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**THE PROBLEMS OF ASSERTIVENESS AND PRAGMATISM
IN THE WORKS OF THE DOCTOR OF PSYCHOLOGICAL
SCIENCES, PROFESSOR ARDAKH RIZABEKOVNA
YERMENTAYEVA**

The article is devoted to the problems of «assertiveness» and «pragmatism» study in the works of a well-known Kazakhstani scientist, Doctor of Psychological Sciences, Professor A. R. Yermentayeva.

The scientific novelty of the article lies in the fact that this article provides an analysis of the works of a domestic scientist for the first time, who is one of the first to provide a detailed and complete explanation of the subjective development of the personality, the competitiveness of future specialists, which are the fundamentals for the development of personality «assertiveness» and «pragmatism».

Thus it can be safely said that this article is relevant for the scientists who are engaged in research in the field of personality psychology, and that the article is one of the indicators of the development of domestic psychology in this sphere.

Keywords: personality psychology, assertiveness, pragmatism, development, subjectivism, psychologist.

Introduction

Since the formation of psychology as a separate science, we can find a huge number of different scientists who have contributed to its development. There were also divisions into different schools and directions in this area, there were supporters and opponents of the same concept, but one thing will remain unchanged – the significance of the scientist’s work.

It is difficult to imagine the science of this or that country without its prominent representatives who in every possible way contribute to the promotion of the cult of education, science and culture in the country.

Among Kazakhstani scientists in the field of psychology, it is necessary to note the work and contribution made to science by the Doctor of Psychological Sciences, Professor A. R. Yermentayeva. Her works had a huge impact on the formation of Psychology in Kazakhstan. For the first time in the Kazakh language a specialty in this area was opened by her, she has also published books, articles, monographs in the Kazakh language, contributed to the development of personality psychology, educational psychology, subjective psychology, etc. It can be clearly mentioned that this scientist makes a huge contribution to the development of the psychology of Kazakhstan.

In accordance with the topic of the article, there should be highlighted the fact that despite the terms «assertiveness» and «pragmatism» were not so often used in our country, even for some people these terms remain unfamiliar, nevertheless in the works of A.R. Yermentayeva, we can see what is the basis for «assertiveness» and «pragmatism», also we can safely say that this scientist has contributed to the study of them. Especially in recent years, the scientist often conducts lectures and seminars on these topics.

Formulation of the problem

Today, the problem of «assertiveness» and «pragmatism» are more relevant than ever in the world and in different spheres of life, whether they are study, work or sports, but for many it still remains incomprehensible and inaccessible to gain knowledge in this area of psychology, many do not know what textbooks can be read, especially in the Kazakh language. In this regard, for a plethora of people it is quite problematic to find scientifically confirmed materials of Kazakhstani scientists and in the state language that would touch upon these themes.

Research objective: to give the definitions of the terms «assertiveness» and «pragmatism», and also to present a descriptive analysis of the works of A. R. Yermentayeva, in which the basis of these concepts is found.

Research methods:

- method of description;
- method of included observation;
- method of critical analysis.

History. In order to give a detailed analysis of the topic of the article, it is necessary to describe the origin of the term «assertiveness» and «pragmatism», as well as to present the scientific works of A. R. Yermentayeva.

First of all, the name of A. R. Yermentayeva is significant from her works, in which a number of studies are carried out concerning subjective psychology and «subjectivity». The scientist wrote a number of scientific works such as «Subject-oriented psychological training of students: methodology, theory, practice»[1], «Problems of psychological preparation of students in the subject-professional

direction» [2], «The human essence of subject-oriented psychological training of students» [3], and a lot of other scientifically significant works on these topics.

If to describe the history of «assertiveness», for the first time this term appeared in the field of psychology in the 1950-1960s. At that time, the term emerged as a healthy replacement for manipulative and aggressive behaviors. Further, many foreign scientists studied «assertiveness» and «assertive behavior», and the peak of interest of American psychologists in this term fell on the 80-90s.

As for the term «pragmatism», for the first time in science it arose in the 19th century as a term relating to philosophy, where it was presented as a separate philosophical movement aimed at its own search for truth. Attention to «pragmatism» increased in the second half of the 20th century, it was during that period that «pragmatism» began to be applied not only in philosophy, but also in other sciences, in particular in psychology.

