The aim of this study is to provide theoretical rationale for integrative model of motivation as a unified structure that ensures achieving different types of results of human activity. The methodology of this study includes induction and deduction methods, scientific literature analysis, as well as comparative analysis. There have been defined the notions of «motive», «need» and «motivation», in particular, we have identified major differences and similarities between these concepts as well as their points of contact. The motives have been classified into conscious and unconscious with subsequent justification of such division. The article discusses the difference between external and internal motivation and proves the particular effectiveness of the latter. There has been analyzed the structure of the human motivational system encompassing all its components such as interests, needs, values, attitudes, beliefs, stereotypes, etc. We have identified the basis of motivational system, which determines personality’s orientation and its peripheral parts. There has been conducted a comparative analysis of major motivation theories, which explain the structure and significance of human needs, their relationship with motivation to act. For example, we found out that K. Alderfer’s ERG paradigm corresponds to A. Maslow’s hierarchy of needs paradigm in regards to the main groups of needs. However, most theories of motivation use different criteria for distinguishing needs which makes it more difficult to compare them. For instance, D. McClelland’s acquired needs paradigm is based on identifying the needs for power and complicity, while Porter-Laufer model is based on analysing concepts of expectations and justice within the motivational system of an individual. However, all authors seem to agree on one thing: motivation is a complex system-based integrative psychostructure that encourages a person to perform various types of activities. Thus, we can conclude that despite various explanations of the concepts of «motive» and «motivation», different criteria for distinguishing needs and interpreting their impact on motivation, human motivational system is a holistic unified structure that affects human behaviour in a specific way.

Key words: motive, motivation, need, inner state, motivation theory.

The relevance of the chosen theme is determined by the significant increase in public interest in realizing the personal, intellectual and creative potential of a person, which is closely related to the development of society itself. The study of factors that ensure the personal, professional and academic achievements of people is extremely relevant not only in terms of predicting the success of their activities, but also in terms of the ability to adjust and improve people’s activities and their results.

Psychological studies have shown that motivational system plays an important part in ensuring effectiveness of human activity (in particular, this is supported by the works of A. Maslow, K.K. Platonov, V.S. Magun, D. Dewsbury, H. Heckhausen, V. I. Kovalev, A.N. Leont’ev). However, in our opinion, some issues concerning structure of human motivational system, interdependence of motive and motivation, as well as the connection of motivation and human needs, have not been clearly defined, which constitutes the novelty of this study.

The purpose of this research is to theoretically substantiate an integrative structural-procedural model of motivation as a systemic formation that ensures the achievement of different types of activity results.

The object under study is motivation of human activity. The subject of the study is the structure, components, mechanisms of effective functioning and development of activity motivation. To achieve the goal of the study, we will use the following methods: induction and deduction, analysis of scientific literature, as well as comparative analysis when comparing different theories of motivation.

Motivation (from Latin movere) is the drive to act; a dynamic process of physiological and psychological plan which controls a person’s behaviour, which in turn determines its organization, activity and stability; a person’s ability to actively meet his needs [2].

Human behaviour is characterized by two functionally interdependent aspects: incentive and regulatory. Mental processes (cognitive, emotional, volitional) and mental states (fear, cheerfulness, stress, despair) regulate behaviour to a great degree. Their stimulation is closely connected with motivation, and the last is accompanied by behaviour focusing on the target issues, intention, and readiness to act. Therefore, we can observe interdependence of motivation and action in regards to the above definitions. It is necessary to consider what is the root cause for goal-setting and acting, or, in other words, what creates motivation, as well as to highlight another component of motivation, namely the motive, which is an incentive for performing activities related to meeting the needs of the subject [1].

The motive is the reason for choosing certain path of action, a set of external and internal conditions that make someone active. As the prominent Ukrainian teacher V.O. Sukhomlinsky put it, «there is nothing external that would not have an internal motive» [3]. This means that motivation, as the main driving force of the individual, stems from the inner state of the person, his or her desires and aspirations. Therefore, it is necessary to determine the factors which define internal motives, namely: purpose, need, and intention.

