

### Emotional attitude of specialist to the professional career



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#### Abstract

The article presents the results of the research of emotional attitude of future professionals toward a career. Emotional attitude is a factor of regulation of professional work of the specialist and determines his effectiveness.

**Key words:** PROFESSIONAL CAREER, EMOTIONAL ATTITUDE, CAREER EXPECTATIONS, PROFESSIONAL REGULATION.

**Problem statement.** Realization of yourself as the subject of professional activity, realization of requirements, specified by profession and society, understanding that you satisfy these requirements – is the first stage on the way of professional establishment. In solution of the question of specialist professional regulation, it makes sense to point such important aspect as realization of attitude to professional career, to your own professional development.

Attitude to professional career is determined by a lot of factors, among socioeconomic ones is occupational prestige. Covering a problem of occupational prestige and attractiveness, our scientists understand that “under occupational attractiveness one means work evaluation, its content, and under prestige – evaluation of social attitude of the professional; estimation of occupational prestige is determined by socially approved values, and estimation of attractiveness – by people’s needs and interests” [1, p.495].

Prestige and attractiveness evaluation, as a rule, is subjective, but it is directly connected with objective material conditions and features the

reflection of reality in human’s mind. Prestige criterions are labor characteristics, degree of its complexity, degree of creative pithiness; socioeconomic status of professional, which is expressed through the degree of material and moral compensation for labor, per totality of conditions, which are set by labor for creative development of worker, acts as indirect measure of prestige [2]. In evaluation of attractiveness and prestige of profession, occupational skill structure of population employment in the region, structure of vacant positions, development level in the economy of certain branch are considered. The main factors, on which prestige and attractiveness of field experience for specialist and choice of working place depends, are: salary level; career prospects; possibility of professional development; social conditions of an enterprise.

Personal meaning of profession and professional career are one of the main psychological factors, affecting the level of professional control of specialist [8]. While investigating determinants of effectiveness of person’s working career, A.K. Markova marks that a person riches the highest effectiveness when

profession takes the meaning. The meaning is determined by personal meaning of profession for a person, passionate personal-indirect attitude to the labor. For obtaining success in professional activity person should see all new meanings of profession [4].

In accordance with V.N. Myasishchev opinion, the highest level of person's development and his relation system are determined by the level of conscious attitude to the environment and self-consciousness as conscious person's attitude to his own [5]. Peculiar mechanism of realization is intellectualization of emotions. Intellectualization of emotions – is the mechanism by the action of which, there happens the change of relations, expressed in emotional reactions, on more realized intellectual relations, which do not lose emotional intensity [3, p. 333].

O.Sh. Tkhostov and I.G. Kolimba, while researching of arbitrariness in indirect control of emotions, consider that emotion realization happens in the process of its determination, in particular, defining role here plays the language as sign system. Emotions themselves in the role of signs carry signaling information in relation of objectives and phenomena to the human needs. Being a sign, consisting of affective feeling and the subject of this feeling, emotion contains information about that fact that certain object has definite meaning for subject and acting as a sign, the emotion is being outlasted, i.e. response in the form of emotional attitude and caused by object properties, ascribes to this object some qualities [7].

On our opinion while formation of professional presentations of specialists, consciousness exactly must be the factor, which is able to convert them into the side of greater perspective, which appears in the revelation of constructive ability of career expectations. Herein one should consider not only his own abilities and inclinations as the subject of activity, which should be adequately evaluated, but also have detailed picture of concepts concerning specific character of object of activity – future profession.

**Statement of problem.** The aim of our article is to state research results of emotional attitude of future specialists to the professional career. In the research of emotional attitude of future specialists, graduates of different specialities (2009, 2010), I.L. Solomin's "Methodology of colour metaphors" was used. This methodology is focused on the revelation of emotional attitude of a person to the wide range of phenomena connected,

first of all, with different aspects of professional activity [6].

