V.B. Tolubko, A.O. Ros); generalization of the theory and practice of information-and-psychological operations at modern local wars and military conflicts (S.D. Kuznetsov, M.M. Prisyazhnyuk, M. Dzyuba, O. Matsagor). But today we does not have any system, scientifically grounded researches of the special features of the information-and-psychological influence on the servicemen during executing special SD.

Objective — to identify the special features of the information-and-psychological influence on the servicemen of Interior Forces of the Ministry of the Interior of Ukraine during holding mass events of state level as the second round of the presidential elections of 2004.

Material. Because of the specific character of the SD that the interior forces execute there is a great possibility of using different types, methods and forms of information-and-psychology influence on the servicemen of the interior forces by the persons inclined to disturb law. Information-and-psychology influence on interior forces during executing SD in general is first of all the influence that has a target to change ideological and psychological structures of their consciousness and subconsciousness, transformation of their emotional states and stimulation of certain types of behavior.

The information-and-psychological influence marks at concrete spheres of psychic of individual serviceman and groups of servicemen and public consciousness in general. These spheres are: needs and motivation sphere (knowledge, believes, value orientations, aspirations and desires); intellectual and cognitive sphere (attention, feelings, perceptions, imagination, memory, thinking); emotional and volitional sphere (emotions, feelings, moods, volitional processes); communicative and behavior sphere (character and way of communication, of interaction, interpersonal perception).

Information-and-psychological influence on the servicemen of Interior Forces also has certain particularities and regularity of functioning:

- if the influence touches needs and motivation sphere, it will affect first of all tendency and force of stimulus (aspirations and desires) of a personality.

- if the influence touches emotional sphere of a serviceman mentality, it affects his internal feelings and interpersonal relations;
- influence on these two spheres allows to influence volitional activity of a serviceman and so to control his behavior;
- influence on the communicative and behavior sphere (interrelations and communication) allows to create social-psychological comfort or discomfort, to force a person to collaborate or to conflict with surrounding;
- influence on cognitive sphere of a serviceman can change to the needed side his notions, character of information perception, and as a result his "image" of the world.

Today we can see the newest forms, methods and technologies of information-and-psychological influence on individual, group and mass consciousness. The main forms and technologies to influence the consciousness, mentality and behavior of a person are: mass media, special means of informational and propagandistic orientation, global computer networks, means of creating a virtual reality, myths, legends and rumors. That is way the finding of the special features of such influence and its consequences id rather timely and actual.

To realize the goal we elaborated a questionnaire which was composed of 31 questions. This questionnaire helped to find out the special features of information-and-psychological influence on the servicemen of interior forces during executing SD. 120 servicemen took part in this research. They were 39 officers and 81 students of the Academy of Interior Forces of the Ministry of the Interior of Ukraine who executed the special duties during the presidential elections in Ukraine in 2004.

The information-and psychological influence provoked by troublemakers, local citizens and mass media is on of the main factors that can prevent from executing SD. The results of such influence are represented in the table 1.

Table 1

Comparison of the perceiving of information-and-psychological influence on officers and military students (%)

feeling of information-and-psychological influence	officers	students	φ	p
Presence of influence	73,00*	31,00*	4,44	0,01
Absence of influence	27,00*	69,00*	4,45	0,01

Designations: divergences are reliable * $p \leq 0,01$.

As we can see from the cited data, the distribution of the officers and military students according to their perceiving of the influence of the local population and troublemakers is opposite: the majority of officers (73%) felt such influence and the majority of students (69%) did not perceive it. The difference between officers data and students data got the level of statistical significance ($p \leq 0.01$). This difference can be conditioned by several moments: officers were more experienced in the questions of influence realization that is why they not only waited for such influence but perceived it, distinguished its specific forms. But this waiting could result in appearing an illusion of influence, feeling it where it was not. Rare perceiving of such influence among the students happened due to the primitive defense mechanisms of the consciousness — exclusion, and also due to insufficient information level about forms, types, methods and ways of information-and-psychological influence realization.

