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## STATUS AND PROBLEMS OF COUNSELING PSYCHOLOGY IN THE MODERN WORLD AND UKRAINE

#### **Aleksandr Bondarenko**

Full member of the National Academy of Pedagogacal Sciences of Ukraine, Doctor of Psychology, Professor, Head of the Department of Psychology, Kyiv National Linguistic University E-mail: albond2012@gmail.com, https://orcid.org/0000-0002-9458-1787 **Nataliia Kucherovska** Candidate of psychological sciences, Associate Professor of the Department of Psychology Kyiv National Linguistic University E-mail: nataliia.kucherovska@knlu.edu.ua https://orcid.org/0000-0002-1480-3651 Svitlana Fedko

Candidate of psychological sciences, Associatet professor of the Department of Psychology Kyiv National Linguistic University E-mail: svitlana.fedko@knlu.edu.ua https://orcid.org/0000-0003-3473-7417

The article is devoted to the current state, problems and opportunities for the development of counseling psychology in Ukraine based on a comparative analysis of the functioning of this field in other countries of the world. An analysis of the current state of counseling psychology in countries with a developed tradition in this field belonging to different cultural and civilizational contexts was carried out. On the basis of the Cochrane methodology with the application of SWOT analysis, the results of the study of strengths and weaknesses, potential threats and prospects for the development of counseling psychology in eight countries of the world: Austria, India, Israel, Canada, France, the Republic of South Africa, Japan and Ukraine are summarized. It was established that counseling psychology in Ukraine not only does not lag behind other countries in terms of the number of practices and qualifications of specialists, but also has a number of advantages, such as the presence of a network of psychological consultations and higher educational institutions that train psychologists, the functioning of professional associations and periodicals, review Law on Psychological Assistance, etc. The growth in demand for the services of counseling psychologists in Ukraine in connection with military actions, as well as the expansion of the possibilities of conducting consultations in the online format, is analyzed. However, the problem of financing higher education was revealed, which leads to a decrease in the quality of professional training of psychologists; the problem of contradiction between consultative approaches and mental, religious and behavioral traditions of society is discussed; political and socio-economic factors are analyzed, such as impoverishment of the population, a decrease in its cultural level, which complicates the work of psychologists and limits access to psychological help.

**Keywords:** psychological counseling, counseling psychology, Cochrane analysis, SWOT analysis, psychology in Ukraine

## Formulation of the problem

In very recent times, when it was still possible to talk about the rapid development of domestic counseling psychology and, in particular, in Ukraine, it seemed very topical to state the fact of the existence of an everdeepening gap between theoretical psychology and applied psychology. Academic and practical – this is, in essence, an inaccurate name for two different spheres of application of effort, or, more precisely, two different subjects of activity - has now taken shape as a logical result: in the form of distinguishing incomparable activities and professions, even more precisely, specialties. Today it is quite obvious: theoretical (general, fundamental) psychology is engaged in the search for patterns and laws that determine the functioning of the psyche as such. Applied psychology - (from social and medical to pedagogical, political, etc.) since the times of

G. Münsterberg and L. Vygotsky, has been involved in how to apply, apply general laws to a specific sphere of human activity or specific social practice (production): trade, propaganda, sports, military, legal, pedagogical, medical, management, etc. in order to more effectively achieve the results of specific social practice. Such a special activity as psychotherapy generally does not relate exclusively to medicine, nor only to psychology. This obscure term "practical psychology" denotes activities, the subject of which is usually the regulation of the emotional and behavioral manifestations of children in the range from kindergarten to high school. In essence, this is also applied psychology, the efforts of which are aimed at facilitating the activities of educators and teachers, facilitating the adaptive and developmental processes of preschoolers and schoolchildren, including through interaction with parents. In many ways, this is a specific

