VALUE ORIENTATION OF THE ELDERLY AS A FACTOR IN THEIR SOCIAL SELF-ESTEEM AND SOCIAL ADAPTATION

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Abstract: The value orientation of the individual is the basis of society and formed the outlook of man belongs to important factors for adaptation to a dynamically changing social environment. The main function of the values and value orientation is regulating the behavior of individuals in certain social conditions.
Keywords: individual, adaptation, behavior, conditions.

Old age is associated with a number of amendments to the usual standard of living. It is associated with diseases and severe psychological experiences. Retirement in the loss of friends and family, diseases, restricting the circle of people you communicate, and reduced areas of activity lead to the impoverishment of life, loss of positive emotions, a sense of loneliness and uselessness. (Petrov, 2005)

One older faces many difficult situations, whose decision can not be postponed. The prospect of the approaching end of life incorporates elements of threat that must somehow be overcome.

When people in the "third age" arise many fears of biological type:
• Related to the growing helplessness and the process of decay of the vital functions of the body;
• associated with reduced activity as a result of which a person focuses on his own condition;
• Fear of persecution
• Moral fears (individual believes that the time has come to give a report that has been taught life);
• Social fears - fear of loneliness, of death from external aggression and others.

An essential part of the characteristic behavior of the elderly can be explained by these fears, namely:
1. too sharp reactions
2. The tendency to speculation and philosophizing
3. withdrawal
4. low mood
5. tendency to criticism and more.

Values and self-esteem - the transition to old age is changing not only the relationship "man-society", but such value orientations as a sense of life, happiness, good, evil, etc. changes the very way of life, daily schedule, the circle of knowledge. With age changes value hierarchy of self: pay less attention to the exterior, for the account of internal and mental condition.

In the values contained life experience of older people. Of the established value orientation characterizes the maturity of the people and ensures its sustainability and stability. Sustainable value structure determines such personal qualities as an active life position, reliability, belief in certain principles and ideals. In the event of conflict in the value orientation old man demonstrates inconsistency and unpredictability in behavior, conformism and inferiority.

Values serve as criteria for evaluation, as the life of the people and of their individual actions and deeds. By the values individuals are alternative courses of action and evaluate these new alternatives.

Assessment of personality to their own fulfillment is carried out thanks to the values that act as "one of the inherent personality templates for estimates, consciously or unconsciously dimension of eligible models in the concrete conditions of social behavior."

V.D.Shapiro (Shapiro, 1980,p.173) defines the following value orientations of older people: employment; how useful people and society as a whole; consciousness of duty fulfilled; communicating with others / family, children, grandchildren /; respect; authority; care for others; material independence; good health; activity; full leisure and others.

One of the great dramas of old people is their feeling or concern for their own irrelevance, as well as doubts about their personal unrealized potential. Often become prisoners to the question "If I had done otherwise, what would happen?"

Memories of the past and sadness at this time is typical for old and very lonely old people. With age changed the time perspective, namely: in the mind of the old man near future begins to prevail over the distant. At the same time more active older people pay more attention to the future, while the passive - emit less. When one gets older time starts somewhat faster while it is filled with less variety of events. The life of older people is not rich in events, so that any event can fill all individual space and time the old man.

To be an individual member of the society in which they live, it is necessary to have adequate self-assessment; to possess the ability to evaluate and compare their activity and behavior norms with the value of the medium. If there is a line between life and work of the individual with those of society, then in man creates a sense of fulfillment and significance. Otherwise in personality emerge discomfort and frustration. Self-control is a mechanism controlling the development of personality and assumes correction of behavior deviation from accepted norms.

Old age is characterized by changes in the standard of living. It is associated with diseases and heartaches. In the elderly emerge fears of different nature - first termination of active employment; loss of friends; restricting the circle of people you communicate; reducing the number of vital activities, which in turn led to negative emotions, feelings of loneliness and saves substantial.

Basic value orientations are formed in man for all his life. When people in the "third age" values are relatively stable and change only gradually, depending on changes in the environment or in man himself. Change of value in older people refer to adaptive processes. With the retirement transition from active to less active to which individuals adapt much faster compared to the experience of the loss of prestige and material independence.

According to Boltenko (Boltenco, 1980, p.75-80) personal and social changes taking place in the aging process go through the following stages:

☐ Stage - retain the link with the activities that the individual is performing until his retirement. This is seen most - often in people in intellectual work. In this case the motivation is emotional nature.

☐ Second stage - is a range of interests at the expense of professional commitments. In the process of communication between the elderly prevail topics bit of character, family events or news about their loved ones, discuss the news media and others.

☐ Third stage - the talks are predominant themes of personal health, medication, treatment and more. Important figures in the lives of older people become doctors, their professional and personal qualities.

☐ Fourth stage - includes preservation of privacy.

☐ The fifth stage - the needs of older people is limited to food, sleep, relaxation. Buyers of emotional and practical form almost absent.

Through a system of values determined how the old man perceives and processes information from the surrounding reality. Depending on a value system information is amplified, and another is ignored. In this connection, the values are defined as "locatorsmoral consciousness of the person"

(Naumova, 1988., P. 37), the main features of which are the creation of a stable, orderly and meaningful human world.

After the retirement age required by old people to master the new values, roles and habits, so that the change of lifestyle and termination of active work to preserve and as long as possible to continue the relationship with the surrounding world.

Loneliness is typical for many older people. It is a social and psychological condition characterized by narrowing or absence of social networking behavior of alienation, because The emotional exclusion of individual as well as social exclusion. Loneliness is not just a problem of age. One accepts lonely when realize the inferiority of relations with people who have personal significance for him, and when exam acute deficit of communication. Itself a serious psychological condition that is accompanied by bad mood and severe emotional experiences. The term "loneliness" is linked to objectively experience a situation that is perceived as undesirable or unacceptable to personal rights. Loneliness does not always imply social isolation. The experience of loneliness is very individual. Some people may complain of depression and sadness, others - from fear and anxiety, third - filled with anger or resentment. Single people feel different from the rest, is considered unattractive, avoid social contact and are afraid of them. Focus on them. A person is inadequate self it difficult to accept criticism or praise.

Social activity of the individual is a prerequisite for the psychological health of the old person and prevent premature aging. It is therefore necessary for older people to be oriented towards the search of useful and meaningful activities that match their personal characteristics, preferences and capabilities. In people with low levels of social adaptation is observed problems in communicating with other people. They are not satisfied with communication and believe that it is beyond their competence. It is necessary to create conditions to optimize communication between people in the "third age" and others. In this way they will be encouraged to actively perform social roles, to communicate with others and to maintain a positive self-awareness and psychological relaxation.

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