PARADIGM OF PERSONAL INDIVIDUALITY AND SOCIABILITY EXPRESSION COMMITTED FOR MEANINGFUL LIVING IN RURAL AREAS

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Abstract
The paper considers the methodological ideas of expressing the individuality and sociality in the realities of rural life as well as social and psychological factors determining the professional career development. The results of the studies have shown that people possessing the intelligent and qualitative purposefulness try to find their own grounds among such constructs of the personality as skills, emotions health, possibility of manifesting themselves both at work and at home as well as the maintenance of proper social partners. The harmony of the personality’s above constructs is peculiar to the farmers who have achieved striking economic results. It is implied that the values reflecting individual and social aspects of the professional self-expression could make the value basis of the farmers ideology as the mode of life and could determine the content of the farmers professional training.

Key words: rural area, farmers, individuality, social relations.

Introduction
Meaningfulness in professional expression is an actual, social and psychological problem for those, who are searching for quality and completeness of life. While living in rural areas, this problem appears to be more relevant since rural people often confront with the dynamic vicissitude of positive and negative events and trials; frequent delinquent expression of rural people and lack of cultural needs appeasement. The outcome (result) of meaningful life is a successful experience of rural people interaction with environment and its subjects. This experience is very significant while modeling an ideological system of agricultural values. Sense of success and meaningfulness is acquired by courtesy of personal individuality and sociability expression.

Rural people aim at good professional activity results by arranging production processes. Too little attention is paid to harmony of family members’ development, friendly relationship with neighborhood, positive emotional expression and physical and psychological health. The elements mentioned above are extremely important for the estimation of life meaningfulness. Their depreciation often causes discrepancies between what a cultivator creates during the process of working activity and how he evaluates the meaningfulness of his professional career and personal life in rural areas.

The subject of this article is defined as methodological, social and psychological assumptions ensuring the meaningfulness of life and professional expression in rural areas. The subject of the research is the harmony of rural people individuality and sociability. The object is to emphasize the methodological ideas (paradigm) of personal individuality and sociability harmony of living in rural areas.
and evaluate them in the context of social, psychological and economical preconditions of the professional expression in rural areas. **Tasks:** 1) to analyze the methodological ideas of the harmony of personal individuality and sociability while living in rural areas using the paradigm determination of this phenomenon; 2) to examine the social, psychological and economical forces of professional expression while living in rural areas.

**Methodology**

To examine Northern Lithuanian cultivators by using a research questionnaire of a meaningful life in rural areas. The questionnaire structure is chosen for the evaluation of persons’ individuality and sociability construct correlations. The research uses Solomin I. L. (Соломин, 2006) personality evaluation methodology, Schineider S. L. (Schineider, 2001) expectancy level and Lemme H. B. (Lemme, 2003) happiness level tests. The questionnaire reflects the cultivators’ farm development mutation data.

**Personal individuality and sociability harmony in rural areas methodological assumptions**

Life in rural areas and professional expression in this background are based on the individual (cultivators, companies of agricultural services and agrotourism organizers) capacities to create combinations of the activities, ensuring the assumptions for the appeasement of rural people self-preservation and self-expression requirements, by creating life completeness and meaningfulness. This research revealed (Daukilas, 2002) that rural people professional expression motifs are not associated only with gains for good business results. Basically rural people activity motifs are determined by values reflecting cultivators’ lifestyle: specific relations with soil, as a primary means of production, family traditions, dominating provisions inside cultivators’ families, professional expression mobility and capacities of business development. Practice shows that rural people usually attach great importance to meaningful, complete and happy life in senior period of life or in case of illness and decrease of farm development rates.

Countries which pay bigger attention to agriculture (Germany, Denmark, Holland, England and etc.) without seeking temporal benefit, but strategically arranging this activity for several generations, associate the meaningfulness of professional expression with family traditions, humane attitude towards this professional activity, well-balanced usage of natural resources. Therefore, this basis forms the ideology of rustic values, which ensure the stability of this social environment people self-expression, competence gains, quality and meaningfulness of professional self-expression in rural areas.