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mediation-animation work, since the school psychologist cannot have any real impact on the child, and does not have the right to do so. Apparently, because of this deficiency, this mediation-animation work was designated by the obscure term "practical psychology." In recent decades, psychological, or more precisely, advisory practice has emerged - a third direction, directly related to the analysis and guidance of human behavior and his relationships in everyday situations that acquire existentially important significance, as well as with teaching more adaptive forms of behavior. This type of activity is far removed from both academic and applied psychology. Its most concentrated expression - psychological counseling, often referred to by the metaphorical phrase "psychological help", is much more closely connected with cultural studies, religion and medicine, in particular with psychiatry, than with psychology itself. The very content of this activity, in turn, varies from situationally focused coaching and career counseling to extremely delicate interventions affecting personal, family, sociocultural, intercultural and other aspects of a person's psychological health, taking into account the trinity of the latter: the body - the image of oneself and the world — and goal setting. By synthesizing the actual advisory work with elements of psychological therapy, professionals working in this area are able to offer services that differ from clinical, from animators, and from the activities, concerning those of mediations. The main task is to provide psychological correction of a person's behavior or personality, and when this is not possible, to facilitate adaptation to a situation in which there is no other way to cope with. This article is devoted to solving the problem of understanding what the status of counseling psychology is in the modern world and in Ukraine at the present time.

### Methodology, methods and research material

An analogue of the methodological basis of this research was the methodology of the so-called Cochrane studies. In accordance with it, only a systemic analysis of research results allows us to determine a more or less stable and informative indicative basis for developing generalized ideas about actually occurring processes in counseling psychology. To this end, we tried to expand the field of our research beyond the notorious geographical field WEIRD (Western, Educated, Industrialized, Rich, Democratic), focused on only 5% of the planet's population, and try to establish the dominant trends in understanding the significance and tasks of counseling psychology in countries around the world with expressed tradition of its development and belonging to various cultures, products of different civilizational organisms (Toynbee, 1961; Loevy, 2014). Germanic (Austria), Indian (India), Judaic (Israel), Aglo-Saxon and Romanesque (Canada), Romanesque (France), indigenous African, bordering on Germanic (South Africa), Shinto -Buddhist (Japan) and Slavic (Ukraine). This provided an objective platform for a comparative analysis of general trends in the development of counseling psychology both in Western countries and in countries of the East and South. Taking into account the above, the article will present generalized results for the following countries: Austria, India, Israel, Canada, France,

South Africa, Japan, Ukraine. SWOT analysis was used to assess the strengths and weaknesses, as well as the opportunities and prospects for the development of the noted trends. For this purpose, the following reference scheme was used to provide a comparative analysis of the state of counseling psychology in these countries. Austria and France occupy a special place in this analysis due to the fact that these countries have a leading position in the development of the theory and practice of widely used medical and non-medical psychotherapy.

So, let us describe the criteria for analysis in the antinomies "strong-weak" and "prospects (opportunities) – limitations (complexities)".

**I.** Strengths in the development of counseling psychology in a given country, in our opinion, may include the following criteria:

1. The existence of a more or less formalized and recognized definition of the concept (term) and practice of "consulting psychology", otherwise: the presence of a clear professional identity for this type of specialist.

2. Availability of an extensive network of cells (points, services) for psychological consultations in the country.

3. The presence in the country of higher educational institutions that provide professional training and retraining in the field of psychology, in particular, advisory psychology with a clear description of the normative competencies and level of qualifications of specialists.

4. The presence in the country of the Law on Psychological Assistance, professional associations and institutional opportunities for advanced training with a confirmed right to license specialists in a specific field of psychological counseling.

#### II. Weaknesses:

1. Problems, inconsistences or contradictions in the interpretation and understanding of the concept and practice of "counseling psychology"; lack of formulation and lack of formalization of a clear professional identity of counseling psychologists.

2. Lack of an extensive network of psychological consultations in the country or their uneven distribution.

3. The absence in the country of higher educational institutions that provide professional training and retraining in the field of psychology, in particular, advisory psychology with a clear description of the normative competencies and level of qualifications of specialists.

4. The absence in the country of a Law on Psychological Assistance, professional associations and institutional opportunities for advanced training with a confirmed right to license specialists in a specific field of psychological counseling.

