Problems of Personality Formation of the Modern Serviceman in Kazakh Military Educational Institutions

[1]Natalia Michaylovna Kudro, [2]Olga Yurievna Zaginaiko, [2]Aleksey Alekseevich Zaginaiko,
[1]Aleksandr Sergeevich Martikjan, [1]Saltanat Slanovna Duisenova and [2]Samal Kairghanovna Serikova

[1]Academy of the Border service of the Republic of Kazakhstan, Almaty, Kazakhstan
[2]Kazakh National Pedagogical University in honor of Abay, Almaty, Kazakhstan

Abstract: The article describes the problems of personality formation of the modern serviceman. Specifics of army subculture of the Kazakh military institutions and the factors influencing socialization of cadets are analyzed. Personality formation occurs in modern military conflict between the social value orientations of society and traditional values of the military profession. The components of the socialization of students to the army subculture is ethnicity cadet chain of command in respect of command, holding cultural activities. This analysis allowed us to offer practical steps to promote a qualitative improvement in the modern Kazakh army.Some suggestions were made on educational process improvements of military institutions which could promote formation of new type of personality of the serviceman.

Key words: Modern serviceman · Cadets · Army sub-culture · Kazakh military institutions

INTRODUCTION

Formation of modern serviceman personality takes place in the conditions of paradoxical existence of multidirectional social processes, valuable directives, misunderstanding about social world waiting for them in the future and what after all is necessary for mankind for harmony.

The major social process of defining the general contours of future development of human civilization is globalization. In expansion of globalization processes, powerful mechanisms of positive shifts in mankind development and serious problems, solutions of which, taking into account all interested parties are not found yet. On the basis of it, the particular interest is represented by a problem of formation of new model of an army and a new model of the serviceman personality, taking into account complexity and discrepancy of public processes. What should be an army like in the conditions of globalization what should be the defender like, the military person, whether the army is necessary during globalization era or what should be ideology of education of the military personnel and the concept of preparation of military experts like? These questions do not have

definite answers. On the other hand, in the conditions of political apathy of society, unwillingness of young people to risk, to create the army of a high professional sample ready to fulfill not only state, but also the international tasks, is extremely difficult. However, as historical experiment shows, at any deal of political forces and development options, the future does not belong to soldiers of cosmopolitans, but it belongs to «sons of the Motherland»-devoted, honest defenders of their house, their people. The only problem is how to bring up such soldiers in the conditions of idealization of material values, individualism and pragmatism of human relationship? It is known that «the mercy era», the peaceful co-existence of the people which does not demand existence of army, has not come yet. Therefore the problem of personality formation of the modern serviceman gains as a whole the strategic importance.

The Main Part: Other major problem which is necessary to solve for harmonization of social interactions in the military organization and formation of the harmonious personality of the serviceman, crisis elimination in valuable and standard culture, elimination of contradictions between social and valuable directives

Corresponding Author: Natalia Michaylovna Kudro, Academy of the Border service of the Republic of Kazakhstan, Almaty, Dostyk, 103, 050020, Kazakhstan.

dominating in society and traditional values of military professional activity. As Zh.T.Toshchenko says modern personality is paradoxical, in it the inconsistent combination of multidirectional aspirations and requirements, mutually exclusive estimates, reference points and directives are observed. Our contemporary living in close interlacing of former and again arising market society, runs away from himself and from society in one and the same time into opposite directions; he without noticing, professes two types of truth resisting to each other [1]. With reference to military professional activity it can be expressed in the decision to "wear" a military uniform, but not to burden himself with discipline and military professional and ethical requirements; to be in the service and not to sacrifice personal interests.

Society development tendencies of the last decades generate in structure of the military organization and in the field of army and society relationship the phenomena not giving in to an unequivocal assessment and processes which break traditional ideas of military service values, principles of soldiers training, optimum conditions of personality formation of the serviceman.