With the vicissitude of social, economical system in the countryside of Lithuanian, the assumptions of rural people professional expression, provisions of values and career gains significantly changed, including young people. The rural youth has been always characterized to be hard-working, organized and devoted to studying, because life from their young days with the direct participation in daily agricultural works and cognition of cultivator’s family difficulties has developed the
true-life experience, efficiency, self-sufficiency and responsibility for one’s actions, and work obligation. However, observing the processes in rural environment affirms that this situation is characteristic of organized rural communities. Couple decades ago the research stated that there appeared to be more rural students with good and average results, than students with bad and very good results. Moreover, these rates were better than urban students’ results. At that point, the intentions to consolidate one’s prestige among contemporaries and relatives took the priority. On the motivations of graduation to remain in rural areas were: the perception of agricultural work importance and obligation, the selection of profession, associated with agriculture, positive relations with native country or reluctance to leave relatives. The departure from rural areas displayed the necessity of meeting cultural requirements, willingness to work in industrial, cultural or artistic spheres.

Such tendencies has been observed in the rural communities of Lithuanian: reticence in one’s family (the supplies of life and production means, accumulation of one’s forces, increasing one’s property and raising children); involvement in public processes (bees, joint festivals, keeping houses, trading, participation in the forms of worship and culture) (Vosyliūtė, 2003).

These historically developed values are extremely important in forming the paradigm of meaningful life in rural areas, because they reflect economical, social, psychological, and educational factors. While evaluating in psychological aspect people’s professional expression, the biggest attention is paid to human being with a large personal dimensions and layers structure, which has its own derivative of individuality. According to the evaluation of professional expression success in social and educational aspects, the external forces, including economical factors, provocative of living meaningful, personal and qualitative life, take the priority.

The literature includes reasoning, which can be meaningful for the substantiation of the object of this article – the meaningfulness of living in rural areas. Table 1 provides the various authors’ notions associated with our investigation. According to the analysis of various authors’ notions, considering meaningful life, we could distinguish six personal expression areas, which are characteristic of persons, whose objective is a meaningful life. These are: emotional ground (positive self-estimation, emotional intellect, freedom of self-expression, love to the surrounding world); ground of social relations (the maintenance of social relations, social support, love and respect to the surrounding world); health ground (healthy lifestyle values, physical competence); ground of skills expression capacities (self-realization, skills expression, the possibilities of their development, ability of critical thinking and evaluation of life changes, intellect level); ground of living in a family (harmonious family, the nurturance of family values inside children); working activity ground (competence in doing the works, related to the chosen profession, harmony between personal type and work object, contentment with work results).

In the context of personal structure, together with the evaluation of the grounds mentioned above, they could be listed into groups, reflecting the features of personal individuality (skills, emotions, and health) and sociability (expression at work, social relations, living in the family).
### Table 1