Analysis of researches under this methodology is based on the following principles: notions, marked by the most attractive color, are characterized by the most positive attitude to them; the most harsh colors denote the notions, which are characterized by negative attitude to them; set of notions, marked by one color, are characterized by similarity of emotional attitude to them, they are associatively combined in human's consciousness. Peculiarities of "Methodology of color metaphors" are: designation of various notions by one color is indirect factor of their subjective similarity; methodology does not bear on the standard psychological meaning of colors; methodology is not limited by revelation of person's attitude to his own, his condition and other people, but oriented on the diagnostics of wider range of attitudes, first of all, to various kinds of activity.

Methodology provides the list of notions, requiring examination and eight colored cards (M. Lyusher's standard set of colors), which are proposed to the person under test. Instruction of "Methodology of color metaphors" requires picking up the color to each notion, which, in the opinion of a person under study, will correspond him the best. After assumption to each notion of corresponding color, it is required to put in order the colors under the degree of their attractiveness, from the most attractive to the less attractive one. In the line with tasks of this research, the list from 39 notions, which are notionally grouped by categories, was formed:

Values and needs – *earnings, money; safety, stability, guarantees, confidence; communication, love, trust; freedom, acknowledgment, career, power, superiority; success, creativity, knowledge, responsibility, duty.*

Knowledge and types of activity – *labor, work, study, profession, business, education, management, science, art, sport, computer.*

People, I myself – *Me, people, family.*

Events and stages of life journey – *my past, my future, failure.*

Emotional pain – *boredom, confidence, trust, doubt.*

Notions, which were selected into the list, include the main types of person's activity in the period of emerging adulthood, values and needs, which are peculiar to solution of typical age-dependent tasks (achievement of identity and nearness, professional identity). Some notions are able to fulfill the function of living aims, the other

## Engineer pedagogics

ones fulfill the function of means or conditions for achieving the goals. Notions, as follows from their content, may be connected with each other to a greater or lesser degree and make the groups of corresponding phenomena. Such homogeneous in content group of notions should be determined by close arranged colors, which are chosen.

While results interpretation, it was considered that motivational sphere of a person seizes phenomena of needs, motives, inclinations, interests, values, mindsets, positions. It is closely connected with emotional attitude system of a person to different aspects of reality: to other people, to your own, to own activity. In the structure of relations one of the most important roles plays the attitude to own future, to your own, to various types of activity. Revelation of attitude to activity, which characterizes the presence, power and content of motives for activity and feeling content, appearing in relation to it, is of particular significance in this research.

In common attitude to professional activity is expressed through the notions: *labor, work, study, profession, career, business, responsibilities, duty*. To all the proposed by methodology notions certain color is assigned (according to the opinion of a person under test), then its place in the arranged by the degree of attractiveness color range is determined. In case when the notion is associated with colors, located in the beginning of the range (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> places), one may state positive attitude to this notions. Notions, located on the bottom places in the range

(6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup>) reveal negative attitude to them. Location of notions in the middle of the range (4<sup>th</sup>, 5<sup>th</sup>) may be interpreted as neutral attitude.

**Statement of basic material.** Notion of *professional career* is directly connected with wide range of other notions, reflecting professional activity of a person in common. In order to reveal the character of attitude of people under test to professional career, groups of notions with which the notion of professional career is correlated were investigated; this allows to investigate range of interests, values, motives and to determine the place of *professional career* among them. According to "Methodology of color metaphors" the most attractive notions, which have great value for a person and positive emotional tinge are in the beginning of the range; the bottom places are taken by outdated, unsightly, and unpleasant for testees. In such a way the most important and the less important notions, which determine corresponding emotional attitude of a person, are revealed.

Notions, located in the middle, show the degree of attractiveness in common (see table 1). Table 1 illustrates middle values of location of the notions and their standard deviations, arranged in ascending order, which reflects the degree of attractiveness of suggested notions.

Analysis of notions, which are arranged in location quotient of notions in the range of attractiveness, allows to distribute the notions under the degree of their attractiveness and corresponding emotional attitude to them: high, middle, low levels.

