

## **MOTIVATION FOR MILITARY ACTIVITY IN DIFFERENT COUNTRIES OF THE WORLD**

Motivation for military activity is a complex phenomenon that includes a number of different social and psychological circumstances and, in turn, determines the whole complex of both positive and negative factors of military service. The relevance of this issue is due to the decisive influence of motivation on the success of military professional activities, the mental and functional states of servicemen, the desire for professional self-actualization in the military sphere, etc. Therefore, the problem of developing motivation for professional activity is one of the main ones in military psychology.

O. Georgadze, V. Grom, O. Kalyniak, and M. Prykhid point out the need to form a motivational system for servicemen of the Armed Forces of Ukraine in their studies. The researchers have found that the presence of military experience contributes to the formation of a more positive attitude to the professional activities of the military, enhances internal motivation, which increases the overall level of psychological readiness for military service. They identified the main motivations for military personnel to enlist in the military: self-realization, recognition, patriotism (desire to defend the Motherland) and solving personal problems.

The list of negative factors preventing the continuation of military service includes: a long stay in the area of the Joint Forces Operation (family circumstances, excessive service, physical and moral stress during combat operations, negative attitude to military service by family members), insufficient material (monetary, material, food) support, low level of social and legal protection of servicemen and their families, the state of military equipment and weapons, low level of professional and moral.

Let us consider the experience of forming motivation for military service in different countries. Through research, American educators have identified the main factors of motivation to serve in the army:

1) self-improvement. This factor includes components that determine personal development: responsibility, self-confidence, and physical fitness;

2) benefits. It includes everything related to the benefits received from military service and those that will be received after retirement. This includes financial support, the so-called "social package" and various benefits. A private in the US Army receives \$1568 from the first to the last day of service in this rank;

3) military service: desire to become a soldier, enjoyment of service. Patriotic commitment, traditions, and the desire to serve are referred to as institutional aspects as a set of formal and informal norms and rules;

4) professional skills: increasing opportunities for future employment;

5) opportunity to see the world. This factor implies a desire to travel to other countries related to military service in order to see other life and have time to understand oneself, which is called a "time out";

6) money for education (educational benefits, education at the expense of the army). The US Army has a positive attitude towards military education. A student in uniform is provided with a laptop and \$4.5 thousand per year to pay for tuition.

The People's Republic of China has a completely different approach to motivating conscripts. Due to the large population and sufficient number of volunteers in China, conscription is not actually carried out. Chinese military researcher Qiao Taiyang believes that the system of motivation to serve in the army is determined by factors of tradition and culture:

1. The national flag as a symbol of honor and courage.

2. Role models. This factor contributes to the development of nobility and care for others. In recruitment centers and military units, photos of heroes are displayed as role models.

3. Non-monetary incentives. For example, staff who clean the premises best can receive a red flag for a week; recruits who study well are given the title of "role model"; units that perform tasks best are given an honorary title. Companies may be named after individuals who have performed heroic deeds.

4. The Chinese army attaches great importance to the culture of the military unit, which motivates the appropriate behavior of recruits.

In Israel, the developer of the system of motivation for military service was the Chief of the General Staff of the Israeli Defense Forces, Amnon Lipkin-Shahak. In the mid-1990s, he began intensive work with recruits and offered the generals regular meetings with schoolchildren. Surveys in 1980, 1984, and 1988 showed that approximately 90 percent of high school students were willing to volunteer for military service. Subsequent studies have shown that the number of such volunteers has dropped to 75%, and since 1992 it has been decreasing by 2% annually. Later, conscription became mandatory for both boys and girls and for some categories of disabled people. A system of alternative military service was developed for religious recruits. It has become almost impossible to avoid military service, especially when it is punishable by criminal liability and the possibility of working in the civil service in the future is excluded. Israel has developed its own system of motivation for military service, which is based on common social, ideological and religious values.

Different countries are searching for additional ways to solve the problem of motivating young people to military service in the following areas: raising the authority of the army and military service; forming a positive image of a serviceman and the army in the media, advertising, methodological recommendations, etc.; creating favorable conditions, benefits, social security, material and career interest; fostering in conscripts a sense of personal social significance, benefit and patriotism; moral, psychological, pedagogical, social and political education. Undoubtedly, the formation of a positive attitude towards the army and military service is a task not only for the military, but also for the entire society, state and public institutions.

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