<table>
<thead>
<tr>
<th>Concept and its author</th>
<th>Substantial concept features</th>
</tr>
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<tbody>
<tr>
<td>A human cannot be completely satisfied, because requirements appear in a certain hierarchical order: when the lower are satisfied – appear the upper. The capacity of self-expression in various life spheres gives apparent satisfaction (Maslow, 1982).</td>
<td>Satisfaction as a constantly verifying self-expression category is determined by vicissitude of requirements.</td>
</tr>
<tr>
<td>Meeting human emotional, cognitive, expressional and esthetical needs is a “value” and his own relation with values is one of essential factors determining individual content with life, his experience of life completeness and meaningfulness (Lepeškienė, 1999).</td>
<td>Human relation with values, his lifestyle with reference to them.</td>
</tr>
<tr>
<td>Term of “self-actualization” does not answer a question, in which life direction a human should express himself. This question could be answered only by considering a context of a particular individual with a view of his existence. (R. Kočiūnas, 1998).</td>
<td>Life meaningfulness is judged by an existential evaluation of a certain context of human life.</td>
</tr>
<tr>
<td>Self-expression is not an objective of life, but a subsidiary product “allowing free motion, without savaging personal life meanings” (Rogers, 2005).</td>
<td>Free self-expression ensuring individuality expression.</td>
</tr>
<tr>
<td>The content with life or positive life evaluation of grown-ups is determined not only by such life events or coincidences like marriage, parenthood, divorce, family decrease, but human’s attitude towards certain life changes as well (Dingfelder, 2005).</td>
<td>Provisions of values by evaluating life changes.</td>
</tr>
<tr>
<td>Behavior supporting with life satisfaction is a possession of a strong sense of hope that something valuable and good is going to happen in future and something that is done is going to give good results (it is the usage of proper sap and instincts) (Schneider, 2001).</td>
<td>Suspense while expecting for a positive life development.</td>
</tr>
<tr>
<td>Content with life is related with inner control, hope, happiness, which is affected by factors like self-esteem, shackles of love, religion, optimism, good sleep, practice and job. (Seligman, Csikszentmihalyi, 2000)</td>
<td>Personal expression based on inner control, expectations, self-esteem, love to people round about and health.</td>
</tr>
<tr>
<td>Personal control can be evaluated as certain continuity, where a strong personal inner control lies in one side and a strong external control - in the other. Therefore, the inner control means human’s conviction that he can affect his own life (Rotter, 1966).</td>
<td>Control of personal individuality and sociability by aiming at harmony.</td>
</tr>
<tr>
<td>A human is happy when his positive experiences, events and thoughts exceed negative and, realizing this, he is content with his life (Liubomirskij, 2001).</td>
<td>Positive events, experiences and thoughts exceed the negative.</td>
</tr>
<tr>
<td>Happy people have a good opinion about themselves when those, who devalue or overrate themselves, do not recognize their disadvantages and blame others for their own mistakes (Porat, 1991).</td>
<td>Positive self-evaluation and well-balanced personal individuality and sociability.</td>
</tr>
<tr>
<td>An important factor of happiness is a network of social relations, which promotes support and is based on positive social links supporting with happiness of life. Love is not only a relation with the object of love, but a relation with the whole world (From, 1992)</td>
<td>Positive social relations with external world.</td>
</tr>
<tr>
<td>The ideological quality system must constitute qualities of meaningful life. They are a substantial provision of market stability. Therefore, professional development has to reflect the valuable context of professional expression (Daukilas, 2006).</td>
<td>The development of meaningful life qualities creates the provisions of stable work market.</td>
</tr>
<tr>
<td>The capability to meet every level of requirements, both self-defense and self-expression reflects life meaningfulness (Daukilas, 2004).</td>
<td>Self-expression in professional activity.</td>
</tr>
</tbody>
</table>

Source: own research.
While forming the paradigm of the ideas of living a meaningful life in rural areas, it is essential to look for harmony among the fundamental personal constructs: individuality and sociability. Accordingly the assumptions are being created for the natural personal development, which is based on meeting one’s individual requirements, self-knowledge, skills, emotional expression and health. The abilities of social relations regulation are also important for the person who is achieving a professional career in rural social environment.

While developing persons for living in rural areas, personal individuality and sociability constructs can be identified with the singleness of an individual professional expression and career, since the latter reflects the aspects of cognitive, emotional, motivational, inspirational, volitional and inner control, gains and future profession suspense. In the process of creating a modern rural community based on individualism, rural people, despite of educational help, have to create them and form their individuality and self-reflection in rural areas. Nevertheless, after the failure of social codes, which previously were meaningful to rural people, appeared infinite number possibilities, which can be chosen for the destruction of rural identity system. Accordingly, new models of life in rural areas are originating, which are based on enterprise, openness, reflection and modernity. However, according to Vosyliūtė, life in a traditional public was safer to people. The main direction of life was religion and life under Christian morality. Our grandparents appreciated community, aspiration for the maintenance of activity, because hard-work represented their daily fight for existence. Since early days the rural life had been forming the conceptions of help, mercy, care and adequate behavior, which ensured its members the rendering of vital help. The philosophy of concern about members of relatives or country was the basis of communal life and culture (Vosyliūtė, 1996).

