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THE IMAGE OF A MODERN PSYCHOLOGIST

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A psychologist evaluates, diagnoses, treats and studies behaviour and mental processes. Psychologists are generally described as being either "applied" or "research-oriented". Psychologists face a number of complex challenges creating a positive professional image. A professional image of a psychologist is the set of qualities and characteristics that represent perceptions of a psychologist.

In our country an applied psychologist is a relatively new profession and many people, due to the lack of information about it, think that seeking out help can led to getting a stigma of a "sick man". The words psychiatrist, psychologist and psychotherapist may be confused. A psychiatrist and a psychotherapist have graduated from medical school. A psychologist is a practitioner of psychology, the systematic investigator of the mind, including behaviour, cognition and affect [2]. The subject of his work is the state of mind of man, the inner experiences of person. Psychologists help people to find harmony, both inner harmony and with people around them. Psychologists help to ensure the health and well-being of all people: individuals, families, groups, and society as a whole. Psychologists apply their knowledge to a wide range of endeavors, including health and human services, management, education, law, and sports. They usually specialize in one of a number of different areas [5].

Applied psychologists help children adapt more quickly to new and changing conditions in schools and kindergartens. Psychologists diagnose levels of child's mental development, cognitive skills. They help children to increase their ability to learn about themselves and their environment [1]. They work with children who have problems in learning. School psychologists help children to cope with stress, improve classroom behaviour and academic performance. They collaborate with parents, teachers and school children to promote a healthy learning environment that focuses on the needs of children [4].

Psychologists work in business and industry, where they help young professionals to join the team, build relationships at work place. They conduct consultations and studies concerning the impact of psychological factors on human psyche. Psychologists can work with recruitment agencies to provide professional training.

Family psychologists are trained to deal specifically with interpersonal issues that arise in individuals, couples, families, and groups. They consult people who can not establish a harmonious relationship in marriage. They assess, diagnose, and treat psychological distress within the context of the marriage and family systems. The professionals provide counseling services in several different areas including premarital counseling, relationship counseling, child counseling, and separation and divorce counseling [1].

Clinical psychologist provide direct and indirect services to help a wide variety of clients better manage their problems, resolve crises, take advantage of their opportunities, get along with others.

At the moment, the need for this profession is very high. However, individual counseling is not common in our country. The reason is that people are used to solve their own problems, they prefer choosing own friends as counselors.

For many people, the image of a psychologist has developed due to Western films: a man or woman sitting in an office, scribbling notes while a client sits or lies on a leather fainting couch. Some people believe that a psychologist will help to solve all their problems. But psychologists can not give a one hundred percent universal recipe for getting rid of all ills. Psychologists are able to help only those who want to collaborate with specialists to find internal resources. Most failures in one's personal and professional life do not often depend on external factors. The most problems are in man himself, in his attitudes, stereotypes, beliefs. Many people fail to succeed in their life because they do not believe that they will manage [6]. They seem bent on making themselves miserable by setting up situations in which they will eventually fail. Psychologists help people to see things as positive. Our perceptions tend to reinforce and even intensify our feelings about our self-worth and our adequacy in the larger world. In order to change the world, we should change ourselves [3].

Of course, such a complex and delicate task, as psychological assistance requires some mental as well as professional qualities. A psychologist should have an extensive understanding of human behaviour, well developed listening and communication skills, an ability to collaborate with a wide variety of people, an openness to learn new knowledge and skills, an ability to gather, organize, critique, and evaluate information, an ability to analyze and solve problems.

This profession has raised a lot of false information about the methods and content of this activity.

People are constantly observing behaviour of a psychologist and forming theories about his competence, character, and commitment.

Psychologists face a number of complex challenges to creating a positive professional image. They often experience a significant incongruence between their desired professional image and their perceived professional image. In short, they are not perceived in the manner they desire; instead, their undesired professional image may be more closely aligned with how their key constituents actually perceive them.

A professional image of a psychologist is the set of qualities and characteristics that represent perceptions of a psychologist.

We conducted a survey in Polotsk State University. 176 students 18 – 22 years old were interviewed. We wanted to study peculiarities of perception of a psychologist by students of technical and humanitarian faculties.

We asked students: "How do you perceive a psychologist?"

For data analysis, we used the method of content analysis. Content analysis is formalized method of studying the text and graphics, is the translation of the study information in quantitative and statistical processing.

