

## **FORMATION OF THE COMPETITIVENESS CONCEPT IN THE HUMANITIES KNOWLEDGE**

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### **Abstract**

The article studies the nature and content of such concepts as "the competitiveness of the individual." The phenomenon of competitiveness among the least studied in the psycho-pedagogical, economic and administrative, and philosophical, sociological literature, due to the complexity and versatility of research concepts. During the competitiveness phenomenology research the authors' shows there is no single universally accepted interpretation in the scientific literature. It was found that the competition nature and the competitiveness phenomenology draws attention and becomes the study subject of different sciences representatives: social anthropology, pedagogical management, educational psychology, economics of knowledge, personnel management etc. Biological, bio-philosophical, sociological, social - philosophical, social - management, psychological, pedagogical, political economy, the entrepreneurial essence of the concept interpretation is given. The origins of understanding of the competitiveness of the individual as the systematizing factor in the development of society in general and the educational process in particular are revealed.

**Keywords:** competition, competitiveness, rivalry, contest, approaches, self-development.

### **1 INTRODUCTION**

In the past decade can be traced to the growing interest in the study of the nature and content of such concepts as "the competitiveness of the individual." However, the concept of "competitiveness" is one of the least studied in the psycho-pedagogical, economic and administrative, and philosophical, sociological literature, due to the complexity and versatility of test concepts. Conducted a comprehensive study of the phenomenology of competitiveness shows that at the present time in the scientific literature there is no single universally accepted interpretation, the competitiveness of the characterization of them is given to the different comprehensiveness and in different aspects (Lavrentiev, 2016).

Merriam Webster Dictionary (Merriam Webster) defines competition as: 1 A competitive encounter between individuals or groups carried on for amusement, exercise, or in pursuit of a prize. 2. One who strives for the

same thing as another. 3. An earnest effort for superiority or victory over another.

The semantic content of the concept of "competition" finds himself in the same row of words such as: competition, struggle, competition, contest, where stands out the competition, competitiveness and competitiveness as a motivating part of human activity.

Competitive nature and phenomenology of competitiveness attracts attention and becomes the study subject of different sciences representatives: bio-philosophy, social anthropology, pedagogical management, educational psychology, knowledge economy, personnel management and others. The origins of the personality competitiveness as systematizing factor of society development in general and the educational process in particular should be sought in the peculiarities of speciation processes, taxonomic divergence and the evolutionary development of man as a species and as a culture carrier of culture, i.e. in its nature. Indeed, biological (social and cultural) evolution - is a constant struggle for living space and vital resources.

## **2 OPINIONS AND DISCUSSION**

Researcher Pekka Kuusi in his work "This world of man" attempted biological and sociological synthesis of theoretical and methodological meaning of which comes to the requirement to consider humanity as an integral organic part of the whole of nature, both the product and the highest form of its development, embody and biological, and social laws, mutually presuppose each other and at the same time come into conflict with each other. Conceptual study of Finnish scientist is to present man as a product of biological and cultural evolution as the ever-changing species unique individuality and this is the cause of constant competition and self-affirmation. Human, says P. Kuusi, "all the time, compares himself to brothers and friends, compete with them in the art of obtaining food, games, seeks to gain credibility. The eternal uncertainty of the capabilities of each individual and the behavior of the people around him has become the driving force of evolution. The uniqueness of every person dooms him to continual rivalry and the struggle for his place in life" (Kuusi, 1985).

No doubt, competition already at the beginnings of human society has played a significant role in human behavior and in human relations. Any primitive community (clan, tribe, alliance of tribes) can't live in no particular order: someone's got to announce that it is time for hunting, which requires, by its nature cohesion. Consequently, this community, especially the tribe, needs the leader, who is responsible for its cohesion. These social and cultural anthropology data show that in all societies the desire for power generates inevitable rivalry: "In human societies, power and lust for power have many manifestations. In authority always strive to preserve it. People who aspiring to power, always more than possessing it. The very structure of power and ambition breeds competition".

It should be noted that competition in the animal world is the struggle for existence, it has been shown that the theory of natural selection, of Charles Darwin. Charles Darwin understood the struggle for existence in a broad sense to include here the contest competitors for common place in nature and the destruction of some other organisms. He showed that the plants and animals, located on widely separated levels of organic stairs are closely woven network of complex relationships in the process of the struggle for existence. Studies have shown that the basis of the complex relationship processes between organisms are certain elementary processes of competition, but the complex system of interactions between organisms in nature can't be reduced to them (Darwin, 1991).

Developing the ideas of evolutionary theory, an outstanding Russian scientist, philosopher and public figure Piotr Kropotkin came to the conclusion that there is in the nature of the phenomenon of mutual assistance; He presented his views on the subject in the book "Mutual Aid as a factor in evolution." In this original biological work, published in 1902, the anarchist prince argued in favor of the claim that the survival of organisms, animals does not depend only on the competition. His study of what actually happens in nature, found countless examples of cooperation, cooperation between living organisms. It should be noted that recent studies have confirmed the animal behavior put forward by P.A. Kropotkin position on the importance of cooperation and collaboration, the symbiosis between animals, and mutual aid as a factor of evolution, are one of the important directions of Darwinism (Kropotkin, 1991).

