

DOI: 10.31548/hspedagog2021.03.049

**COMMUNICATIVE ATTITUDES AS A FACTOR OF SUBJECTIVE
WELL-BEING OF THE INDIVIDUAL**

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Abstract. *The article is devoted to the analysis of the influence of communicative attitudes on the subjective well-being of the individual. As a result of the theoretical analysis, it is revealed that communicative attitudes are a kind of social, they are manifested in the process of communicative interaction when determining the subject-thematic interests of the partner, the attitude to the form of communication, the inclusion of partners in the system of communicative interaction. They manifest themselves in the attitude of the subject of communication to himself, to other participants in communication, to the communication process itself. Negative communication attitudes have an adverse effect on the process of interaction between people, the suppression of negative attitudes is difficult to mask, which leads to the appearance of problems in interpersonal relationships. Communicative attitudes affect the formation of subjective well-being of the individual. Negative communication experience determines the appearance of difficulties in the emotional, cognitive, and behavioral spheres of the individual, which negatively affect various levels of subjective well-being of a person.*

Keywords: *social attitudes, communication attitudes, positive communication attitudes, negative communication attitudes, subjective well-being.*

Introduction. The life of a modern person is marked by numerous crises: overpopulation, global warming, aggravation of social and economic contradictions, the covid-19 pandemic. That is why one of the most urgent problems of humanity is the level of its mental health. According to the WHO, mental health is not just the absence of mental illness. This is a state of well-being of a person, in which he can realize his own potential, cope with life's stresses, work productively and fruitfully, and contribute to the life of his community [4]. Well-being determines the level of social adaptability of an individual, his ability to analyze and overcome a situation of uncertainty. It is, to a certain extent, a subjective assessment of a person's own life, carried out on the basis of unconscious and conscious attitudes. That is why the study of the influence of communicative attitudes on a person's experience of his subjective well-being is of particular importance.

Analysis of recent researches and publications. Communicative attitudes of the individual have become

the subject of scientific research by both domestic and foreign scientists. Thus, in the Western scientific paradigm, this concept is explained in the research of W. Thomas, F. Zanetsky, R. Woodworths, L. Lange, G. Muller, T. Schumann, G. Kelly, N. Miller, M. Sheriff, T. Shibutani. In Russian science, this concept was studied by G. Andreeva, O. Bodalev, L. Vygotsky, Sh. Nadirashvili, V. Boyko, S. Fedotov, N. Belska. These scientists justified the essence of the concepts of «social attitude», «communicative attitude», found out its daily characteristics, significance in the system of social interaction and communication. However, further research requires the problem of interdependence of the communicative attitude and subjective well-being of a person.

Purpose. The purpose of the article: to analyze the influence of a person's communicative attitudes on their subjective well-being.

Methods. To write the article, the following methods were used: theoretical – analysis, comparison, synthesis,

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Purpose. The purpose of the article: to analyze the influence of a person's communicative attitudes on their subjective well-being.

Methods. To write the article, the following methods were used: theoretical – analysis, comparison, synthesis,

generalization of the material; empirical – the method of diagnostics of V. Boyko's communicative attitude, the scale of subjective well-being G. Perrudet-Badoux, adapted by M. Sokolova; methods of statistical analysis.

Results. For the first time, the concept of «social attitude» was introduced into scientific use by W. Thomas, F. Zanetsky as a certain mental state of an individual's experience of the value, meaning, and content of a social object [1]. Most modern scientists agree that a social attitude is a state of psychological readiness of a subject to respond to situations of social interaction or reaction to a partner of this interaction. This concept is a systemic formation that covers the life intentions of the individual, determines the activity of a person. The social attitude determines the subject's tendency to a certain perception of events, it determines the purposefulness and stability of activity, and it is the basis for selective human activity.

Scientists' views on the nature of this mental phenomenon differ: for example, the well-known researcher D. Uznadze interprets it as an unconscious state that precedes activity, defines it [7]. Sh. Nadirashvili defends the idea that the installation is conscious states, P. Shikhirev defends the concept that the level of awareness of the attitude is determined by the conditions, the situation of interaction – in some cases it is conscious, in others it is not.

A type of social attitude is communicative. The «Big psychological dictionary» contains the following definition: this is a kind of program of individual behavior in the process of communication. The level of attitude can be predicted in the process of identifying: subject-thematic interests of the partner, emotional and evaluative attitudes to various events, attitudes to the form of communication, and the involvement of partners in the system of communicative interaction. This is determined in the course of studying the frequency of communicative contacts, the type of

temperament of the partner, his subject-practical preferences and emotional assessments of forms of communication.

A. Mudrik identifies several types of communication attitudes: attitude yourself up as a participant in the communication process; on the attitude to others as participants in communication; on the communication process [5].

