

SOCIAL AND ETHICAL ASPECTS IN WORK WITH ELDERLY PEOPLE

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ABSTRACT: THE PRESENCE OF OLDER PEOPLE IN SOCIETY PRESUPPOSE AN UNDERSTANDING OF THEIR ACTIVE LIFE, WHICH IS ASSOCIATED WITH THE FOLLOWING FACTORS: DEMOGRAPHIC BEHAVIOR CHANGED (LATE MARRIAGE, LOW BIRTH RATE AND OTHERS); IMPROVE MEDICAL TECHNOLOGY AND MEDICAL CARE SYSTEM AND INCREASED LIFE EXPECTANCY; CONSTANT NEED OF SOCIAL ASSISTANCE TO OLDER PEOPLE IN SOCIETY. THIS RESULTS IN SOLVING A NUMBER OF SPECIFIC, COMPLEX SOCIAL AND ETHICAL APPROACHES PRIRABOTATA ADULTS.

KEY WORDS: ELDERLY PEOPLE, SOCIO-DEMOGRAPHIC STRUCTURE, DEMOGRAPHIC BEHAVIOR, LIMITED VITALITY, SOCIAL EXCLUSION, SOCIAL SUPPORT, SOCIAL THERAPY, REORGANIZATION OF INCENTIVES REORGANIZATION OF THE CONSEQUENCES, COGNITIVE THERAPY, SOCIAL PREVENTION, SOCIAL ADAPTATION

IN socio-demographic structure of modern society has different social groups and groups that can and should be considered as objects of social support and assistance, among which are elderly. Like every great social community, it has an internal structure based on age.

IN accordance with the classification of the World Health Organization (WHO), the elderly are divided into **three categories**:

- ⇒ persons aged 60 to 74 years, the elderly;
- ⇒ persons aged 75 to 89 years - old people;
- ⇒ persons aged 90 years and older - centenarians [2, p.14], [10].

THE formation of such a community, the elderly in presupposes an understanding of their active life, which is associated with the following factors: **First**, altered demographic behavior (late marriage, low birth rate, etc.); **second**, improved medical technology and medical care system and increased life expectancy; **third**, constant need of social assistance to older people in society. All this creates the possibility of a longer and more comfortable life in society.

AS already mentioned, the main feature of a person belonging to a social community of older people is increasing age. In most countries it is 60 years or more. Social work with this community must be built on the basis of its inherent characteristics, ethical and social problems faced by its members.

The main ethic and social problems in the elderly are associated with:

- ⇒ Limiting the vitality of older people. This is one of the most acute and painful problems faced by many members of the community who have reached the age and are forced,

because of their age to reject many common social roles and statuses. In turn, this leads to a significant reduction familiar lifestyle dramatically reduce communications and other social opportunities [3, p.4], [12].

- ⇒ Off the old man of active life and the changing nature of his relationship with others. The emergence of such a problem in the life of an elderly person is associated with the termination of active labor labor disruption of social ties and relationships, as well as the established negative attitudes of modern society to middle age and old age. Old age is now seen as additional financial, social and moral burden on society, youth and middle age [11].
- ⇒ Sharp decline in the status of older people in society. The loss of social status, enabling a long period of time, in order to realize efficient process of social and personal function, leads to serious emotional, ethical, social, psychological, and sometimes of physiological disorders [11].
- ⇒ The presence of large amounts of free time and quality of its content. The emergence of this problem is due to a significant change in employment. The old man can not always alone, without any help to find Appropriate employment opportunity. In this situation, it may often be observed two extreme possible developments:
 - Relatives of an adult seeking to release him completely from all the problems and household activities under the pretext that he deserves a break.
 - Back to the first in the household begin to treat adult as additional labor in the household, transferring all care, resulting in old becomes something like a house servant [7, p.216], [11], [15].

THE construction of system of social support and assistance to senior citizens in modern society is necessary because [13].