Let us analyze what types of information-and-psychological influence marked out students and officers. Officers marked out such main types, forms and ways of influence as mess media (radio stations, newspapers, leaflets, agitation, music, color gamma (orange color) during meetings and in the streets, rumors, a lot of information of orange orientation, organization of chanting, prayers reading, putting children forward during demonstration, persuasion of the population by the civil right activists, conversations about Motherland etc.).

The military students paid their attention to the following types, forms and ways of influence as agitations concerning the improving of life and work level, accordance of different benefits, appeals to change sides, nonstop agitation from the crowd to stop executing SD, appeals to go away, banners and cries that they would "fight their own parents", provocations and offers of food and money if they stop executing SD, drunk demonstrators, special songs, loud music, speeches of famous politicians and musicians, speeches of militia officers and ex-officers etc.

As we can see, the officers and students mark out similar types, forms and ways of information-and-psychological influence, but there are some differences in perceiving the same influence and that the organizers of disturbances developed special strategies to influence the officers and military students. Both officers and students marked loud music, orange symbolic, offers of money, food, things. They knew well about possibilities of using of sound and color for suggestion, impact to mental state and for using victim and material needs for manipulating.

Among the officers the propaganda manifestations come to "persuasion of citizens" and "prayers reading". The latter type was allocated with certain singularity and unexpectedness. It indicates that the officers specially leveled authorities by lowering them to the level of "ordinary citizens". The officers had already defined their priorities and roles: they knew that the only possible role they could have during executing service task of public order protection was the role of officer of interior forces, that is why it was the treason of their colleagues — the representatives and chiefs of local departments of internal affaires — that was the most painful to accept. And this identification to their role helped them to overcome the shortcomings of the psychological traits as anxiety, poor will etc.

The officers also divided the information that was used for influence according to its force. They put to a separate group the affective information — "images", another group included "the civil right activists" who manipulated using the officers knowledge of human rights as if the gave grounded information. There was one more group that included the information that was directed to overcome the "we-they" confrontation for formation of the position of joining with the aim of manipulating (conversations about the Motherland, the country destiny etc.).

The military students differentiated speeches by the subjects: famous politicians, musicians, ex-officers and militia servicemen. That means that the students had larger referent group than officers. Having poor experience in executing SD of that kind they listened to the opinion of their authorities more often but this experience did not allow them to be critical enough when choosing the authorities. More over, the identification of the students with the roles of children and civil rights defenders made them especially sensible to the expressions like "fight of their own parents" and word for word "actions of law and order organs that are directed against the future of Ukrainian state and sovereignty".

The research showed that the officers paid more attention to actions and not to words: they saw clear organization of the actions of chiefs of mass disturbances like organization of chanting, using of additional ways of connection (radio), threat demonstration by demolishing the fence, putting children forward, prayers reading. The latter two moments were directed to touch father feelings and consciousness of the officers. More over officers marked out the actions that did not have direct influence on them but could disorganize the military students — mothers calls and attempts to give socks to students. They marked such behaviors patterns that needed their counteraction: their experience suggested them the necessity of elaborating a plan of this influence neutralization — finding out and isolating of organizers, breaking connections between the organizers and executors (radio), organization of counteractions to the actions directed to undermine the moral-psychological state, decreasing of the psychological safety level of the most sensible part of personnel — students. We should also note that the concentration on the executing of SD was treated by certain officers as counteraction to the influence.

Before executing SD, during the trainings the students were warned about possible information-and-psychological influence. But the students had a fear not to cope with "provocations", lose their temper, they were alert and irritated. This was seen from the using of the following words to described the influence: "provocation", "agitation", "calls", "threats" in the following expressions "provocations and offers of food and money if they refuse executing SD", "agitations concerning life and work level increasing, offer of different benefits", "calls to change sides", "permanent agitation from the side of crowd, evident threats", "appeals to go away", the phrase "I am bored with drunk persons" indicated the irritation. As we can see even the informing the students about possible information-and-psychological influence can be stressful, can provoke tension, hostility and irritation. But the protection mechanisms of the consciousness can exclude the traumatic information and as a result the students stopped realizing the fact of influence and controlling it. This makes actual the special and psychological training of the officers, psychologists who could explain tasks and describe situation to the personnel in accurate way no to frighten poor experienced students.