In addition, significant parts of psychologists classify communication attitudes into positive and negative. A positive communicative attitude is such a holistic dynamic state of the subject, characterized by a positive attitude towards oneself as a participant in communication, readiness for effective communication with a partner, manifestation of constructive activity towards him, attitude to the process of communicative interaction itself as a value. According to V. Boyko, the communicative attitude acts as a carrier of mental energy and saves our mental and physical resources. Communication attitudes have a powerful informational and energy charge. The scientist believes that the energy of a negative communicative attitude cannot be hidden from the sensory systems of a partner in communication. Problems appear even when a person tries to carefully hide the negative state from the social environment. Suppressing their negative feelings, forcing themselves to restrain themselves, a person experiences constant tension, and sooner or later this will cause stress or a nervous breakdown. It is possible that the discharge occurs from time to time outside of work – in the family, communicating with friends, public places.

A. Voronina defends the idea that social attitudes affect the process of forming the mental well-being of the subject of activity. R. Shamionov also proves a very similar concept in meaning, insisting that the problem of subjective well-being should be interpreted from at least two positions: «from the individual» – the problem of self-awareness, reflexive self; «to the individual» – external content

in relation to the individual, which is a condition for subjective well-being and a determinant of its variability.

Considering self-consciousness as a special mental process, E. Sokolova explains its structure as an attitude formation, consisting of cognitive, affective and behavioral components [6]. In the research of I. Kon, proved the advantage of the methodological approach to the consideration of self-consciousness as an attitude formation [6].

How is the concept of «subjective well-being» considered in modern science? L. Kulikov justifies the following definition: a generalized and relatively stable experience that has a special significance for the individual. It is to a greater extent that it determines the characteristics of the dominant mental state, which contributes to the consistency of the course of mental processes, successful behavior, maintaining mental and physical health, or, conversely, causes its deterioration [6].

The structure of psychological well-being is presented in the unity of the following components:

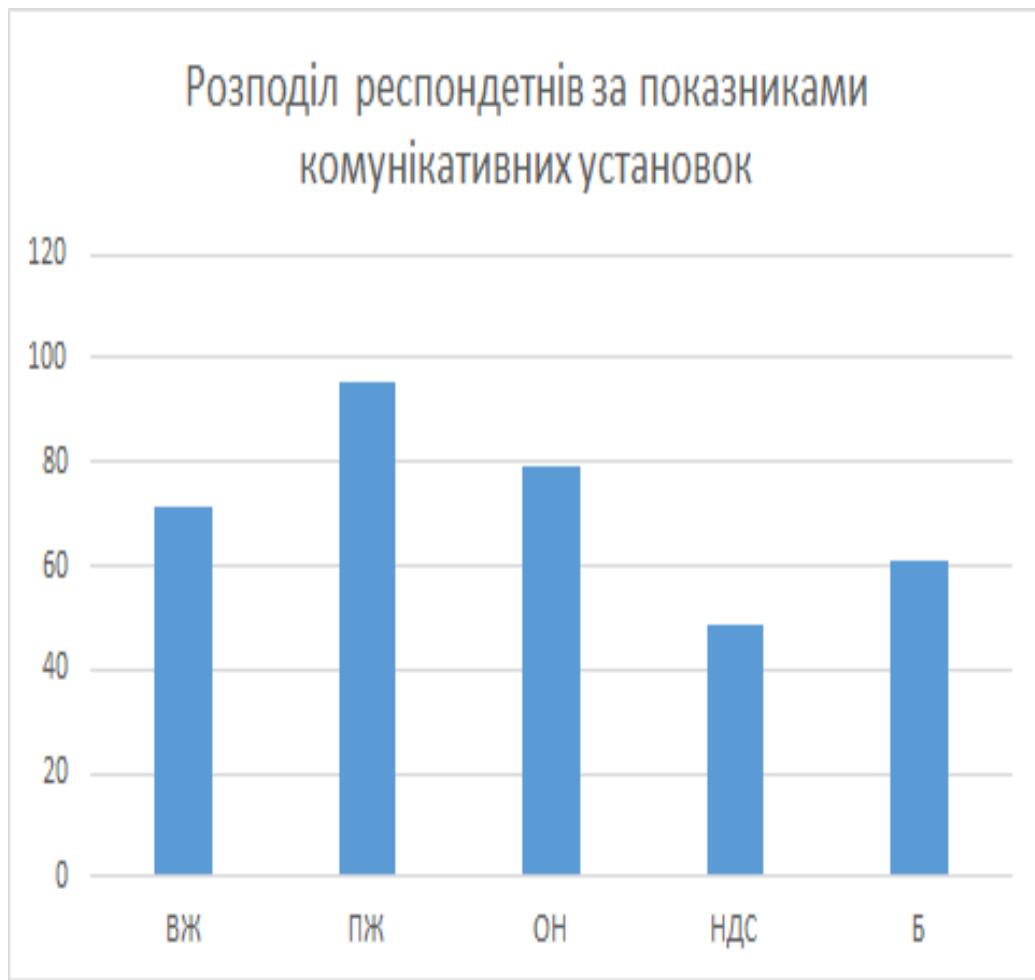
- social well-being – a person's satisfaction with their own social status, interpersonal relationships;
- spiritual well-being—a sense of belonging to the spiritual culture of society, awareness of the possibility to join the riches of spiritual culture; the ability to accept certain higher spiritual values and freely adhere to them, to experience spiritual unity with a particular person, a certain community of people or all of humanity in general (this element is closely related to the progress of a person in understanding the essence and purpose of himself, a fairly complete understanding of the meaning of life);

