

## ПЛЕНАРНЕ ЗАСІДАННЯ

*Grybko O. V.*  
*Kharkiv, Ukraine*

National Technical University  
“Kharkiv Polytechnic Institute”

### COLLECTIVE UNCONSCIOUS IN SOCIAL LIFE

Social consciousness includes various levels of political reality comprehension, from a deep understanding of the current events' essence to a complete lack of interest in politics and “rejection” of information about it. Individuals with two polar types of political consciousness, which make up a clear minority of citizens in any society, are, on the one hand, professionals - politicians and analysts, on the other - the poorly educated lumpenized part of the population.

The average level of political consciousness development prevails, which is characterized by an interest in the eventful, scandalous side of political life, an uncritical perception of rumors, a superficial awareness of political phenomena without a desire to analyze the information received and personal participation in politics.

The search for ways to influence mass political culture, which is a combination of apathy and conformism, involved strong emotions of anger, disappointment, resentment against public authorities, presupposes the use of political and psychological methods. In particular, it is necessary to turn to psychoanalysts theories, where it can be found the answers on many questions of social development under the lens of human soul. It is possible to promote a reorientation of the mass consciousness towards the values of active democracy and participation only by understanding the psychological reasons for indifference to politics, apathy and destructiveness of the “man on the street”.

The strength and nature of political feelings that gripped the Ukrainian citizens during the revolutions of 1991, 2004/5 and 2014 can be explained using the theory of Carl Jung. In his opinion, human behavior is based on unconscious reactions to the environment - the universal laws of mental life. He put forward the idea of the existence of archetypes - universal prototypes in behavior and thinking, which are a system of attitudes and reactions that determine a person's life imperceptibly for himself. Both conscious and unconscious processes take place in the human psyche, between which there is constant contact. But when the consciousness of a modern person is overloaded with contradictory and often negative information, its rejection can occur and the pressure of archetypal images increases, archetypes break through into consciousness and people are

overwhelmed by unconscious reactions to disappointing reality [2].

According to of C. Jung's theory, human behavior in all life spheres is based on unconscious reactions to the environment, which he considered to be universal laws of mental life. From his point of view, logical thinking, which ensures adaptation to reality, tires a person, requiring the effort of will-power and the exertion of mental abilities. Consequently, for an ordinary citizen, it is sometimes an excessive burden on the psyche, complicating an already difficult life. Therefore, many people prefer not to include this type of thinking and go "with the flow" of life, not taking the trouble to analyze the situation. Such people are guided by a type of mental activity called by K. Jung "undirected thinking", which is a stream of images and unconscious reactions, and not concepts and judgments. This is figurative, mythological thinking, contributing to adaptation to the inner world (while logical thinking adapts to the outer world) [3].

Fromm E. considered this type of thinking as subconscious, which he defined as "...what happens in the brain in a state when all our connections with the outside world are disconnected and we are turned not to action, but to the perception of ourselves...in addition, outside the work of the mind that determines our actions..."[1].

The state, more than other political subjects, have become an object of mythologization and a subject for political confrontation in society. Traits of either absolute evil (in the anarchist tradition) or absolute good (in the etatist tradition) were attributed to him.

The first tendency manifestation is the permanent struggle against bureaucracy, corruption in the public authorities, officials' privileges, as well as the apolitical and absenteeism of society significant part. This tradition is characterized by the idea of the state as a hostile force, oppressing the people, constantly abusing its power to the detriment of its interests.

It turns out to be a vicious circle: the fact that the authorities are very far from the people and are mainly busy with solving their own problems arouses anger and distrust on the part of the masses, their desire to distance themselves from politics as a "dirty business". And since any official in the mass consciousness a priori appears as a bribe-taker and a bureaucrat, people who are public servants behave exactly as society expects of them, using power for selfish purposes.

Yet life in the depths of the collective unconscious cannot last forever. From the wreckage of collapsed doctrines, the Ukrainian society of the 21st century has already begun to synthesize new goals and ideals, trying to optimally combine the idea of the national revival of Ukraine, the spirit of being united, values of economic, political, spiritual freedom and the principles of democracy. As social upheavals calm down, archetypal images in the mass consciousness should give way to the ideas of humanism and social partnership.

### References:

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*Ponomarenko P., Romanovskiy O. G.  
Kharkiv, Ukraine*

National Technical University  
“Kharkiv Polytechnic Institute”

### **THE FUTURE OFFICER PERSONAL QUALITIES IN THE MANAGERIAL COMPETENCE STRUCTURE**

Modern socio-political conditions, the military conflict in the eastern part of Ukraine, the defense reform in the Armed Forces of Ukraine are the factors that determine the need for the quality formation of the future officers' managerial competence. The effectiveness of the unit in both regular and extreme conditions depends on managerial decisions, professional knowledge and skills, the authority and personal qualities of an officer. A graduate of a higher military educational institution must have a high level of the managerial competence to act effectively in rapidly changing conditions, quickly navigate the challenges that arise, predict the situation, make extraordinary decisions, be responsible for the subordinate staff.

An important component of the managerial competence structure of a future officer is personal qualities. As noted by Oleg Kokun, “military activity is characterized by personal responsibility of each individual for the performance of their functional duties, a high degree of intellectualization, increasing the role of the mental work, high requirements for personal and psychological characteristics of military servicemen, especially officers” [1, p. 170].

The survey was conducted in order to study the cadet's assessment of personal qualities which are necessary for the competent management of an officer. First-year cadets of the Military institute of armored forces of National