



SEAPORT SOCIETY'S SELF-CONCEPT MANAGEMENT BY POSITIONING A MARITIME IDEA

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Abstract

Problems of the mental management, in regard to personality's maritime self-concept development, are discussed in this paper because it is relevant that the maritime idea positioning in society could achieve the leading level. A scientific spectrum of the mental management is revealed. It is a meaningful scientific situation of the ideological and psycho-pedagogical management. The scientific research is methodologically based on the International Convention on Standards of Training, Certification and Watchkeeping for Seafarers, paradigm of universal upbringing, idealism, humanism, existentialism, existential phenomenology and neotomism philosophy. Scientific data of the mental management of the maritime self-concept shows an individual relationship with the sea, transcendence over everyday routine, consideration of ideological and psychological effects, valuable transformation of transcendental ideal of the humanity, spiritual development of the classic European maritime culture, and a potential of the personal self-esteem experience at ideological and psycho-pedagogical levels.

KEYWORDS: maritime self-concept; mental management; ideology; psycho-pedagogics; personality.

Introduction

Relevance and novelty of the problem. The maritime self-concept is an important field for development of the seafarer's personality. It is ideologically based on social and psychological attitudes. This self-concept mentally characterizes the maritime state, near pragmatic indicators at the economical level. The maritime self-concept is purposefully seen as perceiving of the personality's own value in relationship with the sea in this hodegetic research.

So, what are ideological and psycho-pedagogical problems that the maritime idea positioning in society could achieve the leading level?

Mechanisms of the ideological and psychological influence, that manage human consciousness, naturally promote a sense of the personality's value. It requires a minimal sense of this value at least achieving mentioned harmony and maturity.

A methodological quintessence and operationalizational essence of an application of the maritime self-concept consist of the individual, phenomenological and free conception of the sea, and effects of the humans, who are in relationship with the sea, personal self-conception in regard to own personality's value based on the subjective experience from the axiological point of view.

We can scientifically register physical and partially psychical development of a human. However, we must be more confident to ideal and phenomenological researches, trying to understand the spiritual field of the personality because his/her specificity and complexity.

A phenomenological analysis of the personality's maritime self-concept development brings closer to the truth that is non-absolute but based scientifically and is significant with reference to the praxis of educational influence at the level of scientific prerequisites.

The grade of the exploration. There are a few researches of the European maritime tradition at the ideological and mental levels.

We have found mentioned researches from the theoretical and empirical point of view of the:

- Maritime sociology,
- Maritime geography,
- Maritime vocational activity,
- Maritime education with reference to the hodegetic and psychosocial directions,
- Maritime ethnology and mythology (Beresnevičius 2002; Žaromskis 2001, 2008; Lileikis 2011; Schmid-Höhne, Bühr 2011; Astikas 2015).

The scientific problem of mental management of the maritime self-concept is manifold, involving many factors, conditions and positions. However, cognitive development of the maritime self-concept needs a psychologically suggestive ideological base firstly in regard to the hodegetics.

Psycho-pedagogical development of the maritime self-concept in European culture tradition is based on the transcendental ideal that promotes the European identity and personality's sense of the own self-esteem and dignity.

The most important condition for the personality's own self-esteem and dignity is a freedom of thought, dissociating from the overestimated determinant of the human nature. A significance of the relationship with the sea for this dissociation is natural and based scientifically (Tenzer 2007).

The most significant mental instruments for influence to the maritime self-concept consist of the national and political maritime ideology, and psycho-pedagogics that adequately applies the maritime ideology to purposeful social groups.

It is appropriate to systemize fragmented scientific data of the maritime self-concept mental management at ideological and psycho-pedagogical levels regarding to the leadership of the maritime idea positioning in society.

The object of the research is mental management of the maritime self-concept.

The aim of the research is identification of scientific problems of the maritime self-concept mental management at ideological and psycho-pedagogical levels.

The tasks of the research are as follows:

1. Revelation of a scientific spectrum of the maritime self-concept ideological management.

2. Characterization of the scientific situation of the maritime self-concept psycho-pedagogical management.

The research methodology. The research is based on epistemological attitudes in prospect of the European identity of the maritime self-concept and personality's value.

