

The role of a person's assertiveness development

Abstract. *The article is devoted to the problem of a person's assertiveness study. The aim is to give general information about this term and to study the aspects of the possibility of a person's assertiveness development.*

The novelty of the article is that the work provides a critical understanding of research on assertive personality behavior; given the information about who and when introduced the definition of assertiveness of a person into scientific use, the essence of the concept of assertiveness is revealed, and a study is carried out to identify the personality characteristics and assertiveness.

This article analyzes and summarizes the results of foreign and domestic studies of assertiveness and assertive behavior, which are currently topical psychological problems of society. Suggestions are given to overcome the discovered problems.

Thus, the given article gives us the consciousness of what assertiveness is from a psychological point of view. This is the ability to defend one's interests with dignity and confidence, without violating the rights of others. It is worth noting that assertiveness is an acquired rather than an innate quality. Therefore, with proper work on yourself, you can achieve excellent results. Also in the formation of this useful quality can help special rules of assertive behavior, which were discussed in the article.

Keywords: *assertiveness, aggression, assertive behavior, self-esteem, an individual, person.*

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Introduction

Over the years of independence and sustainable development of our country, the most necessary condition for the stable development of an individual has become the ability to defend one's own boundaries in society. If we study the analysis conducted by domestic psychologists and scientists, then we can identify a trend in the demand for pieces of training and individual sessions on the development of assertive behavior.

In connection with the global coronavirus pandemic, people also felt the need to maintain internal balance and psychological health. This is what determines the interest in the topic of this article.

Having studied in detail all the available resources that define the concept of assertiveness, we can conclude that assertiveness is a person's ability to maintain internal harmony without showing aggression or anxiety.

Formulation of the problem

Today, in connection with global world problems and the unstable psychological state of people associated with various factors, the problem of assertiveness and assertive behavior of a person in society is relevant.

Research objective: to identify the features of the psychological determinants of the assertive behavior of a person, as well as to provide a meaningful information-analytical analysis of assertiveness and assertive behavior.

Research methods

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

History

The first person in the history of psychology, who mentioned the term "assertiveness" was E. Salter [1]. In his theory, assertiveness is seen as a constructive way of interpersonal interaction, attitude in general. E. Salter was the first to define the physiological patterns and foundations of assertive behavior. Representatives of humanistic psychology (E. Bern, S. Bueller, M. James, D. Jongvard, A. Maslow, G. Allport, K. Rogers, F. Perls, E. Fromm and etc.) were also the founders of this concept.

In the works of Russian scientists (A.A. Leontiev, A.A. Bitko, V.I.Kryuchkov, S.A. Stepanov), "assertiveness" is understood as a stable personality characteristic, as a complex, multi-component quality that includes empathy, responsibility for their own life, the ability to recognize their strengths and weaknesses [2].

Results / discussion

Analysis of scientific concepts on the problem of personality assertiveness has revealed contradictions between the requirements that modern society imposes on its members and the low readiness of many of them for assertive activity; the need to clarify the concept within the framework of general psychology and the state of knowledge of the problem of assertiveness in modern psychology; the individual's need to develop assertiveness and the insufficient elaboration of individual development programs.

The relevance of the given article lies in the fact that assertiveness is a personal quality necessary for successful human activity. This personality trait is especially important in modern socio-economic conditions when success depends on dedication, activity, self-confidence, openness, initiative, perseverance, and the energy of a

person.

Assertiveness is a relatively new concept in psychology; it came from the English word «assertive», which means positive or overly persistent, self-confident [3, 21p.].

In Russian and modern Kazakhstani psychology, assertiveness is viewed as a personality trait, as an integral characteristic of a person's activity.

A theoretical analysis of various aspects of the manifestation of assertiveness showed that the problem of personality assertiveness, assertive behavior has not been sufficiently developed; therefore there is a scientific need for a special study of psychological conditions and factors influencing the development of personality assertiveness.

Features of the person's individual development of competitiveness are considered through the interaction, the conditionality of integrated properties such as orientation, competence, dexterity, and psychodynamic features that reflect the action and social will, flexibility, and assertiveness [4, 34 p.].

