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**Theories of activity in concepts of P.K. Anokhin, O.M. Leontiev,
S.L. Rubinstein**

Management activities include important psychological aspect, the foundations of which developed in the concepts of P.K. Anokhin, O.M. Leontiev and S.L. Rubinstein. Effective use of the theory activity mental activity helps to activate people and entire communities to obtain optimal for management results.

One definition of Psychology describes it as a branch of psychology that produces psychological knowledge management activities. The concept of "activity" - a fundamental concept of psychology. In the most general sense, the activity is defined as a specific form of human activity, the content of which is feasible change and transformation of the world. The problem of the subject and its activity is developed in psychology mainly on methodological basis of subject-activity approach. Theory activity - the system of methodological and theoretical principles study mental phenomena. The main subject of research activities is recognized that mediates all mental processes.

The psychological theory of activity is based on the teachings of psychology luminaries (Z.Freyd, K.Yunh et al.) And expressed in psychological practice. In Soviet psychology, this approach began to emerge in the 20's. XX century. In 30-ies. Was offered two interpretations of the activity approach in psychology - S.L. Rubinstein (1889-1960), who formulated the principle of unity of consciousness and activity, and O.M. Leontiev (1903-1979), who together with other representatives of the Kharkov psychological school investigated the problem of community structure of internal and external activities.

On the basis of the activity theory of SL Rubinstein is an understanding of how to "move the subject to the object." Central to the theory of S.L. Rubinstein holds the thesis that in the course of a person not only identifies their specific properties as a person, but the formation of the psyche is determined by the object of "value activities therefore is that in it and through it established an effective link between man and the world, making life acts as a real unity and interpenetration of subject and object. " Accordingly, practical activity - a powerful means of creating a thinking [3].

One of the most important results of studies conducted in 30-ies., is elaborated by S.L. Rubinstein and later O.M. Leontiev, philosophical and psychological analysis of activity system on its main components: the purpose, motives, actions, operations, etc. First into the activity of the subject S.L. Rubinstein had found it significant psychological components and specific relationship between them. These are, in particular, performance, operation and action of correlation with the their purpose, motivation and conditions activity of the subject. Any one of these acts can not be clearly defined psychologically out of their attitude to the psyche (eg, the same movements can mean various actions and deeds) [3].

All the system of the ideas S.L. Rubinstein developed in great detail later in 1940 with the first edition of "Fundamentals of psychology." Here the purpose and motives have been described as the activities in general, and the system of its components operations. Unity of acts primarily as a unity of purpose of the subject and of its motives from which it comes. The motives and purpose have an integrative nature, expressing the general orientation of the individual. This - the

original motives and ultimate goal. At various periods they generate different motives and goals that characterize certain actions [4].

The motive of human actions may be related to their purpose, as the motive is impulse to action or desire to achieve the goal. However, the motive may separate on the purpose and move to the same activity or on one of the results. In the second case, a by-product of action become their purpose (while doing a job, people can see their goal is not to make a deal, but in the public recognition).

The result that makes the purpose of actions under different conditions and may be achieved quite different ways or means. Since the action leads to results - to his goal in different variables conditions - it is a means of solving problems is complicated intellectual act [4].

O.M. Leontiev suggested to consider the work (which correlates with the motivation) as such, which consists of actions (that have their objectives) and operations (consistent with the terms), while the scientist laid in the basis of the individual the hierarchy of motives.

In the Studies Alexander Leontiev based on the structure of human activity hypothesis of the fundamental structure common internal and external activities. His work emphasizes that in genetic terms internal mental actions and operations start with the exterior, being the product of recent internalization. Internalization - the formation of the internal structures of the human psyche through the assimilation of external social activities. It is important to bear in mind that internalization is not the simple moving out of external activities in previous internal plan of consciousness, but also in shaping of that plan.

Considering the activity as the interaction between the subject and reality, acting on it, O.M. Leontiev notes that reflection of the reality in the humans' mind "is not the result of actions but interactions, that is the result of processes that as if go towards each other" [2]. In the theory of O.M. Leontiev proposed the structure of the block, which provides for the allocation of its own, actions and operations.

Point of view of O.M. Leontiev on correlation of work-action-operation and due to the motive, purpose-conditions been represented primarily in his work "The activities. Consciousness. Personality" [2]. In this theory the concept of strictly correlated with the concept of motive and action concept - the concept of purpose. Sometimes O.M. Leontiev also divides targets for general and specific, and then only the latter directly relates to the actions. Thus, at this point planned some rapprochement S.L. Rubinstein and O.M. Leontiev.

As a result, "utility outcome" and the problem of assessing this outcome is the central factor in research in the field of industrial and economic systems is the requirement of usefulness is obvious. If we have a "great system", ignoring the usefulness of results at each subsystem of the "big system" would lead to wasteful and full nonprofit of enterprise. That status value and utility of results for each subsystem of the enterprise and combining them with the final result can give a decisive judgment on how useful the end result and to what extent it profitable for large enterprise.

P.K. Anokhin on managerial case raises the same issues as on biological systems - which result should be obtained by the system? Therefore, the collection of all previous calculations and considerations should be (eg in case trade) framework afferent synthesis, leading to the decision and action selection with the best result.

According to the theory of functional systems P.K. Anokhina behavior is not seen as a response to external stimuli, but as a purposeful activity determined proactive reflection of reality. The basis of behavior are system processes that combine a purpose activity and physiological functions of different anatomical elements. Either the act of the nervous system is not one involving the center of

excitement and are the result of complex excitation of different areas of the central nervous system. However reflex remains a core part of a functional system. Integrated excitation occurs through afferent impulses [1]:

- from conditioned stimulus that directly leads to a specific activity;
- environment in which a person is;
- memory;
- motivation.

These afferent stimulation through integrated afferent synthesis. Afferent synthesis - a multi-processing in the brain physiological various information for setting goals and achieving it. Processing afferent impulses leads to the creation of a specific association of various central and peripheral elements of the body - the specific functional system. Its complexity depends on the number of afferent impulses. The result is a synthesis of afferent impulses complex procured prior reflex action and represents the afferent control unit.

While opening nodal specific mechanisms of functional systems Anokhin highlights a number of important components simultaneously behaviour's structure - afferent synthesis, decision making, forming acceptor of the result [1].

The decisive components of afferent synthesis have appeared roughly all the main points of action - the dominant motivation, the factoring afferentiation, the starting afferentiation and also the memory. The basic condition afferent synthesis P.K. Anokhin believes simultaneous coincidence of all four members of this stage of formation of a functional system. Afferent synthesis that enables an answer to the question what kind of results will be obtained at the moment, provides goal setting, achievement of which will ensure the further deployment logic of functional system.

Decision making - one of the most important moments in the deployment system processes. The theory of functional systems P.K. Anokhina made a "decision" full participant in the process of forming an objective system of afferent synthesis, subject to currently dominant motivation and under correction memory is a selection of possible degrees of freedom in which excitation selectively directed to the muscles that engaged to this action.

In other words, any decision after the end of afferent synthesis, is the most appropriate choice of degrees of freedom in those components that should make the working of the system. In turn, the degree of freedom that remain economically enable it to carry out that action, which should lead to the programmed result [1].

General principles of functional systems can be used for optimal organization of certain types of management. According to them, the guiding principle of the system of production must be accurate parameterization result, but for optimal results of production activities required systematic organization of production and its units. It should be departments that assess the needs of production and operation environment and experience of production, ie analogues of afferent synthesis by P.K. Anokhin. Special significance of planning and evaluation of progress - analogues apparatus acceptor of the result of actions in functional systems [5].

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