Today the tendencies of social groups division according to age, educational level, type of activity, results of economical activity can be distinctly recognized. Since young people orient both around urban culture and old generation still savoring rural culture, youth groups can be distinguished from other age groups. A survey of students from Lithuanian University of Agriculture, Agricultural Engineering study program, revealed that 62% of respondents are attempting to perceive one’s identity and recognize one’s individuality tenor, however, they still lack for a clear attitude and position, associated with the professional expression in rural areas (Daukilas, 2004). Therefore, without the attainment of life experience, they usually meet lower requirements. This alternative causes egoism. Though they strive for an independent life, they do not have a clear perception how it can become meaningful in rural areas. “Buy – sell, leave for West or drink into deep without doing anything!” has become the purport of life to some of young rural people. Consequently the speech considering culture, group mutual questions should not alienate from social economical problems. A human being, who has not been formed as a personality in a family, school or among his contemporaries, will cause concerns to both his environment and State. He is remote from any cultural impact, he is a nihilist, inactive, thus, susceptible to “freeloading”, debauchery, drug addiction. People forget that from everlasting rules and life norms have been transmitted from generation to
generation remaining inside community and becoming time certified (Michailov, 1999).

We can conclude that the creation of meaningful life in rural areas paradigm it is obligatory to reflect the motivational factors of professional expression, which overwhelm: skills ground, ground of work in rural areas specificity, social relations, emotional expression, family and children ground.

In the ground of skills expression capacities it is important to find possibilities of self-expression, skills expressions and their development capacities; to be able to think critically and evaluate the alterations of rural life, develop one’s intellect and knowledge system. Emotional ground includes a positive self-evaluation of life in rural areas, freedom of responsible self-expression and love to the surrounding world. Health ground involves the qualities of healthy lifestyle in rural areas and cultivators’ physical competence. Personal sociability, asserting in the working activity ground, reflects rural people competence in doing the works of a chosen profession, harmony of personality type and work object, satisfaction with good work results. Ground of living in a family is extremely important to rural people. It is associated with the fact that the bigger part of works in Lithuania is done in the condition of family contracting. Ground of social relations reflects the abilities of good social relations maintenance, social and economical support to people round about, communal activity of creating and developing rural culture and its heritage.

**Meaningfulness of life in rural areas professional expression factors research**

Regarding the demands on meaningfulness of life in rural areas professional expression social, psychological and economical factors, in 2006–2007 a research of the Northern Lithuanian cultivators was accomplished. The research was accomplished by the medium of a questionnaire of a meaningful rural life research.

In course of the research the efforts have been put to justify a hypothesis: a professional expression in rural areas, based on meaningful life objectives, influences a better economical development of a farm. It has been attempted to determine correlation relationship between different cultivators’, who achieve results of production activity, personal individuality and sociability constructs. The correlation relationship has been determined in two groups of respondents: Group A cultivators, who have achieved good economical rates, farms are promising in the context of development and predictable investments; Group B cultivators – bad and average farm economical rates, the usage of the support of EU structural funds is tenuous.

While analyzing the correlation relationship in the context of cultivators’ farm economical rates, appear such tendencies:

1. Farms of a successful economical development (Group A) are bigger, their owners constantly seek for various capacities of studying, and they receive the studying material in formal and informal ways (23% during seminars and courses, 19% independently, 16% seek for the help of relatives or colleagues). The latter perceive the obligation of permanent vicissitude and studying, they are aware of market system laws and regularity. Group B respondents’ demands on studying and capability expression are moderately expressed.
Table 2

Cultivators’ personal individuality and sociability expression correlation relationship (R), which is evaluated in the context of economical development of farms

<table>
<thead>
<tr>
<th>Respondents’ personal individuality and sociability expression grounds</th>
<th>Group A cultivators (R)</th>
<th>Group B cultivators (R)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ground of skills expression capacities</td>
<td>0.301</td>
<td>−0.363</td>
</tr>
<tr>
<td>Emotional ground</td>
<td>Not denominated</td>
<td>0.141</td>
</tr>
<tr>
<td>Health ground</td>
<td>0.571</td>
<td>0.337</td>
</tr>
<tr>
<td>Working activity ground</td>
<td>0.521</td>
<td>0.429</td>
</tr>
<tr>
<td>Ground of living in a family</td>
<td>0.453</td>
<td>−0.384</td>
</tr>
<tr>
<td>Ground of social relation maintenance</td>
<td>0.285</td>
<td>−0.193</td>
</tr>
</tbody>
</table>

Source: own research.

2. The research showed that the demands of both groups on emotional expression in profession are faintly expressed or absolutely not expressed. It suggests about an enormous occupation of rural people, lack of leisure and possibility to engage one’s pleasure (see Picture 2).