Classical and modern philosophical paradigms orient to ideological base of the European culture sustainable tradition from the point of view of the modern methodological way in conditions of the individual and experiential self-education of a free personality that are significant for the postmodern epoch.

The International Convention on Standards of Training, Certification and Watchkeeping for Seafarers along with other principles requires a social responsibility at the maritime business, humanity and respect for human dignity (STCW Manila seafarer training <...> 2011). A valuable spirit of the convention is significant, managing and evaluating the vocational self-concept of seafarers and state of the maritime self-concept internalization.

Paradigm of universal upbringing orients to development of all powers of the personality, educationally satisfying all his/her biological, psychological and spiritual needs at the horizontal and vertical levels of the human existence. The universal development of the human maritime self-concept is based on this paradigm from the ontological point of view.

Idealism notes the human's spiritual genesis and his/her spiritual nature. A self-implementation of the personality is educationally characterized by main principles of the idealistic pedagogics. The aim of the teacher is to help reveal the spiritual powers of the personality, and universal promotion of the conscious development of them.

Enriching of the personality is based on the transcendental ideal that proposes a final sense of the human existence, promotes development of the free personality and helps promote his/her self-implementation at the axiological level of the maritime self-concept.

Humanism highlights a spiritual origin of the personality, and considers it as a natural base for personal development of his/her spiritual culture. Humanistic psychology considers a human as an integral personality that is enriched with the freedom and with creative powers, and develops his/her natural powers, and aims to freely implement them and to improve himself/herself in regard to the valuable orientations.

Orientation from the humanistic anthropocentrism to pragmatic biocentrism raises a treat to assign the

environmental responsibility not to the person but to the natural self-regulation from the hodegetic point of view of the maritime ecology.

Mental management and internalization of the maritime self-concept give the possibility to perceive the human existential value with humanistic reference to the personality's freedom better.

Existentialism notes a fear of the lone human who relates to an uncertainty and a hostile world on land and at sea. The existential psychology raises hope, promotes a reserved approach to the pleasure of life, and personality's liberation and purification of his/her existence.

The mental management of the maritime self-concept promotes wider physical and intellectual horizons and can help personality to overcome a tragedy of existence, improve the emotional state, find an individual trust, joy, get a higher self-esteem and phenomenologically give a sense to own delicate existence.

Existential phenomenology raises a concern for the world and changes it into a concern for the personality. This phenomenology promotes to perceive and give a sense to the phenomena that are related to development of the individual existence, distribution and integration. The personality analyses the valuable attitudes with help of his/her existential experience, artistic creativity, development of the imagination, insights and reflections of own values.

A value of the metaphorical thinking is emphasized because an imaginational consistence of metaphors in education. All these moments of the experiential self-management are very significant in regard to the maritime effects, forming the own maritime self-concept, searching for an expression of the own personality's value and creating the authentic relationship with oneself, the nature and social reality.

Neotomism gives a priority to the personalism, highlights the human's spiritual nature and spiritual aim, raises the personality over the everyday routine and gives the base to develop a sustainable culture of the personality by improving the maritime self-concept and combining anthropocentric, sociocentric and theocentric ideals.

A mental management of the maritime self-concept in European culture tradition is based on transcendental ideal that determined a sense of the personality's own self-esteem and dignity, freedom of thinking, and a distance from the nature as an absolute determinant. Transcendental ideals that are propagated by neotomism are important for development of the European identity in long-term prospect.

Methods of analysis and retrospective, comparative, meta-, extrapolative and heuristic analysis, and systemization of scientific data of the maritime self-concept ideological and psycho-pedagogical management are used in the research.

The type of the research is theoretically descriptive.

Limits of the research. Revealed scientific problems of the maritime self-concept mental management can be applied theoretically and methodologically basing the empirical researches that are vocationally and cognitively related to individuals and their maritime affairs.

The scientific spectrum of the maritime self-concept ideological management

The scientific situation of ideological management of the maritime self-concept is analyzed with reference to European maritime tradition, axiology and scientific spectrum of mental development of the maritime self-concept, Lithuanian maritime mentality, modern didactical culture and important external factors for an improvement of the maritime self-concept.

European maritime tradition is directly related with development of the personality's spiritual horizons, especially the ideological horizons.