Thus, it is possible to point out that in a particu-
lar case, the main driving force of an individual's behaviour may be the need. For example, when it comes to nutritional need, a certain individual transforms it into an intrinsic motive for eating, which means that the desire to eat acts as a motivation for action. This is a kind of intrinsic motivation [3].

From a scientific point of view, it is often stated that motivation is a set of psychological causes that explain a person's behaviour, orientation, and drive of that behaviour. From this point of view, we can determine that motive, unlike motivation, is something which belongs to the subject's behaviour itself, and can be seen as a stable personal characteristic which drives him to implement certain actions.

There are several types of motives:
1) conscious, which play a leading role in shaping one's personality;
2) unconscious, which are more interesting from a scientific point of view, because they shape human behaviour without one's awareness. For example, if a person is asked what the motive for a particular action was, they often have nothing to answer. This may be unconscious motivation at work, which is the feeling and need of a person who is not aware of them, but these factors influence his or her behaviour [4].

What is the number of motives? Is one motive enough to start an activity, or should there be more? These questions could be answered by considering a notion of wideness of the motivational sphere, which is a qualitative variety of motivational factors, namely, motives, needs, and goals. The more various motives, needs and goals a person has, the more developed his/her motivational sphere actually is.

The next step is to determine the strength of the motive. Accordingly, some motives are stronger than others and occur more frequently, others are weaker and less frequently acted upon. The more different are the strength and frequency of actualizing motivational formations of a certain level, the higher the hierarchy within the motivational sphere is [5].

Any form of behaviour can be explained by both internal and external factors. In the first case, it is about the purpose, motives, needs, intentions, desires, interests, etc., in the second — about the incentives derived from a particular situation. Behaviour is motivated, and this motivation is formed by incentives and rewards. That is, an internal motivation for activity is the desire for a reward, that is, to receive benefits if certain activities are performed. Thus, we can determine that a person's inaction is either a reluctance to receive a reward or an inequitable value of the reward in relation to the effort spent. And so we find that any activity performed by a person is rewardable in terms of effort. Sometimes the factor that drives someone to act is the desire to do what one likes, which is intrinsic motivation.

So, how to distinguish between internal and external motivation? A. G. Derbenyova believes that internal motives can be considered as something that we like to do or do without requiring time and effort to satisfy our own desires and needs. It is intrinsic motivation that is a more effective factor of influencing human behaviour. The next factor we consider is the power of motivation (both external and internal) [6].

With poor motivation, or total lack thereof, neither promising plans, nor good organization and high goals are of any help. Motivation can balance a variety of disadvantages, but low motivation cannot be offset. In any activity, it is not human knowledge, skills and abilities that lead to success but rather motivation itself. The higher the motivation and activity of the person, the more successfully he or she solves the tasks. Highly motivated people have a desire to work harder and get higher results of their activities. Motivation is the most important factor in guaranteeing successful results in every field. The motive helps to understand the essence of the need that a person seeks to satisfy. Feelings, emotions, needs or thoughts of a person can all be considered a form of motive [9].

A human motive is determined by the environment, the type of activity and the situation. Almost always there are a number of motives that a person has. Throughout human life, motives constantly arise and develop, thus forming a motivational sphere. Motivational sphere is prone to constantly change, but individual motives are stable and form its basis. It is in this basis that the main focus of the human personality is manifested. Deeply conscious motives include such psychic phenomena as intentions, beliefs and values.

Value is any material or ideal phenomenon that matters to the person or society which drives it to operate, spend efforts, time, money, health, and more. This is the basis of the activity of an individual, his consciousness.

Beliefs are motives of theoretical, practical activity based on a person's worldview and theoretical knowledge. Beliefs that have considerable depth of thought can be preserved throughout human life. Beliefs are more general motives, however, stability and general nature are characteristic features of personal traits, and beliefs cannot be strictly called motives. When a motive is in its most generalized from, it becomes closer to personal trait. Intent is a conscious decision to achieve a specific goal by clearly presenting ways and means of action. In this regard, planning and motivation are combined. The intention organizes human behaviour [12].