3. Qualities of healthy life style are significantly expressed in cultivators’ provisions of values; it is especially characteristic of senior rural families.

4. Working activity of Group A is rationally combined with the developmental activities of healthy lifestyle and family qualities. The same situation is among Group B respondents; however, the latter have worse farm development results. Moreover, Group A respondents pay much of their attention to the possibility of capability to make independent decisions. This reveals that these cultivators distinguish for higher level independence and creativity.

5. Group A respondents express the correlation relationship with the development of family traditions, which is not relevant to Group B. In the list of Group A respondents’ qualities, family qualities are in the second place (after health).

6. There is a considerable difference between Group A and Group B respondents in the context of social relationship maintenance. Group A appreciates: a formal communication and communicative style with neighbors and other partners (65%); a bigger part depends upon neighbors’ help (56%); social relationship qualities are in the first place on a qualitative system list; close family contacts are being developed (49%); in the context of professional expression, they depend more upon family members.

During the evaluation of quality gradation, regarding various expression grounds, the results have been worked out (Fig. 1). The tendency shows through that the cultivators, who have achieved good farming results, are significant of the expression of personal individuality and sociability reflecting harmony.

Harmony success of good farming results, achieved by the cultivators’ individuality and sociability qualities, is reflected by respondents’ essential personal qualities (Fig. 2). The qualities reflecting individuality and sociability are proportionally distributed in personal qualities scale.
Figure 1. Gradation of qualities according to cultivators’ expression grounds

1 – religious qualities; 2 – qualities of positive feelings; 3 – healthy life qualities; 4 – monetary qualities; 5 – working qualities; 6 – qualities of family relationship development; 7 – qualities of social relationship with the surroundings; 8 – pleasure appeasement; 9- active and passive leisure; 10 – relaxation.

Source: own research.

Figure 2. Gradation scale of Respondents’ (cultivators’) personal qualities in professional expression

1 – responsibility; 2 – honesty; 3 – ability of communication; 4 – initiative; 5 – attentiveness; 6 – attentiveness; 7 – orderliness; 8 – independence; 9 – organization; 10 – determination.

Source: own research.
Conclusions
1. In the process of forming the methodological ideas paradigm of meaningful life in rural areas, it is essential to seek for harmony provisions of personal individuality and sociability. It is determined that persons, who are significant of meaningful and qualitative life objectives, attempt to find harmony between personal constructs: capabilities, emotional, health, possibilities of working activity expression, living in a family and good social relationship. The mentioned balanced personal constructs are characteristic of respondents (cultivators), who have achieved good farming results.

2. In course of youth preparation for living in rural areas, adult cultivators’ social development and professional development structure prosecution it is essential to orient not only about technological, but social and emotional expressions competence development as well. In future individuality and sociability harmony qualities of living in rural areas could constitute the ideological basis of agricultural professions qualities.

Literature

ПАРАДИГМА САМОВЫРАЖЕНИЯ ИНДИВИДУАЛЬНОСТИ И СОЦИАЛЬНОСТИ ЛИЧНОСТИ В КОНТЕКСТЕ ОСМЫСЛЕННОЙ ЖИЗНИ НА СЕЛЕ

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Аннотация
В статье рассматриваются методологические идеи выражения индивидуальности и социальности в реалиях жизни человека на селе, а также социальные, психологические факторы, определяющие развитие профессиональной карьеры. В процессе исследования определено, что люди, которым свойственна осмысленная и качественная целесустримленность, стараются найти личностную основу среди таких конструктов личности как: умения, эмоции, здоровье, возможность самовыражения в работе, выражение в семейной жизни, поддержка хороших социальных связей среди соседей и других социальных партнеров. Гармония вышеупомянутых конструктов личности свойственны тем фермерам, которые достигли хороших экономических результатов в своих хозяйствах. Предполагается, что ценности, отражающие индивидуальные и социальные аспекты профессионального самовыражения фермеров, в будущем могли бы составлять ценностную основу идеологии фермерства как образа жизни и определять содержание профессионального образования фермеров.

Ключевые слова: сельская местность, фермеры, индивидуальность, социальные связи.