Despite the relative difference in time of studying these concepts, they all have similar parameters and indicators, which will be discussed in detail below.

Results / discussion

The relevance of this article lies in the fact that many people, including scientists, underestimate the contribution that Kazakhstani scientists make to science, because even if we conduct a comparative analysis of the works of domestic and foreign scientists, we can identify the general dynamics of promoting a particular topic, as well as scientific interest to the general topic, in this regard, an interesting fact should be noted that despite the fact that it is customary to talk a lot about who made the discovery in a certain area, one should not belittle the works that other scientists have contributed to the development of a scientific idea followers are always needed. This article is also proof that, despite the fact the terms assertiveness and pragmatism were not studied separately in Kazakhstan, their main essence was laid by A. R. Yermentayeva.

Assertiveness concept took shape in the late 50s - early 60s. 20th century in the writings of the American psychologist A. Salter and absorbed the key provisions of the modern humanistic psychology – in particular contrasting self-realization with soulless manipulation of people, as well as transactional analysis.

In the theory of A. Salter [4], assertive behavior is considered as the optimal, most constructive way of interpersonal interaction, and perhaps the attitude in general, as opposed to the two most common destructive methods – manipulation and aggression.

According to the American psychotherapist Manuel J. Smith [5] assertiveness is a person's ability not to depend on external influences and assessments, independently regulate their own behavior and be responsible for it.

According to A. R. Yermentayeva [6], features of the person's individual development of competitiveness are considered through the interaction, conditionality of integrated properties such as orientation, competence, dexterity and psychodynamic features that reflect action and social will, flexibility, and assertiveness.

It is important to note that there are at least three approaches to consider assertiveness. According to the first of them, assertiveness is manifested in the spontaneity of behavior. At the same time, a person quite easily, without regulating, expresses his/her true feelings and desires. So, the manifestation of spontaneity can free a person from rituals and conventions, and allows him/her to be him/herself. But it should be noted that, unfortunately, this concept declares individualism, which, if taken literally, leads to sad consequences: a person in his/her behavior can begin to focus only on his/her own needs, ignoring everything around him/her. Assertiveness is a stable personality characteristic that has the following structural components: behavioral, cognitive, emotional-value and personal. The manifestation of the behavioral component of assertiveness is manifested in independence, responsibility, persistence (assertiveness), willingness to take risks and constructive aggression. The manifestation of the cognitive component reflects the strength of a person's conviction in their own effectiveness, flexibility of thinking, and adequate assessment of the situation. The emotional-value component of assertiveness includes courage in social contacts, the ability to manage one's reactions, acceptance of another, self-confidence, and self-confidence. The personal component is represented by a high level of self-esteem and self-esteem of a person.

Obviously, assertiveness is a complex, multi-component quality. Its development is closely related to various skills and abilities, for example, such as self-confidence, attentiveness to others and their interests, the presence of empathy and responsibility.

Pragmatism was essential to the rise of American psychology. W. James was a professional psychologist. His monograph *Principles of Psychology* (1890) consisted of two volumes with a total of 1400 pages. According to the American philosopher, psychologist, one of the founders of pragmatism and functionalism W. James [7], the pragmatist is a follower, supporter of pragmatism as a philosophical system. In the everyday sense, a pragmatist is a person who builds his own system of actions and views on life in the aspect of obtaining practically useful results. «What is best for us to believe is true». In the historical period under consideration in the United States, the most famous psychological trend was structuralism, authoritatively represented by E. Titchener, a student of W. Wundt. Philosophically, they both represented positivism. Structuralists believed

that one should, first, single out the simple elements of psychological experience, and then find the type of their connection, i.e. structures, or laws. In doing so, they pinned great hopes on introspection. This theory was developed in Germany, and E. Titchener transferred it to American soil. It was difficult to combine it with the attitudes of American pragmatism. This circumstance was just demonstrated by W. James, the founder of functional psychology, whose ideas found their further development in the works of J. Dewey and J. Mead. Functionalists emphasized primarily the practical importance of psychological acts. The study is not subject to the process of thinking in its pure form, regardless of life situations, but the capabilities of the mind in overcoming problem situations. Psychological meanings are not set initially; they must be clarified in the context of human science. In other words, this meaning is determined by pragmatic maxims.