We analyzed the data; first of all we calculated the total number of given characteristics. We obtained 291 responses in total; students from humanitarian faculties gave 90 characteristics, students from technical faculties gave 201 characteristics.

Then we formed all the characteristics into several groups: "Professionalism", "Appearance", "Communication Skills", "Cognitive Skills", and "Characteristics Influenced by Mass Media".

The group "Professionalism" formed several sub-groups: "Education", "Experience", "Professionally Important Qualities". The group "Appearance" formed the following sub-groups: "External Data", "Clothes", "Gender", "Accessories", "Age".

In order to find significant differences we used the criterion of Fisher.

Analyzing the empirical value of the Fisher criterion we can define that engineering students pay more attention to the appearance of a psychologist, his communicative skills and "Characteristics Influenced by Mass Media" than the students of humanitarian faculties. Analyzing the characteristics in the group "Professionalism", we can find significant differences as to the experience requirements (the students from technical faculties pay increasingly more attention to the experience of a psychologist), and the educational requirements (for the students from humanities faculties, this criterion is more important). If we take the group "Appearance" the engineering students visualize a psychologist as a woman 25 – 45 years old, with glasses, wearing a skirt and a sweater in the study with a chair or a couch and a notebook. For the students from humanities faculties it is

important that a psychologist should wear a sexy suit but a psychologist should be representative. The age was mentioned the same (25 – 45 years old). The gender was not precisely defined.

Based on the data of the study, it is possible to create a portrait of an ideal psychologist for the students of humanities and engineering faculties.

The perceived image of a psychologist (the students of humanities faculties of Polotsk State University):

A psychologist is a person who is able to help in a crisis. A psychologist understands a client at a first glance. A psychologist is a good professional; a psychologist assesses a problem and finds a solution easily. A psychologist is well-educated, competent, and most importantly can keep secrets. A psychologist is a good person, patient, calm, understanding, helpful, responsive, confident, polite, and sincere and knows how to win. A psychologist is a good listener. It is desirable that a psychologist is wearing a suit and high heels (for women), and has accessories – a notebook and glasses.

The perceived image of a psychologist (the students of technical faculties of Polotsk State University):

To begin with, a psychologist is a cute, nice, neat woman. But first of all a psychologist is a qualified specialist and knows her profession, and can help in a difficult situation. A psychologist is self-confident, competent, intelligent, calm, responsible, educated, kind. A psychologist inspires confidence. A psychologist is always smiling, positive thinking. A psychologist accepts people as they are. She is sociable, able to listen, intelligent and insightful.

Summarizing the above mentioned data, we can emphasize the fact that engineering students are more prone to perceptual mechanisms such as stereotyping and causal attribute than the students of humanities faculties. Besides we can trace some characteristics perceived in the image of psychologists taken from Western films and television series. Many of students watched the Western series and films about psychologists and omniscient doctors: "Doctor House", "Lie to Me", "Hannibal", "The Mentalist"; "The Sixth Sense", "Good Will Hunting", "Analyze This", "A Dangerous Method" and others.

In order to create a positive professional image, impression management must effectively accomplish two tasks: build credibility and maintain authenticity.

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VICTIMOLOGY: THE EARLY ROOTS & KEY CONCEPTS

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"Victim" has it roots in the early religious notions of suffering, sacrifice and death. The article is devoted to the historical overview of victimology, the early roots and basic key concepts of victimology.

The word "victim" has its roots in many ancient languages that covered a great distance from northwestern Europe to the southern tip of Asia and yet had a similar linguistic pattern: victima in Latin; vih, weoh, wig in Old European; wih, wihi in Old High German; ve in Old Norse; weihs in Gothic; and, vinak ti in Sanskrit (Webster's 1971).

Victimology as an academic term contains two elements:

– One is the Latin word "Victima" which translates into "victim".

– The other is the Greek word "logos" which means a system of knowledge, the direction of something abstract, the direction of teaching, science, and a discipline.

Although writings about the victim appeared in many early works by such criminologists as Beccaria (1764), Lombroso (1876), Ferri (1892), Garofalo (1885), Sutherland (1924), Hentig (1948), Nagel (1949), Ellenberger (1955), Wolfgang (1958) and Schafer (1968), the concept of a science to study victims and the word