

AXIOLOGICAL STRUCTURE OF PERSONALITY AND NON-NORMATIVE SPEECH BEHAVIOR

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The article shows results of the empirical study of axiological structure in correlation to non-normative speech behavior, which has been made on a proportionally matched sample of youth with normative and non-normative speech behavior. Within the framework of the study, we used methods for studying personal values by S. Schwartz and U. Bilski, adapted by V. N. Karandyshev, original questionnaire for studying inclination to non-normative speech behavior, and methods of comparative and correlative analysis. It was found out that axiological basis of inclination to non-normative speech behavior is formed by value patterns: Attainment – Self-regulation – Power – Hedonism. Taking into consideration the connection between hedonism and inclination to non-normative behavior, the author comes to conclusion that aspiration to pleasure makes people, who are inclined to non-normative behavior, infringe norms and rules accepted by the society, as well as by the speech and communication spheres. Applied aspect of the problem under study can be used in counseling practice of psychological services and for youth policy programs' development.

Key words: person; values; taboo words.

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