In the online dictionary of psychological terms of American Psychologists Association [5] assertiveness is described as an adaptive style of communication in which individuals express their feelings and needs directly while maintaining respect for others. A lack of assertiveness may contribute to depression and anxiety, whereas maladaptive approaches to assertiveness may manifest as aggression.

Also, assertiveness is one of the essential personal characteristics that support a person in communicating with others. Assertiveness is a personality trait characterized by positive social behavior that allows one to defend one's rights and achieve a set goal [6, 261 p.].

According to the article of Epstein N. [7], assertiveness is the ability of a person not to depend on external influences and assessments, to independently regulate our own behavior and be responsible for it. In ordinary life, the behavior model of most people tends to be one of two extremes: passivity or aggression. In the first case, a person who voluntarily assumes the role of a victim is guided by self-doubt, fears of change, or,

conversely, fear of losing what has already been acquired. In the second case, it's an explicit or veiled desire to manipulate others, subordinating them to their interests. The aggressor is guided by the principle, such as "you owe me because I am stronger", or the victim - "you owe me, because I am weak, and the weak are needed to be supported". In contrast to these two common types of communication, assertiveness is based on a radically different principle: "I don't owe you, and you don't owe me, we are partners". Here we can mention a tendency that relationships between people become healthy through the development of assertive behavior.

If we study the book of Lindenfield G. [8] we can mention various gradations of people's behavior. Firstly, assertive behavior is a direct, honest, and decisive expression to another person our life-position, feelings, thoughts, and desires with respect for the feelings, position, thoughts, rights, and desires of another person. A person who is too well-bred with restraint, tactful self-deprecating - whose behavior is at the extremely non-assertive end of the rating scale - is probably unable to make active choices. To act is to be assertive. It is said of such people that in reality he or she wants to let someone else decide what will happen to him or her. Non-solution, is also a solution. Freedom of choice and responsibility for ourselves are possible when we show an assertive response. By being assertive, we let others know what we are. This gives us the opportunity to choose because we do not allow other people to act for us, we act in our own interests.

On the other hand, we find a non-assertive, passive style of behavior when we do the following things:

- we take a place at the end of a group of people;
- always stay neutral or avoid having to take sides;
- let others make decisions for us;
- evade responsibility with apologies and «good» reasons, etc [9, 53 p.].

If we are not assertive, we deny ourselves and are unable to express our real feelings. We leave it to someone else to determine what is happening to us and may never achieve the goals we were

striving for. This makes our relationships with people unnatural and painful.

Assertive behavior can reduce the need for people to play "games" with others and make communication between them more effective.

The aggressive way of reacting is practically the exact opposite of the passive (non-assertive) style.

If we are aggressive, we allow ourselves:

- interrupt others when they speak;
- try to impose our position on other people;
- take advantage of and abuse friendships;
- raise our voice or otherwise draw people's attention;
- blame and find mistakes in others, regardless of their feelings, etc.

Using aggressive behavior, we try to achieve our life goals at the expense of other people. While we may think that this behavior gives expression to our feelings, we hurt other people by making decisions for them, implying that they, as individuals, are worth less than us [10, 109 p.].

The assertive style, in contrast, enhances the value of our personality because it demonstrates a positive toughness of character.

According to Patrick King [11] assertiveness manifests itself when we:

- give others the opportunity to finish their thought before we start talking ourselves;
- defend a position that expresses our feelings or facts that are obvious to us;
- base our decisions on what we think is right;
- see friendship as an opportunity to learn more about ourselves and others and exchange ideas;
- spontaneously and naturally join the conversation, using a moderate tone and sound of the voice;
- try to understand the feelings of others before expressing our own;
- try to avoid troubles and inconveniences by expressing and discussing problems before they arise or find rational ways to come to terms with the inevitable;
- address problems and solutions directly and honestly;

- consider ourselves strong and capable, but generally equal to most other people;
- accept responsibility considering our own situation, our needs, and rights.