During the president elections in 2004 the influence of mass media was widely used. This informational source was treated as more authoritative than a person. But mass media is directed to a wide range of people and the information spread by media was less oriented to such groups as personnel of interior forces. In table 2 we can see the way that students and officers realized the influence of mass media.

Table 2

Comparison of the frequency of the realizing of the mass media information-and-psychological influence at officers and military students (in%)

Influence realizing	officers	students	φ	p
Felt the influence	59,0*	18,0*	4,49	0,01
Did not feel the influence	41,0*	82,0*	4,49	0,01

Designations: divergences are reliable * $p \leq 0.01$.

As we can see from these data only 59% of the officers and 18% of the students realized the influence of mass media. The divergence between these two groups is reliable ($p \leq 0.01$). 41% of the officers and 82% of the students did not feel the influence. As we can see the students did not realize the mass media influence more often ($p \leq 0.01$). The results of officers and students are interesting: in the case of influence from the citizens the majority of officers showed the sensibility to such influence, in the case of mass media influence almost half of the officers did not felt the influence. It could be connected with specific vision of the situation by the officers of civil order protection. As we wrote above, the officers noticed concrete actions, subjects, circumstances etc and then elaborated mental program of counteraction to the influence. Mass media was rather abstract to officers and they could not define the ways to counteract it. They felt the impossibility to control this informational source that is why the protection mechanism of excluding was activated in a part of officers. These officers had to think about controlling their own perception of the information and not the informational source.

Let us analyze where the officers saw the influence of mass media. They were: news with incorrect, turned around information, disinformation, lie, information of orange orientation, leaflets, mobile screens, unreal promises, threats on the side of mass media, general noise and loud sounds, screens near the President Administration and at the square; famous people and politicians speeches etc.

As we can see this list is rather small comparing with list of influence of citizens troublemakers. We can mark two content moments. First is a tendency to materialize mass media in order to make it an object to counteraction. To do this the officers marked out the information mediums — leaflets, mobile and fixed screens. Second moment is paying attention to the way of turning around the information as possible way to compromise it. But officers marked out only several ways to do it — turning around, unreal promises, evident threats, authorities declarations and they paid attention to enforcement of this influence with general ways of suggestions, control decreasing — using of colors and loud sounds.

Authority and abstractness of mass media led to the loss of the influence perceiving by the students: even those students who felt the influence could not realize the concrete manifestations of it. The absence of this realization led to formation of a specific protection mechanism: they

simply put over the negative emotionally impressive but generalized labels to doubtful information — untrue, unreliable information, evident disinformation, lie. This negative reaction sometimes spread to all mass media or to all TV channels. The students named only two ways of turning around the information, the ways that helped them to recognize lie — they were event importance exaggeration and contradiction. We give the examples of the influence that the students noted: untrue information, doubtful, contradictory information from the TV news; exaggeration of the importance of the event that happened; evident disinformation, including disinformation of the citizens; news at 5 channel; untrue results of the 2 round of the elections; untrue information at mass media, irritation because of permanent lie of mass media.

Surely this generalized emotional attitude to the information spread by mass media did not differ a lot from the exclusion of the mass media information-and-psychological influence from the consciousness. Having so poor knowledge of the ways of informational manipulation, the students were almost defenseless before the mass media influence. The fear that any information of the mass media could be untrue, the impossibility to orient themselves in it disorganized the students. In addition, emotionally negative attitude to the information that was marked as untrue did not give the possibility to the students to analyze its content, and to make the right conclusions, to use it in their interests in future.