With the tendency of philosophers to group all views as either idealistic or realistic, pragmatism was seen as a form of subjectivism or individualism.

As we can mention the concept of assertiveness, pragmatism and subjectivism are very similar in this case.

According to A. R. Yermentayeva [1], the understanding of the «subject» given by psychologists of different scientific directions, the following definition of «subjectivity» can be proposed: «subjectivity» is a systemic, dynamic quality of the «subject», which allows, on the basis of conscious moral and spiritual beliefs, to qualitatively transform the world around and his/her mental, personal properties, significant in the implementation, improvement of activities and communication. Also, in her opinion, a «subjective culture» with a high development of psychological preparedness is the lot of a few. The system-forming qualities of «subjectivity» are high responsibility, independence, initiative, *assertiveness in combination with ethics, pragmatic qualities, respectful attitude towards oneself and others.*

The scientist's contribution to the field of «subjectivity» and «subjective psychology» in Kazakhstan is enormous. Due to her hard work, analysis and research of theories related to this problem, psychological training. According to the results of a theoretical and experimental study of the genesis, structure, functions, tendencies and problems of psychological education, the role of «subjectivity» in psychology was clarified, which is also characteristic of her research; very often in her works she correlates psychological characteristics of a personality in the context of ethnic origin and its characteristic features for easier and more accurate understanding of mental processes.

Based on the ideas proposed by philosophers and psychologists, the concept of «pragmatism» provides for cold calculation, sober reason, but not only these matters. The psychology of pragmatism *does not at all force people to ignore*

the interests of other people while pursuing their own. On the contrary, its main task is to form a person's behavior that would contribute to the achievement of success, taking into account their own needs, without violating the permissible social boundaries of behavior.

We can also understand by «assertiveness» naturalness and independence from external influences and assessments, as well as the ability of a person to independently regulate his/her own behavior and be responsible for it, *to insist on the rights, without violating the rights of others.* At the same time, confidence is one of the most important basic personality traits, which begins to form in early childhood, and in adolescence becomes even more important for the disclosure of a person's abilities and further determination of place in life.

According to the dissertation research of A. R. Yermentayeva [8], specifying the parameters of the subject, it is possible to identify a number of dimensional qualities that reveal the essence of «subjectivity» in relation to solving a problem situation, reflecting value relations that characterize it in a complex way.

In order to narrow down the analysis by the similarity of parameters and indicators of the concepts of «subjectivity», indicated in the works of A. R. Yermentayeva, «assertiveness» and «pragmatism», table 1 is proposed.

Table 1 – Indicators of the concepts of «subjectivity», «assertiveness» and «pragmatism»

Subjectivity	Pragmatism	Assertiveness
purposefulness	purposefulness	purposefulness
independence	analytic skills	independence
individuality	self confidence	self-confidence
voluntariness	ability to predict the situation and results	initiative
perseverance	perseverance (tendency to bring the started work to the end)	perseverance
activity	developed logic	self-control
responsibility	responsibility	responsibility
initiative	ability to focus on the main thing, ignoring the unimportant	emotional stability
persistency combined with ethics	exactingness towards «yourself» and others	exactingness towards «yourself» and others
	strict adherence to own plans, point of view, opinion, lack of authority in the person of other people	decisiveness
		reflexivity

Drawing conclusions from the given table, a direct connection between these three psychological concepts can be clearly seen. «Subjectivity», which for

the first time in Kazakhstan was considered by Professor A. R. Yermentayeva, is an integral part of a person's psychological health, as well as «assertiveness» and «pragmatism». Also, analyzing the table of parameters and indicators of «subjectivity», «pragmatism» and «assertiveness», it can be concluded that they are almost identical and speaking about the «subjectivity» of a person, it is necessary to take into account the fact that «pragmatism» and «assertiveness» will always go in parallel, since all these concepts are integral qualities of a person, which are manifested in the process of her/his «correct» formation from a psychological point of view.