Motivation is a set of circumstances that drive a person to act to meet his or her own needs. Motivation is a mental process that determines human behaviour. In addition, motivation determines the activity and stability, organization and orientation of an individual. The motivational system is a psychological system consisting of different interests, beliefs, attitudes, values, needs, trains, motives, norms, goals, stereotypes which constitute the essence of
human behaviour [7].

The motivational system evolves throughout a person's life. It is driven by many reasons and influenced by the innate qualities and acquired skills of a person. The habits a person develops and his environment have a great impact on the motivational sphere of personality. A person's successful actions require high motivation. However, with extremely strong motivation, there comes a risk of a significant increase in the level of psychological tension and activity, which will lead to behavioural deviations and thus will contribute to the lowered work effectiveness, and, in some cases will result in emotional burnout. Extremely high motivational level can contribute to the emergence of negative reactions such as stress, tension, excitation, which in turn lead to negative consequences. Thus, motivation affects a person in different ways. By reinforcing specific motives, motivation stimulates a person to act. Generally, motivation comes as a natural process in every human endeavour. It is important to understand the most important principles of motivation to induce a person to achieve the desired results [11].

Motivation theories analyze the circumstances that give rise and influence motivation. Most of them are focused on the analysis of needs and their impact on motivation. These theories explain the structure and essence of needs, and how they affect human motivation for activity. The concepts presented attempt to understand the reason that drives a person to work. The most notable paradigms of motivation in this group are A. Maslow's hierarchy of needs, ERG paradigm by K. Alderfer, the paradigm of acquired needs by D. McClelland, the paradigm of two factors by F. Herzberg’s, the paradigm of expectations by W. Vrum's, and the Porter-Lawler model.

K. Alderfer paradigm is based on the integration of human needs into different groups. However, unlike Maslow, he focuses on three groups of needs: existential needs, communicational needs, and needs for personal growth. In this theory of groups of needs, there is a clear correlation with Maslow's needs groups. Existential needs correspond to such groups of needs by Maslow: physiological needs and safety needs (group needs are not included) [8]. The group of needs for belonging clearly correlates with the group of communicational needs (see Fig. 1).

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McClelland put forward his own notion of acquired needs, which is determined by human motivation for activity and related to the description and study of the influence of the need for belonging exerting power. He believes that the lower needs of the modern world are, for the most part, already met, which means that greater emphasis must be placed on meeting the higher human needs. When a person's needs are quite clearly manifested, their effect on their behaviour is strong, making a person to intensify actions that contribute to satisfying these needs. At the same time, McClelland analyzes higher needs as acquired through the impact of learning, life experiences and circumstances [10].

L. Porter and E. Lawler developed a comprehensive procedural theory of motivation that partially incorporates the concepts of expectation and justice. In this theory, there are five key components underlying the goal-setting and its achieving: perception, reward, effort, degree of satisfaction, results obtained [11].

Despite different approaches to the issue of motivation all authors subscribe to the same opinion — motive is the causative agent of human activity, its drive. However, due to the fact that the motives of any person are individual, shaped by a well-formed system of values, personal traits, determined by situations, social environment, ways of meeting the needs will be different.

In accordance with the above, we can conclude that motivation is a complex systematic integrative
структуры, которая движет человека к различным действиям. Таким образом, несмотря на различия в интерпретациях мотивационных процессов и критериев их выделения, основная структура человека остается неизменной, а его поведение формируется в соответствии с этой структурой.

References
побуту пожертвує такі показники: має значно меншу кількість моментів, що потребують уваги, але при цьому значно ускладнений. Можливо, це відбувається через те, що лікар має більше втручань.

**Відомість:** Українська медична стоматологічна академія, м. Полтава

**Пояснення:** На основі проведених досліджень визначено, що використання симуляційних методів у навчанні медичних працівників має численні переваги порівняно з традиційними формами навчання. Розроблені програми навчання на основі симуляційних моделей дозволяють також ефективно підготувати медичних працівників до обслуговування в звичайних розглядах і обставинах, де необхідна швидка та точна діагностика."