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## **THE PROBLEM OF UNIVERSITY STUDENTS LEARNING MOTIVATION**

**The topicality of the problem.** With the development of mankind the problem of motivation is quite significant, because the process of formation of the motive, goals, performance of certain activities, decision-making and goal achievement are the main categories in the structure of motivation. Moreover, we use the concept of motivation in quite various spheres, such as: study, work, everyday life and so on. In the field of psychology almost every psychological theory has the concept of motivation, needs and motive in its structure.

Much attention has been paid to the problem of motivation by E. P. Ilyin, N. G. Ginzburg, T. I. Ilyina, L. I. Bozovic, A. Maslow, S. Zanuck, D. McClelland, G. Allport, H., Heckhausen, John. Rotter and others.

The aim of this article is to analyze the peculiarities of educational motivation of students of the 1st course in the works of H. Heckhausen, E. P. Ilyina, A. Geros, N. C. Badmaeva.

Taking into consideration the structure of motivation one should determine for themselves the concepts of motivation and motive. German scientist H. Heckhausen notes that the motive is a hypothetical construct used to explain individual differences in the activities performed by different people at identical conditions [1; 38]. Everyone over the period of his life is faced with the process of learning. It usually results in: a certificate, a diploma, special skills and so on.

Ye. P. Ilyin considers there are the following the form students' positive learning motivation: • awareness of the immediate and final goals of learning; • awareness of the theoretical and practical relevance of assimilated knowledge; • emotional form of presentation of educational material; • screening of "perspective lines" in the development of scientific concepts; • professional training activities; • choice of tasks, creating problem situations in the structure of learning activities; • presence of curiosity and "cognitive psychological climate" in study group.[2; 266].

In the survey of students, the future social workers N. C. Badmaeva [3] found out that during the study in high school the motivation sphere of students usually

changes. For the first year students the motive of acquiring knowledge is the most important getting the comes the second and the motive of mastering the profession takes the third position.

Therefore, learning motivation is an important component of human life, because this is the main motivation for mastering one's future profession and becoming qualified for the job. Therefore, in the future, the main task of the society is to develop in young people the inner learning motivation.

### **LITERATURE**

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