Conclusions

It is difficult to list in one article all scientific works that were done by A.R. Yermentayeva in the field of psychology and pedagogy, but studying and classifying the works of a scientist which were taken in the given article, we can come to the following:

– despite the fact that the concepts of «assertiveness» and «pragmatism» have become widespread in Kazakhstan not so long ago, nevertheless, according to the analysis, it can be concluded that A. R. Yermentayeva defining subjectivity also defines and includes in it assertiveness with pragmatism;

– «subjectivity» being a systemic, dynamic quality of the «subject», which allows, on the basis of conscious moral and spiritual convictions, to qualitatively transform the world around and one's own mental, personal properties that are significant in the implementation, improvement of activities, communication, and also has a close relationship with the mental health of the individual, as well as with «assertiveness» and «pragmatism», since all these qualities contribute to the improvement of the personality;

– all positive psychological qualities have one common system and structure, hence the conclusion that Ardakh Rizabekovna contributed to the development of the study of not only a narrow topic, but psychological science as a whole.

In conclusion it should be said that the life and work of Ardakh Rizabekovna are always topical for the study of psychologists. Her works are full of ideas for new research works and self-development.

Ardakh Rizabekovna was the first in Kazakhstan who developed the concept of «subject-oriented» psychological training, substantiating the features of the development of the level of psychological training and «subjectivity» in the process of activity, communication and self-development. She analyzed that the manifestation of psychological readiness, depending on the degree of actualization of the «subjective» position, is carried out at the levels of psychological literacy, psychological competence, psychological culture, and there is interdependence in the development of these levels. In her works, it is easy to find the necessary

information about various concepts of psychology, and having knowledge and understanding of the concepts «assertiveness», «pragmatism» and «subjectivity», it can be easily seen from the close relationship in the process of personality development.

The value attitude towards psychology and people, a huge scientific contribution and research culture, professionalism in psychological and teaching work, a competent attitude to activities, and the ethics of the researcher made the doctor of psychological sciences, Professor A. R. Yermentayeva a significant, authoritative person in psychological science and pedagogical activity in Kazakhstan. By virtue of A. R. Yermentayeva, all the necessary scientifically grounded psychological concepts can be found and got their definitions in the state and other languages.

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ПСИХОЛОГИЯ ҒЫЛЫМДАРЫНЫҢ ДОКТОРЫ, ПРОФЕССОР АРДАХ РИЗАБЕКҚЫЗЫ ЕРМЕНТАЕВАНЫҢ ЕҢБЕКТЕРІНДЕГІ АССЕРТИВТІЛІК ПЕН ПРАГМАТИЗМ МӘСЕЛЕЛЕРІ

Мақала белгілі қазақстандық ғалым, психология ғылымдарының докторы, профессор А. Р. Ерментаеваның еңбектеріндегі ассертивтілік пен прагматизмді зерттеу мәселелеріне арналған.

Мақаланың ғылыми жаңалығы-бұл мақалада алғаш рет отандық ғалымның еңбектеріне талдау жасалып, ол алғашқылардың бірі болып тұлғаның субъектті дамуына, болашақ мамандардың бәсекеге қабілеттілігіне егжей-тегжейлі және толық түсінік бергені, бұл жеке тұлғаның дамуына, ассертивтілік пен прагматизмге негіз болды.

Осылайша, бұл мақала тұлға психология саласындағы зерттеулермен айналысатын ғалымдар үшін маңызды және мақала осы саладағы отандық психологияның даму көрсеткіштерінің бірі деп сенімді түрде айта аламыз.

Кілтті сөздер: тұлға психологиясы, ассертивтілік, прагматизм, даму, субъективтілік, психолог.

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ПРОБЛЕМЫ АССЕРТИВНОСТИ И ПРАГМАТИЗМА В РАБОТАХ ДОКТОРА ПСИХОЛОГИЧЕСКИХ НАУК, ПРОФЕССОРА АРДАХ РИЗАБЕКОВНЫ ЕРМЕНТАЕВОЙ

Статья посвящена проблемам исследования ассертивности и прагматизма в трудах известного казахстанского ученого, доктора психологических наук, профессора А. Р. Ерментаевой.

Научная новизна статьи состоит в том, что в данной статье впервые представлен анализ трудов отечественного ученого, который одним из первых дал подробное и полное объяснение субъектного развития личности, конкурентоспособность будущих специалистов, являющаяся основой для развития личности, ассертивности и прагматизма.

Таким образом, можно смело сказать, что данная статья актуальна для ученых, занимающихся исследованиями в области психологии личности, и что статья является одним из индикаторов развития отечественной психологии в этой сфере.

Ключевые слова: психология личности, ассертивность, прагматизм, развитие, субъектность, психолог.

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