The most important factors of this development are Arabic genesis of the maritime navigation and astrophysics, Greek mythology and philosophy by raising the maritime symbolism, maritime mission that was promoted by Judeo-Christian European mentality; new geographic and ethnographic discoveries, function of the Judeo-Christian European mentality by developing European states, institutional culture and literacy, and rising universities from the monastic libraries (in 10-11th centuries) and first - Portuguese - maritime schools in 15th century (Encyclopedia Britannica 1999; Kulik 2005).

A development of the European maritime self-concept in the Mediterranean civilization and in the context of Judeo-Christian cultural transformation was characterized by horizons that could be distributed at three strategic levels - maritime physical, scientific-intellectual and spiritual-transcendental.

The personality's possibility to recognize oneself and be recognized by others, and to freely make decision regarding to the transcendence, can and must be revealed from the anthropological point of view of European culture development.

These significant conditions, with reference to the ideology, helped human creatively satisfy own cognitive interests and perceive the personal value of oneself and others, and possibility for the existential liberation and improvement in regard to anthropology and European culture development.

It is natural, that the sea is a value, and not only because of the economical causes. This ontological approach accords to an a priori personality's value and its aspiration, especially when existential and psychoanalytical questions of genesis, destiny, management and education are directly related with waters and their symbolism.

The significance of the integrally valuable approach and personality is highlighted at the level of European maritime policy and ecology (Žvejyba ir akvakultūra Europoje 2006).

Politically and educational decisions that are regarding to the maritime praxis need a sustainable consensus. The personality, taking care of oneself and of environment, can create a sustainable culture when he/she perceives own culturally deep relationship to the sea at the applied level, and consciously develops it.

However, it is difficult to take care of oneself, if the personality has not had enough sustainable social environment. Perhaps it is more difficult to take care for the environment, if the personality has not had a

possibility to develop his/her adequate self-esteem or lost it.

The mentioned unchangeable and psychologically influent ideal that is based on the European maritime self-concept exists always and is present in every case. Christianity came from Judaism and is not an ideology in a theological sense. However, Christianity expresses as an official neotomistic philosophy in the mechanism of the maritime self-concept internalization, especially at the cognitive level of the internalization, and takes part from this point of view as an ideology near other ideologies, and promotes the personality to the ideal that could give a sense to human life and development of the personality and his/her self-esteem.

However, we must scientifically review this conception of the ideal of the maritime self-concept development. It is a new cognition of the ideal that is important to know with reference to development of the maritime self-concept.

We must understand a mental transformation in European maritime foretime. So, we can take part in global scientific searches, trying to perceive a regular expression of the European maritime identity, and a reliable perspective of its development by integrating of an ideological factor.

General principles of the European personality's maritime education, from the managerial point of view of the positive relationship with the sea, are revealed in the scientific monograph "Methodological parameters of the cultural and psycho-social maritime education" written by author of this paper and published in 2011 (Lileikis 2011). Subsequent researches of the author led to raise more special scientific questions about the personality, sense of his/her self-esteem developing the European maritime self-concept.

Lithuanian scientific researches of mental management of the maritime self-concept are very scarce and are more related to:

- Positioning of the national maritime mentality by creating of the state,
- Maritime culture in general,
- Respect to oneself and to the sea,
- Philosophical consciousness,
- Dialectics of the personality's self-management,
- Maritime economics,
- Socially responsible environment of the maritime business,
- Vocational preparation of seafarers, their dignity, spirituality and physical and psychic health,
- Planning of the maritime students' career,
- Anthropocentric, sociocentric and theocentric needs of their self-education,
- Psychological terror of seafarers,
- Moments of a state of the maritime self-concept of future seafarers (Beresnevičius 2002; Krikštopaitis 2002; Gairės laivybos kompanijoms 2004; Žukauskienė, Viršilas 2005; Jūrininkų rengimas Lietuvoje <...> 2008; Žaromskis 2001, 2008, 2010; Lileikis 2011; Safronovas 2011; Kalvaitienė 2012; Astikas 2015).

Scientific conferences about the maritime culture, maritime heritage and maritime identity, history, geography and ecology of the maritime business, that are partially related to a search of the possibilities for the

maritime self-concept essence and its development, are more often organized in Lithuania close to some popular moments of the maritime self-concept.

