

**ACADEMIC AND PRACTICAL PSYCHOLOGY: SEARCH FOR THE WAYS OF MUTUAL
UNDERSTANDING AND COOPERATION**

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The article discusses the issue of relationship between academic and practical psychology. It is argued that disagreement (gap) between them are normal and natural. In scientific psychology, the rivalry between naturalistic and hermeneutic paradigms is taking place. However, there is no paradigmatic confrontation between academic and practical psychology: it is the disguised as "classical" rivalry between naturalistic and hermeneutic paradigms.

Keywords: academic psychology, practical psychology, paradigms, naturalistic paradigm hermeneutical (humanitarian) paradigm.

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