**Table 1** Average values and standard deviations in terms of location of notions under "Methodology of color metaphors" (n=282)

No of place	No of notion	Content of the notion	Mid. value	St. dev.
1	m39	Me	1.69	1.29
2	m37	Future	1.71	1.28
3	m1	Success	2.03	1.44
4	m32	Family	2.37	1.75
5	m9	Love	2.38	1.74
6	m22	Freedom	2.59	1.72
7	m7	Confidence	2.81	1.82
8	m6	Salary	3.00	1.92
9	m8	Communication	3.00	1.80
10	m35	Trust	3.04	1.84
11	m11	Career	3.06	1.87
12	m10	Acknowledgment	3.13	1.83
13	m21	Art	3.18	1.94

14	m29	Profession	3.27	1.99
15	m19	Creativeness	3.28	1.99
16	m12	Independence	3.30	2.06
17	m3	Money	3.34	1.84
18	m26	Business	3.34	2.11
19	m33	Sport	3.34	2.18
20	m16	Knowledge	3.45	1.99
21	m38	People	3.46	2.18
22	m13	Stability	3.48	2.05
23	m31	Education	3.51	1.98
24	m4	Safety	3.52	1.87
25	m23	Advantage	3.57	2.23
26	m27	Study	3.80	2.08
27	m5	Guarantees	3.86	1.91
28	m30	Past	3.93	2.41
29	m18	Management	3.99	2.11
30	m25	Science	4.12	2.10
31	m15	Work	4.23	2.05
32	m28	Computer	4.27	2.17
33	m14	Power	4.32	2.37
34	m17	Responsibilities	4.37	2.12
35	m20	Labor	4.44	2.35
36	m24	Duty	5.69	2.22
37	m34	Doubt	6.23	1.57
38	m36	Boredom	6.77	1.57
39	m2	Failure	6.86	1.52

The smaller middle value of notion place, the more it is attractive (located in front of the range) and vice versa. Minimal middle value – 1, maximum – 8 units.

Arrangement of data according to their range among middlegroup values of notion allows to determine the groups of notions with different levels of attractiveness. Table 2 reflects groupings of notions according to their quantitative meaning, which allows to distribute them by the degree of

attractiveness. Quantitative meaning reflects rank place of the notion, which means the degree of attractiveness of corresponding notion: in the beginning of the range there are the most attractive and at the end – the less attractive notions.

That is why common rank range of notions is possible to distribute by quantitative factor and to mark low, middle, high level of notion attractiveness.

**Table 2** Groups of notions with high, middle, low level of attractiveness according to the “Methodology of color metaphors” (n=282)

<b>Groups of notions</b>		
<b>High level of attractiveness</b>	<b>Middle level of attractiveness</b>	<b>Low level of attractiveness</b>

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Me	Profession	Guarantees
Future	Art	Past
Success	Independence	Management
Family	Money	Science
Love	Business	Work
Freedom	Sport	Computer
Confidence	Knowledge	Power
Wages	People	Responsibilities
Communication	Stability	Labor
Trust	Education	Duty
Career	Safety	Doubt
Acknowledgment	Advantage	Boredom
Art	Study	Failure

Content analysis of each group of notions helps to realize interrelations of notions inside the group, to reveal differences of each group of notions, and also to match content characteristics of groups of notions and peculiarities of attitude to them on the part of people under test.

The notions, located close to each other and that is why combined into one group of notions, have the similar degree of attractiveness, they acquire alike subjective meaning, and are determined as the ones having similar value for testee. Group of notions with high level of attractiveness contains the notions of the greatest value for testees. Attitude to your own and your future is characterized by high level of self-acceptance, positive expectations and confidence in further successful development of life events. Events, which are expected in future, are connected with such values as *personal success, acknowledgment, career, confidence, freedom*; in the sphere of human relations they are determined by *communication, love, trust, family*; *earnings* take an important place among material needs; *art* is stated among occupation and types of activity.