Mass media highlights these moments that are usually limited by the maritime events. Fragments of the national self-esteem sense with reference to the maritime spirit, and civic pride interacting with the sea are highlighted.

Dr. Gintaras Beresnevicius (1961-2006) was a famous Lithuanian mentality researcher and scientist at the Institute of the Culture, Philosophy and Art. The scientist raised and analyzed the scientific problem very correct. He combined the data of ontology, anthropology, history of civilizations, ideologies, religions, ethnology, folklore, psychological attitudes and heuristic relationship of the personality's value by evaluating of the Lithuanian maritime mentality in a global context from the integral point of view of the world civilization development at the level of mentioned mentality regarding to the maritime self-concept. So, these researches are very close to problems of the maritime self-concept development (Beresnevicius 2002).

Nowadays official scientific debates are characterized by some limits of the local historical approach only to the maritime self-concept of the coastal population by ignoring of principle of the constitutional integrity of the all-Lithuanian state. Problems are significant. Some positions *a priori* do not let citizens of the general maritime state to be with the maritime self-concept. Maritime traditions only of the coastal population are highlighted usually. However, autochthons that represent the traditional coastal population are very little. Mentioned debates are characterized by low creativity that is natural for people with the maritime spirit.

Debates lack of expression of a deep thought and of respect to oneself and others. Scientific papers written by philosopher L. Donskis revealed historical and psychosocial tendencies of the weak personality's self-esteem, and audacity based on the fear, arrogance and contempt, victim's syndrome and moral culture in East-Europe in general (Donskis 2009).

We can see an effort to base existence of Lithuania as the maritime state (may be better - as the maritime nation) on the history of Curonians or of so-called a Little Lithuania (Germ. *Kleinlitauen*) when Lithuania as a state received an accession to the Baltic Sea in Klaipeda region only in 1923.

The need to prove creates a controversial situation because it let to perceive psychological problems of some national and civic self-esteem. These problems are less in traditional European maritime states where the maritime self-concept of the population is more natural and goes without saying also when people lives away of the sea that rinses the coast of their state. Some West-European scientists approve that at Lithuanian scientific conferences.

The epistemological base of these conferences is scientifically questionable, especial when it is aimed to approve Lithuania as the maritime state. If we agree (or do not agree) that Lithuania is a maritime state, then it is possible to ensure a false psychological peace that is characterized by passivity. Reality of life showed, that a maritime self-concept is very dynamic.

So, it is appropriate to formulate the names of the conferences orienting not so much on what maritime things Lithuania still has or requires to maintain but more to what it is purposeful to create and what is being created now from the political and socio-cultural point of view of the maritime self-concept development in nowadays life conditions.

Perhaps the closest to the truth statement is in the monograph written by V. Safronovas in 2011 regarding to scientific approach (Safronovas 2011). The monograph raises the foretime as a source for the conflicts, and analyses the contest of the identity ideologies in Klaipeda at 20th century at the level of the self-concept management.

Purposefully ideological development of the personality's maritime self-concept is based on maritime and not maritime cultural studies of his/her cultural identity genesis and development with reference to the European civilization, and of the entire state at the hodegetic and didactic levels when psychologically stronger or more romantic aspirations to go to the sea or become a seafarer can characterize the human who namely lives away from the sea. It is obvious and approved empirically.

So, it is appropriate to evaluate a situation of the national maritime mentality and especially of the personality's maritime self-concept in a broader context of the ontology, cultural anthropology, axiology and ethno-psychology that are relevant to the hodegetics.

A person makes decision about directions of his/her maritime self-development. The person can freely choose a kind of the maritime self-concept development or not, a relationship with the sea or not, an opportunity to become a seafarer or not, and to respect himself/herself or not. Human creates an individual knowledge and existential and vocational senses relating with the environment and being with reference to own unique experience from the modern point of view of the didactic culture that is based on the self-educational paradigm.

It is not an extreme pedocentrism. Individualism is applied promoting a personality's consciousness, a personal responsibility of own life, and own relationship with oneself, others and with the natural, socio-cultural and technological environment. A collective community is not defined and it does not let to take a personal responsibility.

The conception of the human as an animal that fully depends on the environmental stimuli is related to the behaviorism and characterizes the world of the manipulation in business.