As it is known institutional feature of the military organization is the aspiration for stability in the social, valuable and ideological maintenance of military service. It is a question of moral value preservation sense of military duty, keeping the best traditions of business devotion, protection of the Homeland, collectivism, mutual assistance without which effective implementation of the tasks assigned to army are impossible. At the same time, being interwoven into a mix of modern social relations unables to completely separate from values of individualism and the pragmatism which have had wide development during an era of market society. According to sociological researches, since 90th of the XX century, the tendency of individualization, a priority of personal interests are evident in the behavior of the military personnel. If 15-20 years ago the young man being on service, was guided generally by moral, military and corporate values (a duty to the Homeland; army is a school of life, courage, a step to man's independence), but now from vital values the first place is occupied by family; the second by duty, honor; the third-career, professional success; the last place-spiritual development [2]. As the Russian sociologist P.S.Demin fairly notes «Armed forces need professionals, patriots, people with referential professional and civil directives. Otherwise society will perceive the military personnel as a group of pressure which uses their feeling of concern about the loss of safety of the country in mercenary group interests» [2].

Speaking about social living conditions in the military organization, we will note that the category «dignity of the personality» becomes the leading in the system «military person-society-state». For the military personnel the concept of human and corporate dignity is the main component of professional life and an empirical indicator of social reliability of the military organization functioning.

The history proved more than once that the military organization can effectively carry out the functions assigned to it only at high extent of development of moral and ethical component of personal and corporate dignity of the military personnel, being combined with high social prestigiousness, importance, respect for a military profession in society. If the serviceman finds the conditions in his professional sphere forming, supporting and strengthening his personal advantage, he gets motivation for self-realization within the military organization if conditions of a profession do not meet the requirements of the statement of personal advantage, do not integrate the serviceman in the field of corporate advantage, he looks for other ways of self-realization. Also it is an objective process for society with a set of available options of personal success achievement.

Characterizing the social situation which has developed in the American society in the middle of the XX century, C. Mills paid attention to those facts which absolutely precisely indicate qualitative level of the transformations occurring in modern Kazakhstan: «The speed from which the history finds new forms, advances ability of the person to be guided in the world according to the true values. And is it possible to speak about values? Without panicking at all, people often understand that the old thinking and attitude are suffering from crash and new trends are doubtful in the moral view» [3]. And it is valid, those purposes which are represented today to the Kazakhstan society as base values of development, cannot have sense, especially for people of a military profession. The material success is very important for feeling of integrity and self-sufficiency of the individual, however there are also other values, capable to complete the life of people, their professional activity by deeper spiritual contents. For people of a military profession value should be kneaded" first of all on love, devotion, respect to themselves and relatives, for the profession and the Homeland.

Social and valuable representations are formed at the certain level of the personal dignity interacting with external set for the individual (material and spiritual) factors of a certain social environment. When social and valuable representations (as internal determinants of

activity of individuals) coincide with values of the external social environment, dignity identity of the individual becomes stronger and replenishes with additional components. If there is a conflict of values, both self-destructions of individuals and destruction of valuable structure of environment are possible. From the point of view of interaction with the outside world, the modern social environment where crucial importance is allocated for individual efficiency values, vital activity, independence, flexibility, ability to present themselves, the military personnel is socially isolated and loses in self-realization possibilities. Meanwhile, for preservation and strengthening of the personal dignity, it is important for military personnel to realize that they are social outsiders and can allow themselves everything what an average person can.

Social and valuable conflicts are evident which are solved by means of withdrawal from army, or by illegal earnings (corruption), or passive humility and self-destruction of personal dignity of the military personnel. With destruction of personal dignity, there is a destruction of mutual dignity and decrease in reliability of army functioning as a social institute.

Another disturbing fact is that in society, especially among young generation, the alienation tendency from any ideas of duty to the state and the country amplifies. The youth is growing up unpatriotic and apolitical. Therefore the problem of increasing the prestige of military professional, increase of the social status of the military personnel already ceases to be exclusively departmental and gains big strategic and state importance.

One of the factors influencing the formation of the modern serviceman personality is "entering" of the the cadet into army subculture. Army subculture is characterized by specific picture of the world defining standard and valuable directives and behavior of the military personnel. S.N. Ermochenko, speaking about military culture of society, defines it as «system of historically developed, rather steady relations between active subjects which are urged to support in society such major symbolical designs, as patriotism, honor, service, duty, self-sacrifice, devotion» [4].