Notions, connected with professional activity (for example the notions *labor, work, study, profession, career, business, responsibilities, duty*) did not enter the group with high degree of attractiveness.

In the group of notions of middle level of attractiveness, which reflect middle level of interest in them, such values as *safety, stability, independence, dignity* were included; such notions as *creativity and knowledge* contain the need for self-actualization; material needs are expressed by the notion *money*; *study, profession, business, education, sport* are marked among types of activity; the notion *people* reflects middle positive attitude to people. It is obvious that the notions *profession, study, business*, correlate with the notions, which have emotionally positive tint (for

example *safety, stability, independence*), this reveals positive attitude to these notions.

Group with low level of attractiveness contains the notions of small importance for testees or even the categories of undesirable notions. There are *power, guarantees* (which points at their shortage among people under test) among such non-significant values, among the least significant – *responsibilities, duty*. Among the notions, reflecting the types of activity, *labor, work, management, science, computer* are stated. They may be understood as not important, not significant or unpleasant. These notions bear to *failure, boredom, doubt and past*.

In such a way, content analysis of groups of notions by the degree of attractiveness shows certain level of attitude to the notions, connected with professional activity (*labor, work, study, profession, career, business*) and allows to conclude about peculiarities of attitude to professional career.

The notion *career* exists in the concepts of people under test separate from other notions and has positive emotional tinge, which provides positive attitude to it. The notions *profession, study, education, business, knowledge* are considered to be significant in one's life, but not the most important and they are not connected with the notion *career*. The notions connected with notions *labor, work, responsibilities, duty*, which show negative attitude to them, have smaller importance. Research results of emotional attitude to the wide range of phenomena, connected with different types of professional activity, through revelation of degree of notion attractiveness, connected with professional activity, point at significant differences in the system of these notions, mismatches to real correlation of these notions against each other, absence of ability to see proved connections between the notions, address

of related notions, from which career expectations are made.

For checking of reliability of results obtained with the help of analysis of notion content, entering the groups with different degree of attractiveness and revelation of the leading characteristic, which combines investigated notions into one group and also hierarchy of interrelations of features, clustering analysis was used. Analysis of notions of specified groups allows to determine their content characteristics and to reveal common feature. The notions, which were included into different groups (clusters), are shown in the table 3.

In the table 3 one may see almost symmetrical distribution of notions, having entered the groups: group 1 contains 12 notions, group 2 – 14 notions, and group 3 – 13 notions. Such quantitative representation of groups allows to compare their content against each other and also with content of notion groups, distributed in accordance with the attractiveness parameter. Notions combined in the group 1 reflect the need in safety (*guarantee, safety, stability, confidence*), values and needs connected with self-affirmation (*freedom, career, power*), material needs (*earnings, money*), some types of activity and occupation (*business, management*).

Table 3 Groups of notions connected with various types of activity based on cluster analysis

Group 1		Group 2		Group 3	
No	notion	No	notion	No	notion
m5	Guarantees	m31	Education	m21	Art
m4	Safety	m27	Study	m19	Creativity
m26	Business	m25	Science	m35	Trust
m18	Management	m28	Computer	m23	Advantage
m14	Power	m24	Duty	m10	Acknowledgment
m13	Stability	m17	Responsibilities	m30	Past
m11	Career	m33	Sport	m38	People
m7	Confidence	m29	Profession	m39	Me
m22	Freedom	m16	Knowledge	m37	Future
m12	Independence	m20	Labor	m32	Family
m6	Earnings	m15	Work	m8	Communication
m3	Money	m36	Boredom	m9	Love
		m34	Doubt	m1	Success
		m2	Failure		

Analysis of notions of group 1 reveals their content similarity with the group of notions of middle degree of attractiveness (by the index of notion location in the range of attractiveness), understanding of which reflects middle level of interest in them. In common analysis of notions content in the group 1 makes it possible to define common feature, which unites the notions with each other, and give generalized name to the group “Self-affirmation”.