The results of the study are presented in the form of diaries:

- vital well-being – good physical well-being, physical comfort, sense of health, satisfactory physical tone;
- psychological well-being – coordination of mental processes and functions, a sense of integrity, inner balance.

Subjective well-being contributes to the process of interaction of a person with the social environment, provides him with the opportunity for easy integration into a social group, provides the ability for constructive and effective communication, creates the basis for meeting a wide range of individual needs, realizing his potential.

In order to identify the influence of communication attitudes on the subjective well-being of the individual, we conducted a previous study. The sample consisted of 100 students from different faculties of the National University of Life and Environmental Sciences of Ukraine. The study of communicative attitudes was carried out according to the methodology of V. Boyko, which made it possible to identify the communicative properties of the individual, first of all those types of communicative attitudes that are negative, they include: veiled cruelty in relation to people (VC), hidden cruelty in relation to people: the person openly expresses negative assessments and opinions about the environment (HC), justified negativism: a person makes objective negative conclusions about certain types of people and individual manifestations of interaction (JN), grumbling – unreasoned generalization of negative factors in the process of interaction with specific partners or during observation of the environment. social reality (G), negative communication experience (NCE).



Pic. 1 Results of the study according to the method of V. Boyko (percentage distribution)

VC – outright cruelty, HC – hidden cruelty, JN – justified negativism, NCE – negative communication experience, G – grumbling.

The study of subjective well-being was carried out on the «scale of subjective well-being» (adaptation by

M. Sokolova). The results obtained are presented in the form of a table 1.

Table 1

Indicators of subjective well-being of respondents

Indicator	Average value (stan)	Number of respondents N
Complete emotional well-being	1	3
Subjective well-being	2,3	19
Moderate subjective well-being	6,7	61
Emotional discomfort	8,4	13
Subjective disadvantage	10	5

Analysis of the obtained data made it possible to state that most of the respondents (61) are characterized by a low display of the studied quality of 6.7 stan. They are characterized by moderate subjective well-being, the absence of serious problems, but it is impossible to confirm the presence of complete emotional comfort.

The carried out correlation analysis of indicators of subjective well being gave grounds for conclusions about the presence of connections:

1. A high level of subjective distress is accompanied by a negative communicative experience ($r = 0.59$ at $p < 0.001$), outright cruelty ($r = 0.46$ at $p <$

0.001), hidden cruelty ($r = 0.51$ at $p < 0.001$).

2. A high level of subjective well-being (complete emotional well-being) had a negative correlation with negative communication experiences, hidden cruelty.

Analysis of the results of the research allows us to **conclude**: negative communication attitudes cause the formation of a high level of subjective disadvantage, positive communication attitudes contribute to the formation of subjective well-being, favorably affect the overall mental health of the individual.

Discussion. Prospects for further research: implementation of the study of the influence of communicative attitudes on subjective well-being on a wide sample, identification of individual

psychological characteristics of the individual that affect the formation of communicative attitudes of the individual.

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КОМУНІКАТИВНІ УСТАНОВКИ ЯК ФАКТОР СУБ'ЄКТИВНОГО БЛАГОПОЧУТТЯ ОСОБИ

Омельченко Л. М.

Анотація. Стаття присвячена аналізу впливу комунікативних установок на суб'єктивне благополуччя особистості. У результаті здійсненого теоретичного аналізу та емпіричного дослідження виявлено, що комунікативні установки є різновидом соціальних, вони виявляються у процесі комунікативної взаємодії при визначенні предметно-тематичних інтересів партнера, ставлення до форми спілкування, включеності суб'єктів в систему комунікативної взаємодії. Вони проявляються у ставленні суб'єкта комунікації до самого себе, до інших учасників спілкування, власне до самого процесу спілкування. Негативні комунікативні установки мають несприятливий вплив на процес взаємодії людей, пригнічення

негативних установок складно маскується, що зумовлює появу проблем у міжособистісних стосунках. Комунікативні установки позначаються на формуванні суб'єктивного благополуччя особистості. Негативний комунікативний досвід, відверта та прихована ворожість визначають появу труднощів в емоційній, когнітивній, поведінковій сферах особистості, що негативно позначається на різних рівнях суб'єктивного благополуччя людини.

Ключові слова: соціальні установки, комунікативні установки, позитивні комунікативні установки, негативні комунікативні установки, суб'єктивне благополуччя.