R.A. Sayfutdinov lists components of army culture: «it is a subculture of organizational, formal, mascular, mainly youth group of the people, including representations, values, norms dominating in the society of culture and group representations, values, norms, features of a way of life, behavior stereotypes, language, cultural symbols and codes in their specific combination caused by the purposes and nature of military activity, activity of a group rather steady throughout time» [5].

An important sign of army culture is its national character. For the Kazakhstan army the problem of ethnic structure of military formation is essential. Kazakhstan is a multinational state therefore while completing new division commanders aspire to keep multiethnic structure. For example, in Academy of the Border service of the Republic of Kazakhstan in educational frontier post 70% of cadets are the Kazakhs, 10%-the Russians and the Ukrainians, 8%-Tajiks and Kirghiz, 5%-Tatars, 3%-Koreans and 4%-other nationalities. A special feature of the Kazakh culture is regional differentiation of representatives of the Kazakh nationality. Getting acquainted with the Kazakhs one can surely learn about their clan (zhuz). Strategically important problem of command is association in an outpost of cadets of different regions, in avoidance of informal subcultural group emergence and deliberate aggression [6; 7].

The directivity, "vertical orientation" of the relations, submission, subordination are other distinctive signs of army culture. In the Kazakh mentality exists east tradition of honoring and implicit submission to the older people and higher in position. So, the military traditions supported by national feature allowed to keep the authorized hierarchical relations stable even upon transition to work with the contract military personnel.

The big role in formation of esthetic addictions of a certain subcultural group is played by a source of information, mass media. Mass media includes technical means, such as press, radio, cinema, television, computer networks by means of which information is distributed (knowledge, spiritual values, morals, rules of law and etc.) on quantitatively large audiences. In majority military institutions of Kazakhstan barracks are accepted, places where cadets continually stay in military unit. Watching television programs, using the Internet are included into leisure pastime activities of cadets and are supervised by military authorities of and social legal work. If in civil life mass media carries out first of all relaxing role, in military institution the problem of directed socialization is allocated for mass media. Cadets without fail watch military and professional programs on the Russian and local channels, political and news programs, get acquainted with the periodic press. Work in the Internet is limited by time and availability (nonprofessional sites are blocked). As researches show mass media (TV programs, radio, concrete newspapers etc.) which the person uses creates the information world specific to him. Information space of cadets and soldiers partly organized from the outside also serves in the army environment one of socialization factors.

One of the most obvious signs of subculture is slang-a peculiar dialect, distinguishing its speakers. A military slang -a professional slang of the military personnel of armed forces. It is used for brevity, designations of subjects and the phenomena of army life and also for simplicity of communication in this specific social group. A military slang can differ according to the types of armed forces, types of military forces and according to structures of the military personnel, in connection with a large number of specialties and formations in the army. In a military slang it is possible to differentiate a group of neologisms which are formed by reducing the names of types of arms, military ranks, specialties, other phenomena of a military life: «betr»-an armoured troop-carrier, «ksuha»-the AKS-74U machine gun, "pogranets"-ta serviceman of border troops, "contrabass"-a soldier serving on the contract, «leteha»-a lieutenant, "podpol"-alieutenant colonel.

After permitting call-up of soldiers and the sailors having a criminal record in 1960, the part of a criminal slang strongly entered into a life of the military personnel of involuntary service and in the 90s the slang of addicts entered the army sphere as well. The thieves' cant in the military sphere is reflected in rigid hierarchy of an inner world, fixing the annoying and insulting words, nicknames to those who are at the lowest step of hierarchy and the most valid words and expressions — behind those who have the greatest power and influence.

In each subculture the folklore is born and exists. The verbal type of creativity includes various legends from community history of subculture carriers, about life and deeds of her legendary representatives, specific according to the contents, poetic and prosaic works, jokes. The army folklore expressed in demobee albums, fables, stories, jokes, songs and actively develops in the military environment and is partly reflected in military forums. For example, on a site of Kazakhstan frontier guards site in a heading «Jokes about us» the following information can be found: «While I was young, I slept easily-I knew that I was protect. When I grew up and went to serve, slept a little and badly because I protected myself. I finished service, I do not sleep at all-I know, who protects».

Not only the slang lexicon and folklore, but also language of military professionals has a number of characteristic features. Language of orders, charters, instructions and manuals differs by monosemy of representations, clarity in understanding and high degree of convincing.