However, a human mentally differs from an animal because of his/her ability to distance from the bothering stimuli of the social environment, to switch psychologically, for example ignoring psychological terror, look at one-self, consciously to choose directions and senses of own authentic life from the cognitive point of view.

The maritime environment based on the social minimalism is especially significant to the managerial self-expression of maritime self-concept processes of the mature personality.

The traditional school is characterized by mass and depends on the governmental politeconomic decisions.

The mentioned school aims to the noble ideals but often physically cannot develop the independent and prosocial personality by taking more latent and indirectly expressed objectively social mission based on the social engineering, namely discipline of children, teens and youth.

An expression of the learner's personality and individualized development need educational conditions that are close to the subjectivism and social minimalism, practical working in micro-groups, individual consultation, unlimited consciousness, learning to think, constructive originality and originality in general, and unlimited and technologically non-automatic creative freedom.

These conditions are namely found near the sea with reference to the individual self-education, recreation and natural opposition to urbanistic massification. It is relevant to apply an integral approach.

The noble and very difficult mission is to keep balance between the standard system and pedocentrism that naturally raises connection with the sea with the spirit of freedom. A development of the maritime self-concept is based more on subjective and phenomenological criteria than on objectivism at the level of the personality's value concept.

So, the sea and maritime studies at the higher school can enrich the personality with internalization of the subjectively adequate and unique maritime self-concept, and at the same time with a compensation of the objectively standard scholar development of the personality by integrating an idealistic self-expression based on the personal responsibility that gives joy in hard life.

The Lithuanian ethno-culturally historic tradition is characterized by the instinct to survive and by the continental expansion. We do not have a coherent, long-term and global political strategy of the society's maritime education. Individualism characterizes the post-modern epoch that does not let valuable violence, and is related to the free expression of the personality. Every individual approach to the sea and its significance regarding to the self-esteem can be implemented in the long-term prospect.

Lithuania has external factors that are relevant to development of the personality's maritime self-concept from the ontological point of view.

The state is characterized by 90,66 km Baltic Sea coast and 136 vessels that are registered in the maritime ships register; Lithuanian Navy and Lithuanian soldiers with the adequate maritime self-concept take part in EU anti-piracy operations and NATO peacekeeping missions; maritime business and maritime cultural events, creation of maritime mentality traditions by raising of original ideas and regarding to the experience of other maritime countries; 18 thousands seafarers who came from different ethnographical regions of Lithuania and foreign countries are registered in the Lithuanian seafarers' register, and 8 thousands of them are vocationally active (Lietuvos saugios laivybos administracija 2011).

Future seafarers who are working at seas and oceans of the world are being prepared at the Lithuanian maritime academy with reference to conventions of the European higher education and International maritime

organization. Jung people from Klaipeda and other cities, towns and countries become seafarers.

Possibilities or poverty of the mental management of the society's maritime self-concept do not depend on historical evidences or so called ideological memorialization. What was in the Lithuanian maritime past is relevant but maritime activity nowadays is more important.

Present maritime activity, maritime business, sea- and maritime studies and new maritime traditions that are freely created, and respect to oneself and others reveal a possibilities to constructively develop a personally meaningful relationship with the sea at vocational, educational and recreational levels, and to create oneself as a valuable personality in a prospect of the aimed European ideal as the own identity.

So, it is appropriate to understand the state of marine-type as a self-evident positioning an idea: not Lithuania as a maritime state but directly - the maritime state Lithuania. It would give impulses to think more globally about possibilities of the Lithuanians' maritime self-concept development nowadays at the leading level.

The scientific situation of the maritime self-concept psycho-pedagogical management

The scientific spectrum of the maritime self-concept psycho-pedagogic management is discussed regarding to a paradigm of the universal upbringing, psychological conditions for self-development from the point of view of own behavior and the sea, psycho-pedagogical data, art therapy, behavioristic psychology, technocratic dictatorship and democratic education.

Paradigm of the universal upbringing raises an integral approach to the maritime development of the personality at the hodegetic level. So, we ideologically respect the vertical and horizontal lines of the human nature and existence. It is an integral approach. A significance of psychological mechanisms that are educationally relevant is very important to the maritime self-concept mental development.