#### **III.** Prospects and opportunities:

1. Due to the awareness of the importance of mental health for the well-being of society, it is very likely that there will be an increase in demand for the services of psychological consultants.

2. Further development of the integration of psychological counseling into the health care system means an increase in jobs for psychologists in various hospitals, clinics and health centers.

3. The increase in technological capabilities, in particular, the increasingly widespread use of on-line counseling, the expansion of opportunities for continuing education with specialization in increasingly differentiated areas of social and private life is undoubtedly a bright positive sign of the development of counseling psychology.

4.Expanding counseling efforts to address combatrelated traumatic experiences, substance abuse, refugees, stigmatized populations and people with disabilities, as well as family and child emotional well-being is a positive development.

# IV. Limitations and difficulties:

1.Limited financial resources in ensuring the provision of higher education for future psychologists, which creates a conflict of interests between the needs of society and the capabilities of higher educational institutions, and also leads to a decrease in the quality of the student population and restrictions on the financing of positions (positions) of a psychologist in various institutions and organizations; difficulties with funding research in the field of counseling psychology. Other conflicts of interest (for example, between different professional groups).

2. Difficulty related to the general low humanitarian culture of the population, especially in rural areas, when turning to a psychologist or psychiatrist stigmatizes a person and is therefore accompanied by the fear of losing one's face.

3. The introduction of consultative approaches focused exclusively or predominantly on a value system that conflicts with the mental, religious and behavioral traditions and norms of the country's population, a given group of the population or the specialists themselves.

4.Political and socio-economic obstacles, including and above all the impoverishment of the population, its legal, economic and other insecurity due to the incapacity of state institutions, etc.

#### **Results and its discussion**

Table 1. Comparative analysis of general trends in the development of counseling psychology

STRENGTHS (+)	Austria	Canada	France	India	Israel	Japan	South Africa	Ukraine
The existence of a more or less formalized and recognized definition of the concept (term) and practice of "consulting psychology", otherwise: the presence of a clear professional identity for this type of specialist.	+	+						+
Availability of an extensive network of cells (points, services) for psychological consultations in the country.	+	+	+					+
The presence in the country of higher educational institutions that provide professional training and retraining in the field of psychology, in particular, advisory psychology with a clear description of the normative competencies and level of qualifications of specialists.	+	+	+	+	+	+	+	+
The presence in the country of the Law on Psychological Assistance, professional associations and institutional opportunities for advanced training with a confirmed right to license specialists in a specific field of psychological counseling.	+	+	+		+	+	+	+
WEAKNESSES (-)	Austria	Canada	France	India	Israel	Japan	South Africa	Ukraine
Problematicity or contradictions in the interpretation and understanding of the concept and practice of "consultative psychology"; lack of formulation and informality of a clear professional identity of consulting psychologists.			-	-	-	-	-	-
Absence of a comprehensive network of psychological consultations in the country or their uneven distribution.		-		-	-	-	-	-
Absence of higher educational institutions in the country providing professional training and retraining in the field of psychology, in particular, counseling with a clear description of normative competencies and the level of qualification of specialists.			-		-			
Absence in the country of the Law on psychological assistance, professional associations and institutional opportunities for professional development with a confirmed right to license specialists in a specific field of psychological counseling.				-			-	
PROSPECTS AND OPPORTUNITIES (+)	Austria	Canada	France	India	Israel	Japan	South Africa	Ukraine
Due to the awareness of the importance of mental health for the well-being of society, an increase in the demand for the services of psychologists-consultants is very likely.	+	+	+	+	+	+	+	+
Further development of the integration of psychological counseling into the health care system means an increase in jobs for psychologists in hospitals of various profiles, polyclinics and health centers.	+	+	+	+	+	+	+	+

