ETHNONATIONAL DIVERSITY AND COLLECTIVE IDENTITY

Yolanda Zografova..........................pp. 3

Abstract. The current paper presents an analysis of the problems of the collective identity and the European identity in particular. Through the concepts within the diversity paradigm and the complexity conception of the social identity by Brewer and Roccas. Eurobarometer data of several rounds in different European countries have been discussed. The national belonging factor has been proved impactful regarding the forming of attitudes towards the European community and the tendency to develop common democratic values in European citizens' social psychic as a ground component of the European identity. Also, a trend has been outlined toward a formation and establishment of positive attitudes to the European collective identity. The combination of national and European identity reveals the development of complexity of the social identity.

Key words: ethnonational diversity, collective identity, European identity, national identity, social identity complexity

THE IMAGE OF THE ETHNIC "OTHER" IN WORK ENVIRONMENT:
MUTUAL EVALUATIONS OF WORKING QUALITIES OF BULGARIANS, TURKS AND ROMA

Ergyul Tair, Esma Riza, Viktorya Nedeva-Atanasova, Kalina Popova.................pp. 15

Abstract. The study aims to identify differences in the evaluations of key qualities that characterize attitudes towards work and work performance of the three main ethnic groups in Bulgaria. The results establish that there are specific working skills’ profiles for the three groups. The most positive self-assessments are made by Turks, while Bulgarians have the most negative self-evaluations, with few exceptions. Ethnicity has a significant influence on evaluation of the qualities, especially for the minorities. Most consensually the three groups evaluate occupational skills of Bulgarians, the qualities of Turks are evaluated more diversely, while the qualities of Roma are assessed as the most negative by both groups.

Key words: ethnic groups, working, qualities, mutual evaluations, occupational stereotypes

CONSERVATIVE ATTITUDES AND BEHAVIOR IN BULGARIA

Antoaneta Hristova.........................pp. 29

Abstract. The article presents a study on the profile of conservative attitudes in Bulgaria. It examined the fundamental concepts of political ideology, left, right and associated conservatism and leberalizam. Suspected right conservatism is motivated in part by the psychological need to reduce uncertainty and threat (Wilson, 1973). Discusses three basic psychological predictors of traditionalism and acceptance of inequality: (1) the need to follow rules, (2) security needs, and (3) Openness to new experiences. The purpose of the data and results in this paper is to outline the specifics in the psychological analysis of right conservatism in Bulgaria as a representative of Eastern European post-communist countries. The survey included 374 respondents. The survey results highlight a specific picture of
conservative behavior and conservative attitudes in Bulgaria. 82.30% of the respondents identified themselves between center and right, contrary to the opinion spread further about our political attitudes. The described picture is most impacted by the age of the respondents, their education and activity in the conduct of elections. Severity of conservatism, as measured by the method of Wilson and Peterson, binds and is influenced by the final self placement in the political sphere, i.e. left self-identified respondents, and those on the right.

**Key words:** conservatism, attitudes, left, right, political ideologies

PECULIARITIES IN REPORTING THE EVENTS IN KATUNITZA IN THE ROMANIAN NEWSPAPERS (ADEVARUL AND WWW.EVZO.RO)

Milena Frenkeva..........................c. 43

**Abstract.** The present article deals with the comparative analysis of the materials reporting covering the events in Katunitza in the Romanian newspapers Adevarul and www.evzo.ro during the period 24.09 - 10.24. 2011 year. It establishes the number and pattern of distribution of the articles reporting throughout the period. The article studies the characteristic features of media language. It also outlines the scope of media topics. The article analyses the parallels with historical events from the past year. The Romanian newspapers outline the inter-ethnic nature of the events in Katunitza. Comparison is made between the Bulgarian and Romanian history in relation to similar problems of the Roma minorities.

**Key words:** Katunitza, conflict, newspapers, content analy

INFLUENCE OF THE DEMOGRAPHIC INDICATORS ON ORGANIZATIONAL CLIMATE

Mayiana Mitevska-Encheva............................c. 49

**Abstract.** The study records the impact of a number of organizational and demographic indicators on types of organizational climate. At the same time it establishes the reasons that prompt high commitment to work and exceeding of tasks listed in the job description. In this study organizational climate is assumed as variable, since they allow the adequate measurement and recording of the impact they have on a number of organizational factors. Quantitative research methods, as well as measurement tools consistent in terms of psychometrics are applied. The survey results make it possible for trends in the development and change of organizational climate in the area of different irias to be revealed. The hypotheses check is carried out by means of regression analysis. The data are processed with the standard package of statistical programs SPSS-16.

**Key words:** organizational climate, demographic indicators

CHALLENGES OF WORKING IN AN ETHNICALLY DIVERSE ENVIRONMENT: QUALITATIVE ANALYSIS OF NOTIONS OF BULGARIANS, TURKS AND ROMA

Esma Riza, Diana Bakalova, Ergyul Tair, Nadya Mateeva..........................c. 59

**Abstract.** Basic advantages and difficulties of working in an ethnically diverse environment,
stated by Bulgarians, Turks and Roma during focus groups are examined and analyzed. Different ethnic groups stress different sides and have specific viewpoints regarding the challenges of working in an ethnically diverse environment. The prevailing opinion is that there are no advantages of working in ethnically mixed team. The main difficulty according to Bulgarians and Turks are the ethnic intolerance and conflicts. According to Roma these are the organizational problems such as uneven distribution of duties and payments.

**Key words:** advantages, difficulties, mutual work

**INVESTIGATION OF THE REACHED STATUS OF ADULTHOOD OF UKRAINIANS IN EMERGING ADULTHOOD**

Z. Ganeva, V. Pavlenko.............................c. 71

**Abstract.** Emerging adulthood (Arnett, 2004) is a defined period of development, which encompasses the age between 18 and 30 years. Similar to other European countries, in Ukraine the scholars establish that it exists. Its main characteristics have been outlined. The aim of the study conducted is to make a comparative analysis as to what extent young men in emerging adulthood and people in the period of adulthood of Ukrainian origin feel adult in the presence of parents, siblings, a romantic partner, co-workers and other adolescents. A total of 117 persons studied from Ukraine aged between 16 and 34 (M=22.6, SD=6.2) participated, of which 43 are adolescents (between 16 and 19, M=17.3, SD=1.0), 51 are in emerging adulthood (between 20 and 29, M=22.2, SD=3.0) and 23 are in the period of adulthood (between 30 and 35, M=33.5, SD=1.4). Of them 51 are women and 66 are men. Analysis by gender, development status and age has been made. The results show that, as a whole, all persons studied feel more adult with their intimate partner and their co-workers. They feel least adult in the presence of their parents. Men feel more adult both with their parents and with their fathers, in comparison to women.

**Key words:** criteria for adulthood; emerging adulthood; identity development, Ukraine

**SCIENTIFIC COMPETENCES OF MORAL PSYCHOLOGY**

Emiliya Marinova.............................c. 83

**Abstract.** In the article the interdisciplinary character of moral psychology is examined. The question of the solvability of ethical problems within the scope of psychology through both the methods of the objective psychological analysis and the conceptual apparatus of contemporary branches of psychology is posed.

**Key words:** moral psychology, moral development