Furthermore, modern research group of scientists led by Sam Brown from Oxford University found that harmless to the human body bacteria become harmful due to competition with other bacteria, so that can win over rivals, but also cause harm to the owner (Lysenko, 2010).

Among the various options of bioethics, which received fairly widespread in Western literature and relying on evolutionary biology, "humanistic" interpreted Darwinism, in the first place put cooperation; evolution of community organizations is seen primarily from the perspective of the evolution of altruism. Bio-philosophy

takes a certain look and a man, according to which he is kind, altruistic, etc. Biosocial interaction across its range - aggression and affiliation, competition and cooperation - creates preconditions for the emotions, feelings, passions in individuals.

The philosophical context of the analysis of the problem creates a foundation for the discussion essentially competitiveness through its correlation with such basic categories as "self-development". Personal development is defined as an inner necessity, spontaneous, spontaneous change of open and integrated systems, as a person and a society that is due to their contradictions indirectly reflecting the impact of external factors and conditions. This type of self-movement has a cause in itself, is associated with a directional, irreversible change and transition systems to a higher level of organization.

Philosophical thinking about competitiveness in the European scientific thought took shape in the context of the development of the categories of "development" and "self-development". In the history of philosophy, the main development approaches, self-development, which created preconditions for raising the competitiveness of the problem, consider the following:

- anthropocentric approach. Aristotle (384-322 BC), developing the idea of the human self, believed that the process of self-development will be implemented, if adequately defined its purpose;

- theocentric approach. The Christian theologian, philosopher and mystic A. Augustine (354-430) pointed out that a person can't be the Creator, he only sees the divine ideas;

- renaissance approach. Deciding on the means of its development, the Dutch humanist philosopher A. Erasmus (1466-1536) emphasized the need for subordination of the body to reason on the basis of values, which acts as the idea of morality, wisdom, perfection;

- phenomenological approach. According to the French philosopher P. Teilhard de Chardin (1881-1955), human individualization promotes reflection. It is a reflection of a person's ability to know himself sets the direction of self-development, personality organizing elements together and gives this integrated activity in nature;

- psychosocial approach. The German philosopher, sociologist and psychologist Erich Fromm (1900-1980) as a development mechanism indicates a struggle within man two syndromes: decay and growth. The source of the development is the coexistence in the human spiritual and physical, which creates a constant imbalance. The mechanism of development is human autonomy, its focus on the search for solutions to the contradictions of its own existence, an ability to be a subject of their own actions. Human development is to choose a person a certain direction and movement on it. And this choice is a moral act, and therefore appears tense and dramatic process. The main thrust of human development - its spiritual and moral elevation.

The source of competitiveness and self-development are the existential human needs: freedom, independence of thought, the need for emotional self-identification, which allows for "I'm feeling." It is this sense becomes the criterion and the starting point of self-development.

For example, psychologists competitive behavior is determined by a kind of capacity for prediction, preparedness for renewal, adaptation to external negative influences, and the ability to plan their professional activities, set goals and strive to achieve the intended objectives, as well as awareness and assessment of any difficulties as a stimulus for further development, self-overcoming their own barriers.

The idea of competitiveness in psychology is formed in the context of the main theories of personality development. Competitiveness is seen as a manifestation of individual growth towards the emotional and cognitive maturity of the person. The formation of these concepts linked to the development of provisions on the determination of the psyche: 1) internal (intrapsychic) determination (S. Freud); 2) outer - determination (B.F. Skinner); 3) co-determination (A. Bandura); 4) inter-determination (C. Rogers); 5) self-determination (E. Deci and R. Ryan).

Fundamental approaches to the study of competition created by the representatives of various schools of social theorists: utilitarianism (Yeremiya Bentham and John Stuart Mill, and others) And social Darwinism - the idea of Herbert Spencer, J. Sumner.

A qualitatively new stage in the competition, the study began in the late 80-s of XX century. In the literature, there has been a steady interest in competition the problem itself and its role in the development of social production. The pedagogical aspect of competitiveness is interpreted as the basis of the person facing the personal identity, ready to make a choice of life strategies and ways to achieve high professional results.

### **3 CONCLUSION**

In the formation of the twenty-first century competitive creative person is recognized as one of the most effective models of personality. At the same time, by promoting this model, democratic society ask questions: "Is it always the success achieved on the basis of high moral choice? Does future generation of positive leaders capable for continuous its competitiveness self-development?" A guideline of pedagogy in the answers to these questions is a paradigm of competition in a democratic society, which defines two distinct strategies to promote the person forward: the destruction of the competitor with the capture of his position or personal self-development to reach new, more promising position. Choosing a strategy to identify those value systems, ethical and worldviews that have formed from the individual in the process of growing up, education, socialization in the conditions of interaction of external and internal factors.

Educational installations in a market economy of the XXI century are that the person must be willing to both the dynamics of the struggle with competitors, and is focused on a promising path to a professional career and personal growth. This principle corresponds to the essence of the adversarial principle (agonal), which excludes violence as a way of resolving conflicts.

Thus, the competitiveness can be described as a quality that includes a wide range of systematizing personal-occupational factors of personality development: developing values in all areas of life; identity and awareness of the most effective implementation of the self-resources; private affective - reflective understanding of their profession.

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