1. To give the public the general stereotype older person to be admitted to the occupation and hrestane he perceived as omashen servant mainly involved household and raising grandchildren. Today the elderly terminated his career, having received a good education, have made a successful career and have achieved significant success in their professional and social activities. In the presence of such qualities little prospect to give "free labor" for the household is the least attractive and effective for society.
2. The construction of system of social support and assistance for the elderly, can not be based only on existing traditions, experience and common sense, but also in serious theoretical grounds relating to basic social theories of aging.

IN connection with the construction of the modern theory of the active involvement of older people in the society is necessary to consider the following approaches [9], [12], [13], [16].

1. Social therapy

It includes in itself:

- ⇒ social treatment - providing support and assistance to older people in solving their problems; to be provided jointly by different specialists - doctors, teachers, social workers, lawyers, etc .;

- ⇒ social protection - aimed at protecting the interests of the adult, explaining its needs, targeting structures, people or organizations that determine its social well-being; leads to the identification of unrealized potentials and opportunities of the adult;
- ⇒ social development - is aimed at further optimization of adult life; [9, p.90].

SUCCESSFUL implementation of these functions largely depends on what the specific sotsialnoterapevtichna activity, what are the main methods and tools to solve the problem.

IN accordance with the object of impact are the following types of social therapy with elderly [9].

- ⇒ individual - applied for a person to solve his problems that require confidentiality (sexual abuse, family problems, etc.) and therefore, they can not participate in group therapy.
- ⇒ group - it is a strategy for interventions aimed at helping people cope with personal problems or social failures, using groups (under the supervision of a social worker or other professional psychologist, doctor, teacher). Groups can be formed by age, sex, professional status, training, collaboration, etc. As a rule, group therapy involves the use of a psychotherapeutic procedures and operations.

2. Reorganization of incentives

THIS is an activity to achieve the desired results in the social world of adults through restructuring, resulting in a change in ethics, behavior, modes of action not only of individual adult, but his closest circle. What is happening in the environment of adult life is often a reason for some negative events in their communications. Reorganization of incentives in this case would mean a positive change in its environment [15].

3. Reorganization of the consequences

THIS is a correction of surpluses or deficits in the behavior of adults. Are connected at the same time, with "extreme" forms of human reaction to what is happening around them - hysteria, lying, excessive credulity, hipermotiviranost and demotivation, etc. In many cases, older chonvek afraid of failure or lacks the capacity, ability or desire for active behavior manifested in physical restraint, isolation, emotional coldness, etc. The analysis of the reasons for this behavior indicates that older people prefer certain model of life that brings different consequences, leading to the need for reorganization of the consequences of such a lifestyle [15].

4. Cognitive Therapy

THIS is another common and effective method of social therapy. The essence of cognitive therapy is defined as the desire to help older people to change their cognitive processes and thus to deal with behavioral and emotional problems [9, p.1315].

WITHIN cognitive therapy person actively and consciously building a reality This defines the strategy of cognitive intervention in a situation that includes the following elements [10], [15], [17].

- ⇒ Realizing comprehensive process to identify and assess the problem. This implies an objective analysis of the situation, identify the main problems of the object, its causes

and possible effects. The most important and necessary to establish the level of importance of the problem for the adult.

- ⇒ Process directly changing problematic perceptions, beliefs, thoughts and evaluations. Changes to some parts of the cognitive adult life, his thought and evaluation.

THE areas of application of cognitive therapy relate emotional and ethical problems, psychological problems - depression, tremozhnost, prevention of suicides and others. This therapy is especially effective in solving interpersonal problems probemi the relationships of older people with their surrounding social environment.

5. Social prophylactic

THE social prevention is conscious, purposeful, organized social activities to prevent possible social, ethical, psychological, legal and other problems in the elderly and to achieve the desired result [7, p.221].