The research of the information-and-psychological influence on the servicemen of Interior Forces of the Ministry of the Interior of Ukraine during executing SD at the presidential elections in 2004 allowed us to mark out the following special features:

1. The officers of the interior forces were rather prepared to the executing of SD in the conditions of the information-and-psychological influence from the public order troublemakers: they accurately analyzed the situation, leveled different political and civil authorities that did not have direct relation to their SD, they perceived the information in terms of organization of an effective counteraction. But, perhaps, they were not trained enough for psychological and pedagogical work with personnel.

2. The military students had more difficulties during the executing SD of state level in conditions of information-and-psychological influence. They sometimes mixed up with their own actions in referent groups, with their roles. Sometimes they almost forgot that their unique important role during the executing SD was the role of military servicemen of the interior forces as guarantors of internal safety of the state. Perceiving the information-and-psychological influence was stressful for students, they were rather strained, were afraid not to cope with the tasks they had, the majority of the students excluded the fact of influence and that made them even more susceptible; by excluding the influence they stopped controlling it.

3. Officers and especially students were not well prepared to counteract mass media information-and-psychological influence. Officers realized mass media influence worse than the influence exerted by separate citizens. We can underline two important moments here — the first one is a tendency to materialize mass media in order to make it an object to counteraction. The second moment is paying attention to the way of turning around the information as possible way to compromise it. Officers marked out only several ways to influence — turning around, unreal promises, evident threats, authorities declarations and they paid attention to enforcement of this influence with general ways of suggestions, control decreasing — using of colors and loud sounds. Not having enough knowledge of the ways of information manipulation and being under mass media authority, the students found themselves almost defenseless before the mass media information-and-psychological influence.

4. We think that a development of scientifically based system of measures to counteract the information-and-psychological influence to personnel is necessary for effective executing of service tasks of public order protection and for protection of the personnel from decreasing of moral-psychological state and psychological safety not only personnel of interior forces but all forces of public order protection.

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The study of the value related to health in university students

Исследование ценностного отношения к здоровью у студентов ВУЗов

Не смотря на усилия государственных структур направленных на сохранение здоровья, уровень здоровья населения в России продолжает падать. Не помогает ни строительство новых спортивных залов и площадок, не постоянно возрастающий объем информации о том, как сохранить здоровье: на радио и телевидение, в газетах и журналах, в книгах (которых выпускается в большом количестве) по здоровьесберегающим технологиям.

Сохранение здоровья актуально в студенческом возрасте, так как здоровье студентов определяется особенностями этого периода в их жизни. Студенческая среда относится к ситуациям повышенных требований, психических нагрузок и перегрузок. Именно в этот период формируется будущий профессионал, состояние психического здоровья которого непосредственно влияет на успешность деятельности и стиль жизни в целом и таким образом приобретает высоко общественное значение.

Современный темп и уровень экономических и психологических нагрузок значительно превышает адаптационные возможности основной массы студентов, что находит свое естественное отражение в ухудшении состояния их здоровья и негативно отражается на эффективности процесса обучения в вузе и приобретении профессиональных навыков.

На основании изучения специальной литературы по изучаемым проблемам, была выдвинута гипотеза, что студенты уверены в неисчерпаемости собственных физических и психических ресурсов, в то же время, зная о ценности здоровья в студенческий период, не осознают необходимость обеспечивать мотивацию здорового поведения.

Для сохранения и укрепления здоровья необходимо изменить отношение человека к своему здоровью — оно должно стать ценным. В процессе теоретического анализа, проведенного нами, ценностное отношение к здоровью было описано с позиции трех компонентов — эмоционального, когнитивного и мотивационно-поведенческого.

Эти компоненты наиболее полно отражают ценностное отношение к своему здоровью: когнитивный компонент характеризует знание о своем здоровье, понимание роли здоровья в жизнедеятельности, знания основных факторов, оказывающих как негативное (повреждающее), так и позитивное (укрепляющее) влияние на здоровье субъекта; эмоциональный компонент — отражает переживания и чувства человека, связанные с состоянием его здоровья, а также особенности эмоционального состояния, обусловленные ухудшением физического или психического самочувствия; мотивационно-поведенческий компонент определяет место здоровья в индивидуальной

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