The development of the personality is based on the conception of the all-human's upbringing and the improvement of all his/her powers. This conception universally revealed a personal purpose to create conditions to integrally satisfy all (physiological, psychological and spiritual) own needs.

Philosophy is considered as a managerial science of the educology, and psychology is considered as the background science for the educology. Researches of the expression and development of the maritime self-concept and personality's value at the maritime level with reference to the psycho-pedagogics are not many.

More researches are related to the purposeful maritime commercial marketing that popularly presents a benefit of the physical and psychic health, medical and psychotherapeutic development at the sea and with the sea-good that is often based scientifically.

Psycho-pedagogics investigating an educational psychology is very relevant for the revelation of the maritime self-concept regularities because orientation to psychological conditions of the adequate behavior

management from the point of view of the personality and sea.

The relationship of these factors is meaningful:

- Psychological processes of the knowledge in regard to one-self and the sea;
- Psychological, physiological and biochemical mechanisms of the maritime self-concept;
- An influence of psychic levels (consciousness, self-consciousness and sub-consciousness) by perceiving and learning to perceive the sea and one-self;
- Psychological attitudes regarding to the sea and to one-self;
- Emotional experiences in relationship with the sea and one-self;
- Reactions, attention, interests and aspirations;
- Internal and external factors of the natural, social and technological environment;
- Motives of the learning to cherish the sea, nature, own and other personalities, and changing of their motives;
- Learner's approach and teacher as a qualified specialist, and the sea as a teacher presenting an ecologically informational sense of the nature.

Psycho-pedagogical researches are related to the relevant ideological levels and include a wide spectrum of interpretations of the maritime self-concept. The maritime self-concept is usually researched with reference to the scientific questions of the maritime self-consciousness, maritime consciousness and development of the maritime consciousness.

Most scientific data of the maritime self-concept and close problematical fragments in regard to psycho-pedagogics are a social sea-image, conditions of the sea-image personal development, mental motives of the sea attraction and avoidance, psychoanalysis characterized by maritime symbols, psychological analysis of the sea perception, influence of the virtual environment, changing of epochs that is significant to the maritime self-concept, unification of the European moral maritime mentality and praxis, protestant maritime business and a sense of freedom, needs of the seafarers' self-education applying of their psycho-prophylactic tools; competence of the seafarer's stress-management, mental state of his/her organism, and maritime training of the personality by sailing (Corbin 1994; Hellpach 1950; Paul 1998; Pestana 2001; Hugo 2003; Žukauskienė, Viršilas 2005; Stadler 2007; Tenzer 2007; Naujok 2008; Rademacher, Zielke 2009; Rapolienė, Šalyga 2012).

The maritime self-concept is often related with the coaching where the sea is a quality dimension giving sense to life. Metaphors of the sea are applying for the perceiving of the personality's self-esteem, and for the pedagogic therapy that is related with a psychological self-management of the personality (Fritz 2011).

The image of the nature can be interpreted as a significant metaphor of the essence of existence by applying the maritime art-therapy from the educational point of view. A psycho-emotional stress is less and the personality is enriched by the combination of images (archetypes) previous experience of the mankind that are in the human collective sub-consciousness, and of the personal relationship with the sea.

The use of the maritime landscape (that is mentally related to remembers of archetypical symbols of the sub-consciousness) for the perceiving of the personally and existentially important experience let originally perceive metaphors that rise in the sub-consciousness, and find an enriching relationship between archetypical images and the individual experience.

The relationship with the sea wakes human powers of the sub-consciousness and helps personality experience better his/her value and individually understand in life in a context of values that are intuitively experienced and close to the mankind.

The analysis of psycho-pedagogical conditions of the maritime self-concept mental management enriches the hodegetics but not enough. We need scientific results for a development of the personality's consciousness and for improvement of his/her self-concept.

These results are taken after the psycho-pedagogical researches and especially after diagnostic sections. It is important to base the researches on the stagnant and reliable transcendental ideals that, near the eventual negative physical conditions of physiological indicators, give a final sense of human existence, promote to develop a free personality, help improve his/her self-expression and autonomic thinking by raising of existential questions and processes of the diversified, conscious and strategic management of life.

The behavioristic psychology, denying the human consciousness and dehumanizing the personality, was rated much worse in a scientific world in second half of 20th century at the education system of European countries in democratic conditions.