As truly assertive people, we feel free to express our own personalities. We communicate with others in an open, direct, honest, and acceptable manner. We take into account our desires and needs. Finally, we act in such a way that we can respect ourselves. We understand that we can't always win. We accept our own limitations, but no matter the situation, we always try in good faith to be able to maintain our self-esteem.

Assertiveness means recognizing one's own right to do as one wants in a given situation, instead of trying to adapt to the expectations or demands of others, while assuming the equal rights of others in this area [12, 219 p.].

Fedorov A.P. [13] divided people into passive and aggressive personalities. Passive individuals ignore their rights in case of conflict between their desires and the desires of others. They usually don't share their thoughts and feelings. Most often, feelings are stifled in themselves, even if the situation does not require it. As a result, they remain with a feeling of irritation or anger. Sometimes they feel overwhelmed due to the lack of influence on various situations. They usually don't know what they really want.

Aggressive personalities protect their rights violating the rights of other people. Although they get short-term effects, aggression brings negative effects to them in the long term. The people around them confront these people and take it out on them whenever possible.

Personalities who are passive-aggressive about what they want, let others know with the help of hints, they never speak clearly about what they want. They express their feelings by slamming doors, without speaking to anyone, being late or hackneyed. People around them most often cannot understand the disguised signals and begins to get angry with this person. As a result, such people are left with feelings of frustration or resentment.

Assertive individuals communicate in a way they want, have a plan how to effectively interact with others, and then act according to the plan.

Usually, the best plan is to express feelings or points of view and speak directly to others about changing their behavior without using threats, demands, or negative statements.

Assertiveness is the most effective way to communicate. People have the opportunity to get rid of unpleasant feelings that, remaining in them, could grow. Assertive behavior can often help resolve difficulties that predispose to stress or neurosis and increase the person's control over their life.

At different times, we can be non-assertive, aggressive, or assertive. Problems arise when we are non-assertive or aggressive too often when it becomes habitual for us to be that way.

Manuel Smith [14] has developed a model of assertive (self-asserting) behavior. Below are the so-called assertive rights, as well as manipulative biases, which, according to the author of the given concept, block these rights:

1. I have the right to evaluate my own behavior, thoughts, and emotions and I am responsible for their consequences. Manipulative bias: I should not judge myself and my behavior in an unceremonious way and independently of others. In fact, it is not me who should evaluate and discuss my personality in all cases, but someone else who is wiser and more authoritative.

2. I have the right not to apologize or explain my behavior. Manipulative bias: I am responsible for my behavior to other people, it is advisable that I report to them and explain everything I do, apologize to them for my actions.

3. I have the right to independently consider whether I am responsible at all or to some extent for solving other people's problems. Manipulative bias: I have more obligations towards some institutions and people than towards myself. It is better to sacrifice my own dignity and adapt.

4. I have the right to change my mind. Manipulative bias: If I have already expressed a point of view, I should never change it. I would have to apologize or admit that I was wrong. This would mean that I am not competent and unable to decide.

5. I have the right to make mistakes and be responsible for my mistakes. Manipulative bias: I am not supposed to be wrong, and if I make

mistakes, I should feel guilty. It is desirable that my decisions are controlled.

6. I have the right to say, «I don't know.» Manipulative bias: It is desirable that I am able to answer any question even if I don't know the answer.

7. I have the right to be independent from the "goodwill" of others and from their good attitude towards me. Manipulative bias: I want people to treat me well, to be loved, and I need them.

8. I have the right to make illogical decisions. Manipulative bias: It is preferable that I respect the logic, reason, rationality, and validity of everything I do.

9. I have the right to say: «I do not understand you.» Manipulative bias: I have to be attentive and sensitive to the needs of others, I have to «read their minds.» If I don't do this, I'm a ruthless ignoramus and no one will love me.

10. I have the right to say: «I'm not interested in this.» Manipulative bias: I must try to be attentive and emotional about everything that happens in the world. I probably won't succeed, but I must try to achieve it with all my might. Otherwise, I'm indifferent

Conclusion

We can conclude that assertiveness contributes to the achievement of goals, the development of communication skills, an increase in self-esteem and competence, helps to make more balanced decisions, keep the situation under control, build

close relationships, and achieve greater success in learning.

