

## **The phenomenon and the structure of "self-concept" of an individual in the light of the views of local and foreign researchers**

**Natalia Zhyhaylo**

PhD in Psychology,

Professor at Ivan Franko National University of Lviv

**Oksana Shybruk**

Psychologist

Lvovskyi State university of Life security

The purpose of the study is to analyze the approaches of domestic and foreign scholars on the definition and structure of "self-concept" of the personality.

A number of foreign authors consider "self-concept" demonstration of self-identity used to evaluate oneself as a subject to practical and theoretical work. Some consider "self-concept" as the uniqueness of the individual, the set of all representations of themselves. Based on these ideas, a man building his relations with others determines the trend of behavior, answers questions about who he/she is. The problem of "self-concept" was studied in different age periods.

Domestic scholars say that "self-concept" is both a prerequisite and a consequence of social life, social interaction, which is determined by social experience.

According to the theoretical analysis of the literature, "self-concept" and self believe are inseparable and interrelated concepts, and there are three structural elements: cognitive - "image I" (meaning characterizes representations of themselves); emotional - values (reflecting itself in relation to the whole or to individual aspects of his personality and activities found in the system of self); behavioral (characterized by expression of the first two elements of the behavior). Structural elements elements in the third component include: self-regulation, which takes place on the first level of self-regulation; self, a complex action which is implemented on the second level of self-regulation and a prerequisite for purposeful self.

Thus, the "self-concept" is a collection of all the individual perceptions of self, manifested in self-esteem, sense of self-respect, aspirations. The reasons for the formation of ambiguity in determining the content of "self-concept" and its components should be allocated as follows: age characteristics of the "self-concept"; adoption of various human social and psychological roles; diversity and needs of the individual; social and psychological characteristics of human perception itself and the nearest environment; massive range of methodological foundations of the design of this term and so on.

**Keywords:** consciousness, self-consciousness, "self-concept", "Image I", self-esteem, self-fulfillment.