

The theoretical analysis of the image of the world and its variability

Subject: the image of the world as a versatile phenomenon and its variability in the foreign and native psychology, peculiarities of the main approaches to examination of the issue – cognitive-oriented theories of psychological systems in context of the issue of the existence of the human and their attitude to the world, the criteria of the typology of the world's image.

Purpose: to accomplish the scientific and theoretical analysis of the research devoted to the issues of the world's image and its variability in foreign and native psychology, trace the peculiarities of the main approaches to examination of the issue, to the criteria of the typology of the world's image.

Methodology of conducting the research: the theoretical analysis of psychological researches, such categories as “the image of the world” allows to examine it as a united system, and “I – the world”, which comprises such subsystems as “The world” and “ I am in the world”. In this problem sphere, the world's image is shown sometimes as a phenomenon of the psychological reflection and the basic integral construct of the cognitive sphere, sometimes as a certain attitude towards yourself and the world, which is the idea relevant to subjective reality, sometimes as life experience of the human being. The image of the world is formed by the system of activities that comprise a personality. The social world plays a significant role in the formation and development of the world's image, so that the world's image of the personality is a reflection of the specific historical, social and cultural background, where takes place the formation and development of the personality.

The outcome of the research: the analysis of psychological researches on the main issues of the world's image and its variability gives a possibility to distinguish the following major approaches. In terms of cognitive-oriented researches the image of the world is examined in context of the research of the

process of cognition, peculiarities of the world's image that show themselves as individual ways of cognitive attitude to the reality, generally cognitive styles. In native psychology an active approach is widely presented where the world's image is realized as a product of individual consciousness that has a social and active nature; as integral system of individual importance, which is presented in the subjective semantic space of the personality. Within the theory of psychological systems, the image of the world is realized as a united notional reality, which is the world of the specific person, where they live and acts. In context of existence of a person and their attitude to the world, the image of the world is included in context of life, psychology of life world and system of cognition of the existence in the world.

Conclusion: the image of the world is examined as an integral system “I – the world”, which comprises “The world” and “I am in the world”. If the accent in researches is done on the analysis of the peculiarities of the strategy of the human behavior in the world, it results in the typology of personality while focus on the reason of this choice results in the typology of the world's image. It is reasonable to perceive formal characteristics of the world's image as the ways, styles of conception, the peculiarities of formation of the integral world by personality, and meaningful characteristics as diversity of the reality, which are reflected in it. The image of the world for a human is a means of organization and management of their life activity both external and internal sides. With the particular image of the world people show their activity or passivity of the life position. Due to this, the perspective is in the research of the peculiarities of the life-giving world's image.

Key words: the image of the world, the variability of the image of the world, cognitive styles, active approach, the theory of psychological systems, life, world, life strategy.