



ers. Market Research of distance learning in Ukraine and elsewhere shows that the pace of its growth is quite high, and in Europe it is estimated in billions of dollars. That is why every educational institution in Ukraine is extremely interested in taking place in this market as soon as possible. This will greatly increase the profit of educational institutions and will remove the problem of classrooms shortage, will help to solve the employment issue so that using video conferencing will lecture professors of educational institutions in other cities and even foreign countries [3].

Through distant learning students will be able to combine study and work, there is no problem of accommodation and living in a foreign city, reduced material costs for travel to the place of study. People with disabilities and people who for various reasons are not able to move can get training. Studying at the distance courses a student improves his intellectual and creative potential, learns how to gain knowledge without assistance and make decisions.

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PARADOXES OF LEADERSHIP

A leader is somebody who can bring a group over to the decision of group situations, problems, tasks. A leader is a kind of mirror of the group [4, с. 21], a person, who converts colleagues (no matter inferiors they or not) on people which cooperate with him because of convictions. Such personalities can inoculate the awareness of importance of executable business, and from here is love to work [2, с. 12].

To become a leader, to get recognition, to stand out from the wide public is quite natural desire to humans as social beings. To seek leadership in the high sense of this word means to strive to occupy a worthy place in society, social group, be proactive, initiative, generate ideas, develop joint strategies of life and try to fulfill them. It means not to be indifferent to what is happening with other people and take



responsibility of their fate. For someone, it can be his family, and for some – the whole humanity.

Nevertheless, for some reasons a person, who wants to be a leader, is not always admirable in the environment. Here we face the first psychological paradox: a man should and should not seek leadership [3, c. 31]. On the one hand, not to seek leadership is unwise, because the opposite means to want to become inferior, ordinary, unnoticed, and dependent and to blend into the crowd. Only degraded, stagnant or very weak person can want it. On the other hand, the man, who decided to fight for leadership, setting this as a goal, loses his chance at the very solution. In addition, the more active he will struggle for the status of the leader, the more distant he will be from the target. Psychological secret, according to V. Tatenko, is that leadership is interpersonal relationships [3, c. 31]. They, like friendship, are not to be exposed. They cannot be imposed as nobody can make you respect him.

The leaders are people either, so they get accustomed to the outstanding and prominent leaders' life. That is why some of them, in order to remain in this capacity, are ready to drastically change their views, principles and even the number of supporters, willing to become "his" for those who have recently considered for "strange" and even personal enemies.

The second psychological paradox is "the best of the best, but not a leader" [3, c. 31]. This paradox arises in the traditional conflict between wishes and abilities. It would seem that a man is competent and experienced, productive and attentive, friendly to everyone, always ready to help, but for some reasons the group does not recognize him as a leader. Moreover, it gives its preferences to that person, who is not the best under all the criteria. Sometimes a conflict occurs because the front office appoints the best worker and excellent man for policy-making position, but the group opposes such a decision. The fact that the leadership contender certainly must have something important, stand out from the main group, but not enough to become the exception. He should correctly understand the importance of urgent problems, embody ideas and aspirations of the majority group members and to act in this direction, to realize the targets of the group, to preserve and develop the group wide values. However, this person must be an insider in the group, one that does not fall outside the circle "We" [1, c. 267].



The third psychological paradox of leadership: people can and cannot give up leadership roles [3, с. 32]. For example, it is known that managers are appointed by order or instruction. On the contrary, nobody can force a person to perform the leader's functions. Leaders are chosen: sometimes secretly, and not even always consciously. Each of these elected representatives may reject the leadership (not to go ahead, not to take responsibility, etc.) in a particular group or situation. Paradoxically, the members of the group do not take into account the opinion of that one who is supposed to be a leader. After all, every member of the group decides to himself whom he likes. The man chosen as a leader can even leave the group, but he will remain a leader for it.

The fourth psychological paradox is the leader solves anything and nothing [3, с. 32]. The main function of a leader is to solve problem situation of the group, to take all-important decisions, to mobilize members for their execution, to lead team to victory and be responsible for the results. The members of the group expect independent, innovative ideas, bold projects and decisive actions from their leader. Nevertheless, the leader is a hostage of group traditions, norms, values, modes of behaviour and even styles. One careless step away from it all – and a person is no longer a leader.

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Валерій Жамардій

MAN AS A PROJEKT OF A SELF-CONTROLLED SYSTEM

Researches of recent years on the basis of quantum physics, neurophysiology and psychology (Bom, Prybram, Pryhozhyu, Wolf) allowed to consider man as a microcosm with the concept of holograming structure of the Universe, holograming model of human consciousness, notions of man as a bearer of all information of the Universe. “Know yourself, and know the world” – Socrates said [1, p. 76].