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### **DYNAMICS OF THE MOTIVATION OF ACHIEVEMENT IN STUDENTS OF PSYCHOLOGY**

Motivational phenomenon is one of the key internal factors that affect the human desire to succeed in activities and to solve them constructively.

Resistance to failure depends on good practices in overcoming difficult situations. Formed and mature enough motivation development reinforces individual's abilities to solve disruptive educational and personal difficulties. Students with selective focus on success in training and future careers are confident in the success of their activities.

During the study it was found that the surveyed students of the fourth year are dominated by motivation to avoid failure. Students who are motivated to avoid failure exhibit self-doubt, and do not believe in the possibility to succeed; they also feel criticism as painful. They are characterized by inadequate professional self, preferring either very simple or very difficult professions. They strive to avoid tasks that they can not solve at the first attempt.

This alarming fact requires rational pedagogical support of their learning process for making an adequate professional out of an individual student. With this regard, urgent is the problem of developing young people's abilities to see and properly evaluate their actions, attitudes and qualities that are crucial for the realization of what they are capable of in reality.

*Key words: achievement motivation, motivation to avoid failure, student-psychologist.*