creasing rate of venereal diseases. Secondly, it’s a common knowledge, that confession protected people from depressions and mental disorders. The effectiveness of priest replacing with the psychologists doesn’t need any comments. And, may be the most important thing, due to the religious norms the doctor thought firstly about the duty and secondly about the money for he was responsible to the God for the results of his medical care.

Besides, nowadays the doctor must be a good public-speaker and has a skill to convince people. Accessibility of special literature, a number of profane TV shows make the work of the doctor a hard thing, because many people consider themselves educated enough to argue with the doctor about the cure methods, drugs, tablets, etc. For pedeatrist the skill to explain and convince is almost as important as his medical skills. One thing is to cure the child, another – to explain to the mother what and why should she do to make her child healthy. It’s obvious that the health state of the child is the direct result of how the doctor could explain to the parents how to treat children in an appropriate way. Furthermore, the general level of education is also essential for a doctor, because it is unlikely for person to follow his advice if the doctor doesn’t know elementary things. In order the interaction between the physician and the patient to be effective, the patient has to trust him. It is possible only in case the doctor’s knowledge is much broader than just medical knowledge and one can see it. Moreover, one has to remember that the physician is not only a professional worker; he is a human as well; a person who has to be at an appropriate level of culture. He has to bring up children according to the traditions, teach them to differ good from bad, right from wrong. He has to make his own choice in the political, social life, etc. The main idea of these examples is that the human life is not concluded only in the professional activities, it is much richer and much more interesting.

In conclusion we can say, that the refusal from the humanitarian part of the medicine is unwanted, and even dangerous as it can cause serious consequences in the nearest future. The return to the cradle, quite the contrary can help medicine to regain its once high status and to solve the existing problems. As Hippocrates said, philosophy must be instilled in medicine and medicine in philosophy, because all the qualities of philosophy hold their meaning in medicine.

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DEFINING WORK MOTIVATION: FOCUSING ON THE SELF-DETERMINATION THEORY

Effective control of an economical phenomenon requires an understanding of the phenomenon of work motivation. Understanding of the nature of human motivation is gradually improving over the years. In the fields of social, personality, and developmental psychology there has been a great deal of research on motivation. There are different motivational theories, such as In-
centive Theory of Motivation, Achievement and Hierarchy Theory of motivation, Drive theories. But a good comprehensive model of work motivation is not available. The goal of our research is to define the category of work motivation. The object of our research is work motivation, its subject-matter being the definition of work motivation.

To understand the concept of work motivation, first of all it is necessary to give a clear definition of human motivation as a whole. The concept of motivation is being discussed in special literature within 3 aspects: motivation as a psychological state of a person who is performing a certain behavior; motivation as a process of encouraging a person to perform a certain behavior (the latter is referred to as motivating); and motivation as a set of reasons that determines a person to be engaged in a particular behavior. In our research motivation is considered according to a third aspect. A review of the literature reveals that over the past two decades, more than 800 publications have explored the intrinsic–extrinsic motivation dichotomy (Vallerand, R.J). One of such theories is the SDT, which is a methodological base for our research. According to the SDT (Deci, E.L., & Ryan, R.M.), different types of motivation determine human behavior. These types of motivation are posited to differ in their inherent levels of self-determination. Self-determination involves a true sense of choice, a sense of feeling freedom in doing what one has chosen to do. For example, a self-determined person chooses to behave in a manner that reflects his/her autonomy, and his behavior is not directed to achieve an external reward or escape aversive stimuli in the environment. In simple terms, the SDT focuses on the degree to which an individual’s behavior is self-endorsed and self-determined.

Listed on a continuum from high to low levels of self-determination there exist intrinsic motivation, extrinsic motivation and amotivation. **Intrinsically motivated** behaviors are those in which one is engaged for one’s own sake, in other words, for receiving pleasure and satisfaction from performing activities (Deci, E.L.). On the other hand, **extrinsic motivation** pertains to a wide variety of behaviors where the goals of action extend beyond those inherent in the activity itself. Besides intrinsic and extrinsic motivation Deci and Ryan proposed a third motivational concept namely, **amotivation**, to fully understand human behavior. When amotivated, individuals experience a lack of contingency between their behaviors and outcomes. Their behaviors are neither intrinsically nor extrinsically motivated. Amotivated behaviors are the least self-determined because there is no sense of purpose and no expectations of reward or possibility of changing the course of events.

In our research we tried to apply the principals of the SDT in the sphere of work motivation and encouragement. According to the SDT, these four types of motivation are differently related to various types of outcomes. It takes place because these motivations differ in their inherent levels of self-determination, and because self-determination has been hypothesized to be associated with enhanced psychological functioning (Deci, E.L., & Ryan, R.M.).
So we would expect intrinsic work motivation to be mostly associated with positive outcomes (e.g., persistence). In contrast, the most negative outcomes (e.g., depressive states) will stem from amotivation followed by external regulation. In addition, STD postulates that the needs for competence, autonomy, and relatedness are central concepts to understand the initiation and regulation of behavior (Frederic Guay, Robert J. Vallerand). Competence implies a need for having an effect, for being effective in one’s interactions with the environment. The need for autonomy is defined as a sense of feeling free from pressures and to have the possibility to make choices among several courses of action. In its turn, relatedness refers to interpersonal attachments and bonds developed between individuals, and is based on a fundamental striving for contact with others. So we would expect the effects of social factors in terms of their meaning for a person’s feelings of competence, autonomy, and relatedness. That is, a social context in the workplace that offers people the possibility to satisfy their basic needs will lead to a self-determined type of motivation (intrinsic motivation) whereas events that thwart these needs will produce non-self-determined types of motivation (external regulation and amotivation). Some studies have shown that negative feedback is associated with a decrease in perceptions of competence and intrinsic motivation (Vallerand, R.J).

Thus we can give the definition of the work motivation focusing on the SDT. Work motivation is a set of reasons correlating with the need for competence, autonomy, and relatedness of the worker determining one to be engaged in a professional activity. According to this theory we suppose that intrinsic motivation of workers contributes to employee output. The main psychological needs of employees should be taken into account. They should be treated as experienced and capable autonomous. Top managers have to develop corporate culture, including development social bonds in the workplace. This model (definition) of work motivation is consistent and gives a correct description of a group of needs (motivation factors) determining an employee behavior. It also explains the mechanism of correlation between motivation factors and employee behavior. Of course, additional empirical researches are necessary in order to check all aspects of this approach to work motivation.