The object of the behavioristic psychology is considered only external and objectively registered manifestations of the behavior. Behaviorism that recognized the biological weapon is based on I. Pavlov's medical experiments with dogs and people (children). Study of E. L. Thorndike and B. F. Skinner is very questionable from the moral point of view.

Futurologists designed scenarios of the behavioristic and totalitarian management note that global powers aim to redistribute the mankind from the discriminating and qualitative point of view by implanting of distance control microchips to every individual as a quasi-personality etc. Scientists capture and publish abundantly the manipulation features of human life, and management of the personal freedom and self-consciousness, and violation of personal privacy in France, Germany, USA, Russia etc.

Political directions of the global tracing are considered as an initial phase of them. Online social networks are used for a political influence, the technocratic dictatorship and individual's remote management (Bauman 2012). A collecting of private data of the virtual communication (under cover of the security and prevention of terrorism or of other noble motive), a continuous satellite-scan of the Earth's entire surface, promotion of bank cards or so-called discount cards in order to register a customers' information and habits, and to transform them by developing relevant product markets, to punish or eliminate people that think otherwise are problematic with reference to the

personality's dignity, privacy and conscious moral development.

However, a priority of the democratic education-policy is given to the humanistic and not manipulative direction of the cognitive psychology. Some sort of an "anti-psycho-pedagogical" campaign of the education policy, directed against the manipulative psycho-pedagogics and promoting an awareness and a conscious self-development of the personality, rised in 20th century (Braunmühl 1990).

A human can perceive themselves in two general ways – as a research object and as a free existence that is not available for any investigation, objectless reality where the personality takes root by the authentic self-concept and understand of the source of his/her reflections and activities.

It is appropriate to combine naturally the ideological and psycho-pedagogical levels of the human maritime self-concept management based on the personality's liberation possibilities, aimed to give a more global European context for researches of the personality's value in regard to the maritime self-concept.

The noble valuable transformation related to the transcendental significance that is important to cherish and enrich the human personality with the educational spirit of the European identity development, characterizes this context.

The personality's self-esteem is most relevant to the development of the maritime self-concept, and to leading position of maritime idea in society.

So, a possibility for sense of the personality's self-esteem is naturally highlighted when we integrate scientific problems (regarding to ideological and psycho-pedagogical levels of the relationship with the sea, to individual way of the transcendence over the daily routine, to psychological factors, to valuable transformation of the transcendental ideal that rises from the experience of spiritual development of the mankind, and reveals in the classic European culture) into researches of the maritime self-concept mental management.

The revealed scientific argumentation let methodologically base the empirical researches of the maritime self-concept mental management from the applied point of view.

Conclusions

The scientific spectrum of the maritime self-concept ideological management at the level of the exploration is characterized by European maritime culture tradition; Greek, Arabic and Judeo-Christian mentality of researches; *a priori* personality's value when questions of life genesis and destiny, existential and psychoanalytical management and education are related with waters and their symbolism; positioning of the Lithuanian national maritime mentality creating the state; maritime philosophical consciousness, dialectics of the personality's self-management, maritime economics, socially responsible environment of the maritime business, vocational training of seafarers, their dignity, spirituality, physical and psychical health, and psychological terror of seafarers; respect to multi-

disciplinal researches of the maritime self-concept, self-esteem and tolerance.

The scientific situation of the maritime self-concept psycho-pedagogical management is characterized by researches of the medical and psycho-therapeutic health development near the sea and with the maritime good, social maritime image, conditions of the personal maritime image development, mental motives of the sea attraction and avoidance, psychoanalysis based on the maritime symbols, psychological analysis of the maritime self-concept, influence of the virtual sea, changing of epochs that is significant for the maritime self-concept, unification of the moral maritime mentality and praxis, protestant maritime business and sense of freedom, needs of seafarers' self-education applying of their psychoprophylactic tools, competence of the seafarer's stress-management, mental state of seafarer's organism, maritime training of the personality by sailing, maritime art-therapy and invulnerable personal freedom in general.

Revealed scientific problems of the maritime self-concept mental management, with reference to the leading level of the maritime idea positioning in society, can be applied theoretically and methodologically basing the empirical researches that are especially related to the vocational level of the human's maritime existence.

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