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PURPOSEFUL PREMISES OF GEOPOLITICAL CERTAINTY

Each geopolitical priority or conceptual emphasis is the result of some purposeful reasons. Since target area of social consciousness essentially determines the focus of geopolitical stereotypes, thus objectively and logically requires a thorough analysis of its nature, mode of action and principles of operation. When these aspects are precisely elucidated, even the tiniest nuances of geopolitical and general articulation become obvious signs.

Geopolitical and general political priorities are an integral part, specification generation, identifying target priorities in general. Targeting - one of the elements important function realization of power and control (in the most extended sense of the term). This process of justification and setting the goals. In Webster's dictionary defined goal of "the end result, which aimed at reaching effort" or "condition, or state, is to be achieved." Thus, the goal is the desired outcome of actions. She - a source of motivation, incentive powerful processes of self-organization, which mobilizes hidden or obvious resources.

Unlike animals, man acts deliberately, before execution of any actions it aims to makes their activities subject to their will. Instead, the animal acts according to instinct (congenital or acquired), and the primary source of liberty beyond it, that it is not subject to volition. Action animals directly related to the subject. Moreover, the animal subject operates in a form in which a given nature, while people in the process of changing the subject according to their needs.

You can often come across statements about the presence of "expediency" in the actions of nature. At first glance, is seen in the functioning of nature and orderliness of rational consistency. For many, it serves as proof of the existence of God, it will. Although in this case, these aspects are not the subject of research, but it is worth

noting that there is incorrect to talk about the "appropriateness" of nature as a determinant which defines "purpose" (God) is beyond nature.

Before each act of man somehow defines the purpose - a form of consciousness, which reflects an objective reality in the form of expected life. However, the level of future goals, there is not real: it is an ideal project, the assumption of human consciousness, not really existing. If the purpose of the action is absent, then the act is no act of human activity. As the H.Batyshev, human objective activity - it is a continuous process and produce whole-whole-fulfillment.

In the initial stages of human society was homogeneous, and human activity in most cases had purpose-laying undivided nature. Consolidation by individual members of society the right to specialized Targeting (hunters, fishermen, soldiers) was temporary, sporadic. Main same determinants for community issues and problems resolved collectively.

Targeting reflects the human ability to set conscious goals and implement them. As an incentive to target determines the manner and nature of man depends on his will and at the same time it will subordinate itself. Conscious ideal image formation of new things and relationships, developing action programs by selecting features and motifs, the creation of labor, etc. human activity is fundamentally different from the instinctive behavior of animals. Targeting reflects the fact human freedom are active manifestation of human consciousness, which not only reflects the objective world, but creates it.

The goal is realized through means which are a set of objective material factors and methods of human actions that contribute to the achievement of the goal. Tool serves the goal as much as it is embodied unity of subjective and objective: on the one hand, it has a common nature of the object, which directed the action, on the other - elected or entity created for the purpose.

Objective and goal-setting tools and inter-potential often complement each other, creating signs means mostly takes tactical objectives, and any realized the goal becomes a means of formulating and implementing a new purpose. This dialectic genesis expressed in current and future, general and specific, final and intermediate targets [6, p. 114-115].

Targeting - an expression of collective everyday life essence of the individual active process of formation of individual reality. The process of goal-setting and further the goal is an important demand of the individual, the attribute of free will. Conscious goal-setting - is likely to generate vector space life. The very goal-setting has impact on the probability of achieving it, and the probability of events. Targeting is creativity, the generation of theoretical and practical embodiment of the image of the new reality.

The aim is subjective will, understanding that the individual wants what from aspires. As a perfect way the goal is difficult, complex phenomenon, which consists of the expectations, ideas, assumptions, priorities, guidelines, attitudes, emotions, etc. Although the goal is defined as rational and conscious phenomenon, but we should not ignore its emotional and creative roots that may not be realized, but significantly affects the format meaningful purpose.

Goal - a desired result, the object of desire. Her mental liken perfect foresight results and ways to achieve through certain means. It is a way of integration into a single system the various actions and efforts. The objective is closely linked with the category of meaning, and of wishes, desires, intentions, perceptions, "designs" of the future, with the will and consciousness [2, p. 15-16].

Strategic goals are most important for individual life goals, values. They actually determine in many cases, a subordinate way of life of the individual, group or organization. The strategic goal is displayed on all vital actions and steps individuals. It is the basis of virtually any activity, is closely linked with purpose-laying aspect of the meaning of life. Amorphousness and vagueness strategic goal leads to ambiguity in all spheres of life, causes frustration and depression [4, p. 33-34].

The hierarchy of objectives is built on the principle of priority needs and interests. Appreciation of the importance and ranking purposes is carried out according to priorities. The main criteria is the goal functional efficiency, speed of obtaining positive results, a minimum of resources needed to implement the goals and so on. The hierarchy of objectives is generated in the manner of their placement in the descending order of priority (ranking). For most of the above defined the priority

objectives (goals first rank), then - the most significant of the remaining (second rank targets) etc.

An important factor and criterion of efficiency of modern society is the nation consolidating awareness paradigmatic perspective Targeting vector [5, p. 46-47]. Fixing it in consciousness creates the possibility of substantial unity of approaches to understanding the evaluation state of the nation, forecasting strategic directions of its development. This is the kind of practical consciousness of the nation, aimed at self-realization - including and especially in system of geopolitical coordinates, priorities and preferences. Because of focused and consolidated aspirations Ukraine still lacks, it is - quite logically and objectively - affects virtually all areas of domestic and foreign policy [3, p. 264-265].