

SOCIAL COMMUNICATION AND THE PROBLEM OF LEADERSHIP

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The desire to be a leader is for not a small number of people. But one only desire and even efforts to implement it still turns out to be not enough. As the leader the people should be primarily perceived by members of their group. What lies at the heart of such a perception? Why one member of the group of colleagues is inclined to see the leader and the other not?

Leadership emerges and operates in a system of informal relations people and expressed in the repercussions of one of them to the other members of the social group. The form of expression of the kind of influence that is psychological in nature, are varied: changes affect behavioral sphere, relate to individual personality traits, attitudes, motivation of followers. The ultimate goal of influence is targeting people on the group.

Leadership is the phenomenon created by the system of informal relations. And here is a guide - a phenomenon that occurs in a system of formal relations. And the role of the manager in advance determined by social organization, to discuss the terms of the functions. Leadership occurs spontaneously; in the staffing establishment it is absent.

Two types of these relations correspond to two main leadership roles: the role of business and the role of the emotional leader.

In a workplace dominated the business leader. And this is understandable, because such a team is created, first and foremost, to receive a product, rather than solving personal problems of employees. The role of emotional leader, though less pronounced, but in other moments her executor is able to have a tangible impact on the lives of the team.

The structure of the leadership roles provided above is not exhaustive. How could people not sought to become leader, he never will be, if not they would perceive him as surrounding leader. And that's not the case in the guide. Often leader appointed to your post, regardless of perceived his subordinates appropriate this role or not. It follows that the leadership has a social phenomenon in its essence, and leadership is psychological. And this is the main difference between them, while at the same time, there are many similarities.

Firstly, and leadership are a means of coordination the relations of the members of a social group, management tool. Secondly, both the phenomenon of social influence processes, implement in the group. Thirdly, both phenomena are inherent the moment of famous subordination relations. It is not a coincidence that leadership often can navigate the guide, while the head becomes the leader. There are many examples of this kind of transformation in abundance.