With the help of these features of language of the military environment high extent of behavior regulation of the military personnel on performance of the constitutional problems of protection of the Motherland is reached. The language of the military and professional environment is fixed in individual speech of the military man. Ch.B. Daletsky, the author of the monograph «Military rhetoric of Russia» distinguishes a number of features of speech behavior of those who serve in the army: «The speech behavior of the military personnel assumes the categorical imperative character connected with the need to execute the order, the instruction implicitly, precisely and in time. Charter requirements given by the commander, get binding force according to strict centralization, one-man management and discipline. From here special requirement for the speech of the military and professional environment-language accuracy, clearness and completeness» [8].

The speech in the military environment excludes discussions and any objections; they are perceived as altercation and involve disciplinary influence. «Absence of dialogues makes the military speaker weak and leads to loss of skills of structuring statements and the reasoned argumentativeness. The argument of force replaces power of arguments» [8].

The military rhetoric in a fighting situation is a true art in which the smallest details are considered. The special attention is given to language components which are the phonetics and nonverbal language. When it is necessary to induce military men to resolute actions, the military speaker uses sharp movements and gestures, active mimicry, sharp eyes moving from one on other soldier. Ch.B. Daletsky gives an example: «Quiet speech can deduce from a condition of affect, confident in the strengths of the commander deduces from panic fear. A look-strong-willed, without folds on a forehead. Organs of articulation and, first of all, lips are prepared for a phrase:" I am ready to stop the enemy", excluding lip and lip consonants-«p», «b», «m». Their pronunciation demands closed lips that gives to the person expression of uncertainty» [8]. In papers H. Hollien [9], K.R. Scherer, R. Banse [10] studied pronunciation paralinguistic means of communication and emotional connotations in different modal languages: Russian and German. Experiments foreign scientists have shown that «most clearly with a minimum of connotative meanings two languages, such an action is interpreted as a command» [10].

Each subculture has its own peculiarities of language consciousness of its speakers. We have experimentally analyzed how cadet's consciousness changes during the process of education. Two posts of entrances and two military posts of 4th course cadets of Academy of the Border service of the Republic of Kazakhstan took part in the experiment. The choice allows to compare and analyze
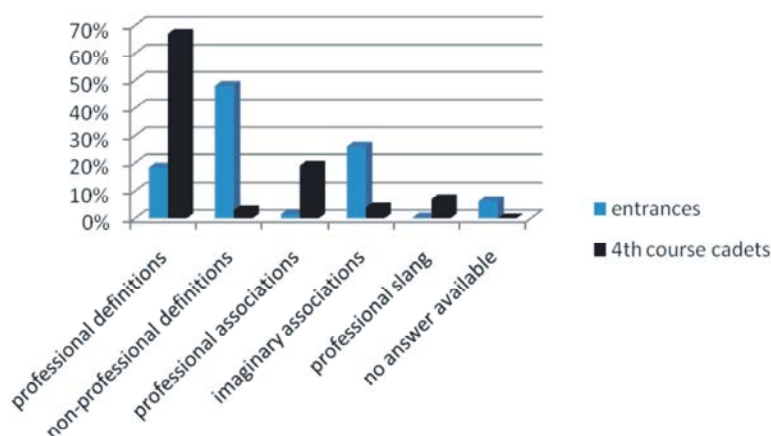
Diagram 1: Comparative diagram of language consciousness development of entrances and 4th course students

professional competence at the first and last stages. 17 words belonging to different topics (military formations, military ranks, military clothes, fortification constructions) but having the same macrotopic-war, military service were chosen. The testees had to define 17 linguistic notions (the Kalashnikov gun, armored carrier, infant combat vehicle,-battery, dug-outs, battles, platoon, war, grenade, guard, commander, officer, field cap, machine-gun and tank). The total number of the questioned was 112 and for 17 stimulus words more than 1800 reactions were received.

The results of testing showed that words of military vocabulary of entrances and 4th course cadets have different semantic completeness. The received answers can be divided into 6 groups: 1) professional definitions, 2) non-professional definitions, 3) imaginary associations, 4) professional associations, 5) professional slang, 6) no answer available. Let's present this data in the following diagram 1:

The first group includes «professional definitions». These are the answers in which fully or partially professional definitions of the suggested notions are present. Certainly, these indicators are higher among 4th course cadets-67% even though entrances show the tendency of military-professional direction-18%.

