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Mikhailova A.G.

**SOCIAL REPRESENTATION
OF ACMEOLOGY AND PROFESSIONAL BECOMING**

Sevastopol State University, Sevastopol, Russia

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In the process of globalization of higher education system the necessary requirement of professional mobility of student is knowledge of “acme-development”. Due to it the future specialists have the opportunity to develop personality skills and professional creative abilities that decides one of aims of education that is an education of harmonically developed personality. That’s why it is necessary to use such learning techniques that would help students to develop not only the knowledge but also student’s professional creative skills. In our opinion, students’ social representation of acmeology and professional becoming is the best choice, because students have the possibility to master both academic material and develop interpersonal skills. “Acmeology of education investigates the conditions of achievement of high quality of the educational systems, development of subjects of educational process and is oriented on psychology of development of personality in educational and professional activity” [1, p. 96].

The term “*Social Representations*” was keyed by Serge Moscovici who attempted to understand how the sciences and scientific knowledge become public knowledge through social representation circulated through a social mass. Through a “social representation” (that is, the manner in which a thought or body of knowledge is represented and diffused across a social body or ‘society’) scientific or other matter would become “common sense”[2].

Our report focuses on the structure of social representation. Social representation studies not only Moscovici but also Durkheim, George Mead and Herbert Blummer, Heider, Piaget. The representation of Moscovici is a process in which the individuals play an active and creative role of sense. The representation constitutes a connective weave between behaviors and cognition, between subject and object.

The representations are social because they are inseparable of the groups and the objects of reference. There a tendency exists to consider that the social representations are reflected interior of something outer, the superficial layer of something deeper and permanent. That's why students must understand that the sense of "acmeology" and "professional becoming" is a constituent factor of the social reality; it's a constituent factor of an activity and professional training. The representation of acmeology and professional becoming can include the main acmeological mechanisms of acme achievements in the professional activities such as self-control, self-education, self-fulfillment and self-development.

The concept of social representation of acmeology and professional becoming designates a form of specific knowledge, the knowledge of common sense, which contents indicate the operation of generative and functional processes socially characterized. The social representations constitute oriented modalities of practical thought towards the communication, the understanding and the dominion of the social, material and ideal surroundings[2] and the representation of acmeology and professional becoming makes possible that the new thing is not so strange and allow that the individual develops better in society.

In conclusion, we would like to say that social representation realization of acmeology will provide a strengthening of professional motivation of future engineers, a stimulation of their creative potential, a revelation and a fruitful use of personality resources for the achievement of success with professional activity by means of forming of acmeological orientation of personality. Social representation of acmeology gives an opportunity to comprehend understanding of essence of professional mobility that is unreserved narrow specialization, and allows engineer to

be oriented in the wide circle of questions, provides social and professional mobility of personality, the requirement in active self-development, productive realization of creative potential in professional activity and achievement.

References:

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2.

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