Assertive people prefer to draw conclusions based on their own observations, they have a better chance of achieving positive results in contact with others, and they are more satisfied with relationships and life in general.

There are a plethora of differences between assertiveness and aggression. We should completely understand the impact of assertiveness not only on an individual's life but also on social relationships between different people. And if we are aggressive, then we cannot control all our emotions and our attitude towards the situations, notwithstanding the fact that aggressive people are more likely to tend to achieve goals than passive. But if we are assertive, we can achieve goals, successfully communicate with other people, we can be free from depression and our mental health would be stable. That is why a lot of modern training in various spheres of life, from psychology to management and sport, are directed to assertiveness development.

Thus assertive behavior is the golden mean between aggressiveness and passivity, serves as a prevention of personal powerlessness, gives an advantage in critical situations, and is positively interconnected with such a mechanism of psychological adaptation to stress as problem-solving. Assertiveness training strengthens feelings of confidence and self-esteem and reduces anxiety, hostility, and aggression.

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Тұлға ассертивтілігін дамытуының рөлі

Аңдатпа. Мақала тұлға ассертивтілігін зерттеу мәселесіне арналған. Мақсаты - осы термин туралы жалпы ақпарат беру және тұлғаның ассертивтілік қабілетінің даму аспектілерін зерттеу.

Мақаланың жаңашылдығы - бұл жұмыста тұлғаның ассертивті мінез-құлқы туралы зерттеулерге түсінік берілуі; тұлғаның ассертивтілігі анықтамасы жайлы кім және қашан ғылыми қолданысқа енгізгені жайлы, ассертивтілік тұжырымдамасының мәні ашылып, тұлғаның ерекшеліктері мен ассертивтілігін анықтау үшін зерттеу жүргізілді.

Қазіргі кезде қоғамның өзекті психологиялық проблемалары болып табылатын ассертивті мінез-құлық туралы шетелдік және отандық зерттеулердің нәтижелері талданып, жинақталған.

Психологиялық тұрғыдан ассертивтіліктің не екенін білуге мүмкіндік береді. Ассертивтілік- тұлғаның өз мүдделерін өзгелердің құқығын бұзбай, абыроймен және сенімділікпен қорғау мүмкіндігі ретінде қарастырылады. Ассертивтілік туа біткен қасиеттен гөрі жинақталған қасиет екенін ескерген жөн. Сондықтан, дұрыс жұмыс жасай отырып, оңтайлы нәтижелерге қол жеткізуге болады. Сонымен қатар, белгілі ғалымдардың еңбектерін ескере отырып, ассертивті мінез-құлықты қалыптастыру ережелері жайлы ақпарат мақалада берілген.

Түйін сөздер: ассертивтілік, агрессия, ассертивті мінез-құлық, өзін-өзі бағалау, индивид, тұлға.

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Роль развития ассертивности личности

Аннотация. Данная статья посвящена изучению ассертивности личности. Цель статьи заключается в том, чтобы предоставить общую информацию о термине и изучить аспекты развития ассертивности.

Новизна статьи заключается в том, что в работе дается критическое понимание исследований ассертивного поведения личности: когда и кем в научный обиход было введено определение ассертивности, раскрыта сущность понятия ассертивности, проведены исследования по определению особенностей ассертивности и ассертивного поведения личности.

В статье анализируются и обобщаются результаты зарубежных и отечественных исследований ассертивного поведения, которое в настоящее время является актуальной психологической проблемой в обществе.

Также дается представление об ассертивности личности с психологической точки зрения, а само понятие ассертивности рассматривается как возможность для человека защищать свои интересы с достоинством и доверием, не нарушая прав других. При этом следует учитывать, что ассертивность - это приобретаемая черта, а не врожденная. Поэтому при правильной работе можно добиться оптимальных результатов. Кроме того, в статье представлена информация о правилах формирования ассертивного поведения с учетом работ известных ученых.

Ключевые слова: ассертивность, агрессия, ассертивное поведение, самооценка, индивид, личность.

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