In the group 2 there combined the notions, reflecting the types of activities and occupation (*education, study, science, computer, sport, profession, work, labor*), negative emotional pain (*boredom, doubt, failure*), notions connected with person’s self-actualization (*duty, responsibilities*), which also have rather negative tint, and the notion of knowledge with positive tint. Analysis of notions content of group 2 proves the similarity

with group of notions with low degree of attractiveness (by the index of notion location in the range of attractiveness), which contains notions of non-significant importance or undesired notions. Common feature, combining the notions of the 2<sup>nd</sup> group can be called “Activity”.

Cluster analysis reveals interrelation of groups of notions No 1 and 2. Such index correlates with the results of content analysis, with the help of which their interrelation was revealed, which reflects the names of two groups the notions *self-affirmation and activity*.

Group 3 contains the notions reflecting communication needs and values (*trust, communication, love*), need in self-affirmation (*advantage, acknowledgment, success*), types of activity, do not connected with work or professional one (*creativity, art*), presence of people (*Me, people, family*), stages of life journey

(*past, future*). By the content, notions entered the 3<sup>rd</sup> group are similar with the group of notion with high degree of attractiveness (by the index of notion location in the range of attractiveness), which contains the notion of greatest value for the testee. The main feature, which combines the notions with each other and reflects the common meaning of the group of notions, can be called as "Personal life".

In common the results of cluster analysis prove the difference concerning testees towards certain aspects of life activity: evaluation of phenomena, which concerns confirmation of a person in the society, appears to be of middle attractiveness; phenomena, which concerns work activity of a person, have not satisfying evaluation; phenomena connected with personal life have active positive evaluation.

The character of attitude to professional career was investigated through the groups of notions with which the notion professional career is correlated: through the *notion labor, work, study, profession, career, business, responsibilities, duty*. As shown in the results of analysis, neither of marked notions have entered in the group of notions with positive attitude, to the majority of notions, reflecting work activity of a person, negative attitude was found out, separation of these notion from the person.

Significant difference by the indexes of notions, reflecting the attitude to professional activity, was revealed between the groups of men (n=145) and women (n=137). The following notions have high indexes: *stability, knowledge, responsibilities, science, profession, education, sport*. In the group of women the notions of *love and family have high indexes*.

Research results of emotional attitude to the wide range of phenomena, connected with different types of professional activity, through the revelation of degree of notion attractiveness, point on significant difference in emotional attitude to the corresponding notions, coincide with some differences in the system of notions, inconformity to the real correlation of these notions between each other, absence of seeing of accurate relations between notions, oddness of related notions, of which career expectations consist.

The character of attitude to professional career is investigated through the group of notions with which the notion "professional career" correlates: through the notions of *labor, work, study, profession, career, business, responsibilities, duty*. The result of analysis show that none of the notions entered the group with

positive attitude, the majority of notions, reflecting work activity were found to be with negative attitude to them.

There is a difference in attitude of the testees to some parts of life activity: medium attractive evaluation of phenomena, which concern confirmation of a person in society; disapproving evaluation of phenomena, which reflect work activity of a person; active positive evaluation of phenomena connected with private life.

### Conclusions

Research results of emotional attitude to professional career of future specialists through the determination of attitude to the wide range of phenomena connected with various types of professional activity, degree of their attractiveness, point on the large difference in emotional attitude to corresponding notions. There observed differences in the system of notions, inconformity to the real correlation of these notions, absence of seeing reliable relations between them, oddness of related notions, from which the attitude to professional career is formed.

Analysis results concerning attitude to professional career, investigated through the notions *labor, work, study, profession, career, business, responsibilities, duty*, show that none of the notions entered the group of notions with positive attitude; majority of notions, reflecting work activity, have negative attitude.

The difference between future specialists and certain parts of life activity is obvious: medium attractive estimation of phenomena connected with person's confirmation in society; disapproving estimation of phenomena reflecting work activity; active positive estimation of phenomena connected with private life.

Investigation of emotional attitude to professional career during study should promote improvised, realized regulation of professional activity of future specialists on their professional way.

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