«Non-professional definitions»-this group includes answers containing inaccurate, misleading presentations of military realia. Almost half of the entrances' answers belong to this group (48%), but 4th course cadets have much lower indicators-3

The group of «professional associations» includes answers which do not reveal the notion, but classifications and varieties of the words are given. For example, some cadets in the column opposite to the term «the Kalashnikov gun» wrote types of small arms: AK-47,

AK-74, etc. The answers relating to this group show high level of professional competence. Among the graduates the percent of such answers from total made 19%, among entrances-1,5%.

A group «imaginary associations» includes answers that are based on term interpretation through general comprehensible speech image-association. For example, «dug-out»-earth house, «war»-death and etc. A quarter of answers given by entrants (26%) base on figurative association. The indicators of 4th course cadets of this group are low (4%) as for them the offered lexicon already has first of all professional semantics while common figurative value is overshadowed.

«Professional slang» is represented as a small group of answers in which the colloquial, informal equivalent of the word occurring in this subculture is given. For example, «tank»-«box», «commander»-«daddy», «grandfather». Among the cadets as representatives of this subculture, the percent of a professional slang makes 7%, entrants use the slang word "pineapple" (grenade) which thanks to fiction and the cinema became widely-known.

Classification of the received results allowed to allocate four reasons and to explain that distinctions in answers are caused by:

- width / narrowness of lexical range of the examinee-the general intellectual level influencing the understanding of lexical units in mental lexicon plays a role;
- general political literacy of examinees-specifics of military education is directly connected with the political sphere and, respectively, the awareness in the field of policy raises the general military and professional level;

- regional peculiarities-the examinees living near military garrisons, bases, showed more bigger awareness in the military and professional sphere;
- level of professional motivation-examinees with high level of motivation (consciously chosen profession, continuation of family traditions) even at the initial stage of training showed a good professional standard.

The increase of level of professionalism trainees' speech helps to gets rid of non-professional definitions of terms and such semantic categories as professional associations and professional slang develop.

Thus, defining typological characteristics of army subculture is necessary not only for its theoretical analysis, but also for creation of certain algorithms of the practical actions directed on identification of its problems and high-quality improvement of a situation in modern Kazakhstan army.

To provide harmony of personality formation of the serviceman, to support and keep personal dignity of people of a military profession as a fundamental indicator of reliability of army, it is necessary to solve two important problems: to improve financial position of the military personnel and to strengthen their social protection, to change the contents and training orientation in military institutions towards formation of personal independence, confidence, aspiration to self-realization, flexibility of thinking, persistence, commitment, breadth of views-all that could increase self-image and feeling of own dignity of future officers.

The system of military education, the military organization as a whole, should undergo such transformation of the substantial conditions which could promote formation of new type of the serviceman identity of the personifying the royal requirements to professional and personal qualities, corresponding to prompt developments of world social processes. The main thing that it is necessary to do today is solving this problem to combine all most valuable, traditionally reproduced educational and administrative filling of structure of the military organization from subjects, progressive contents objectively starting with society motivating the modern person on high-quality performance of the professional duties and commitment to the chosen profession. In our opinion, traditional, excluding any changes, system of formation of the serviceman personality should be:

- discipline and accuracy, predictable principle of the management organization on the basis of authoritativeness;

- moral basis of behavior of the military personnel, defined by institute of military (officer) valor;
- preservation and reproduction of military traditions (traditions of divisions and units);
- guarantees of social protection of the military personnel;
- rigid professional selection of candidates for military service.

CONCLUSION

The new thing that could be introduced to the military sphere from practice of modern organizations functioning (in particular, in the business sphere), promoting high motivation of military shots, could become:

- creation of conditions for the continuous professional and personal improvement supported by the relevant personnel decisions;
- introduction of people-centered approach to management which would be based on aspiration of commanders, managers of various links to create favorable microclimate in collectives, to support in them the atmosphere of mutual respect, interest in joint fulfilling of group tasks and recognition of the individual importance of each member of collective;
- transformation of the military organization into «being trained organization»-flexible, self-reflexing and highly adaptive to various innovations in society social institute.

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