The main objectives targeted by this process in adults are:

- ⇒ identify causes and conditions for the existence of a problem or set of problems;
- ⇒ reduce the likelihood or prevent unacceptable deviations from the system of social standards and norms in the activity and behavior of individual adult or group of adults;
- ⇒ prevent potential ethical, psychological, social, cultural and other conflicts of adult or group of adults;
- ⇒ preservation, maintenance and protection of the optimal level and lifestyle;
- ⇒ helping to achieve certain objectives, detection of endogenous potential and work with adults [5, p.31].

IN terms of social issues that can be considered as possible targets of social prevention in the elderly may include: 1. satisfying their needs; 2. enhancing their vitality; 3. placing the legal framework and institutions dealing with older people in their service [15].

6. Social Rehabilitation

IT is expressed in a set of measures aimed at restoring social ties and relations of adult, whose violation has occurred vsedstvie social, medical or psychological problems. This is deliberate, purposeful, internally organized process [6, p.327].

THE need for social rehabilitation is a universal social phenomenon. Everyone, in different stages of life undergoes changes to the usual social environment, forms of activity, etc. Particularly important for the adult man who has to deal with situations in which inevitably suffered some losses of a different nature. This leads to the need for an elderly person or a group of adults feel the need for some social rehabilitation assistance.

The factors that lead to the need for measures social rehabilitation can be divided into two main groups [10], [11], [15].

1. *Objective* - social or naturally caused by: age-related changes; natural, technological and environmental disasters; serious illness or injury; social catastrophes (economic crisis, armed conflict, growth of national tension, etc.).
2. *Subjective* - personally or caused by: change objectives, interests and values of the old man and his own actions (abandonment of the family, resignation or inability to continue to work, etc.), and other deviant behavior.

UNDER the influence of these and other similar factors elderly person or group in the first place at the margins of social life, and secondly, they feel a sense of loss of identity between them and the world. The most dangerous elements of this process are:

- ⇒ usually break social ties and relationships;
- ⇒ loss of social status and perception of specific behavioral pattern and to perception of the surrounding world;
- ⇒ ordinary loss of social orientation;
- ⇒ reduction or loss of ability alone or adequately assess their own actions actions actions of others and therefore, to take independent decisions.

AS a result of these processes, the old man perceived social position as a personal failure, which may be accompanied by the destruction of his human personality. In real life social processes in the elderly described above may occur in many different forms. This may be the formation of a feeling of confusion or damage to the seriously ill person, atypical behaviors sharp deterioration of physical and mental health, loss of interest in very adult about your own life.

IN connection with the above fundamental goals of social rehabilitation can be characterized as follows:

- ⇒ recovery of the social status and social position of an adult;
- ⇒ achieve a certain level of social, material and spiritual independence;
- ⇒ increase of social adaptation of the old man to the new conditions.

ORGANIZATION and achieving these goals but leads to the fact that having lost their normal functions elderly person achieves their recovery in optimal time [9].

7. Social adaptation

IN general, the concept of "social integration" can be defined as a process of interaction between human and social environment [7, p.47].

Voluntary adaptation is a situation in which new conditions of life, the old man meets the social environment in accordance with its system of values, beliefs and ideals, and so open to it new perspectives and possibilities. Difficulties that inevitably arise during the staff at the new environment and new living conditions are accepted by the old man as "growing pains" in which must pass in order to obtain the desired result [9, p.45].

Forced adaptation is a situation in which the characteristics and properties of the new environment is not responsible or contradict the value-normative settings adult [9, p.48]. This means that unlike the voluntary adaptation, forced adaptation in adult difficult time accepting the new conditions of life. If it does not, he will be able not only to find new social niche for itself and opportunities for self-realization, but loses its identity [9, p.50].

SO in the process of social adaptation of the adult can be adaptive when he tries to adapt the environment according to the changed needs and goals. The most effective result of social adaptation of the elderly can be achieved in case of a combination of the behavior of an adult with adaptive aspects of the environment.

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