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The growth of technological capabilities, in particular, the increasingly widespread use of on-line counseling, the expansion of continuing education opportunities with specialization in increasingly differentiated areas of social and private life is undoubtedly a bright positive sign of the development of counseling psychology.	+	+	+		+	+	+	+
The all-dimensional expansion of counseling work related to overcoming traumatic experiences related to combat operations, abuse of psychoactive substances, work with refugees, stigmatized groups of the population and people with disabilities, as well as problems of family well-being and emotional well-being of children is an undoubted positive prospect.	+	+	+	+	+	+	+	+
DIFFICULTIES AND DISCRETIONS (-)	Austria	Canada	France	India	Israel	Japan	South Africa	Ukraine
Limited financial resources in ensuring the provision of higher education for future psychologists, which creates a conflict of interests between the needs of society and the capabilities of higher educational institutions, and also leads to a decrease in the quality of the student population and restrictions on the financing of positions (positions) of a psychologist in various institutions and organizations; difficulties with funding research in the field of counseling psychology. Other conflicts of interest (for example, between different professional groups).		-	-	-	-	-	-	-
A difficulty related to the general low humanitarian culture of the population, especially in rural areas, when turning to a psychologist or psychiatrist stigmatizes a person and is therefore accompanied by the fear of losing one's face.		-					-	-
The introduction of consultative approaches focused exclusively or predominantly on a value system that conflicts with the mental, religious and behavioral traditions and norms of the country's population, a given group of the population or the specialists themselves.		-	-		-		-	-
Political and socio-economic obstacles, including and above all the impoverishment of the population, its legal, economic and other insecurity due to the incapacity of state institutions, etc.							-	-

Of course, such a schematic comparison gives only the most general outline, represents the most approximate configuration of the limits within which the comparative characteristics of counseling psychology in the modern world are described. Therefore, we consider it appropriate and necessary to supplement these largely formal, general and distinctive trends and characteristics that describe the state of counseling psychology in a number of countries with essential qualitative phenomena that accompany the processes of functioning and development of counseling psychology.

Canada (constitutional monarchy, population 40 million, land area 9 million sq. km). In addition to the characteristics noted in the comparative description, it should be taken into account that Canada is a multicultural and multi-ethnic state with two official languages: English and French. For this reason alone, the problem of multiethnic and linguistic tolerance occupies one of the leading places not only in political, but also in psychological practice, bringing issues of cross-cultural psychology and cross-cultural counseling to one of the first places. The clearly formulated task of counseling psychology in this country is: "to promote the improvement of normal human functioning" (Young & Nicol, 2007). A special problem here is psychological work with aborigines and Indians. The attitude towards which in Canada is extremely respectful and responsive.Canadian psychologists at their conferences remind and emphasize that they remember whose land they live on, and work on the indigenization of psychological assistance aimed at Indians in many

provinces occupies an important place in research and practical work. Although mental health counseling services are widely available in major cities, rural and remote areas of Canada often experience a lack of psychological services. But this problem is not hushed up, it is being solved. Counseling psychology in Canada is open to modern challenges – working with refugees, incorporating spiritual aspects into counseling processes, using mindfulness, new developments in neuropsychology, etc.

Republic of Austria (parliamentary republic with a federal structure, population 9 million, area about 84 thousand sq. km). This multi-ethnic state, being, along with Germany and France, one of the cradles of modern counseling psychology, holds high the banner of counseling psychology. It is noteworthy that higher education in the field of psychology is free for citizens of Austria, which in itself characterizes the level of culture of this country. Austria is distinguished by its effective integration of counseling psychology into the health care system and the strong coordination of research and counseling practice. Much attention is paid to adapting counseling approaches and activities to the cultural and mental norms and values of diverse ethnic and social backgrounds. Higher education involves obtaining a bachelor's and master's degree. At the same time, as expected, the bachelor's level is devoted to the history of psychology, general psychology, individual applied areas (social, statistics, educational and developmental psychology, etc.), and the master's level is focused on

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disciplines concentrated in the subject area of psychological counseling: clinical psychology, psychopathology, medical anthropology, psychopharmacology, psychodiagnostics of children, adolescents and adults, methods of individual and group work and, of course, preparation of a master's thesis. (Rollet, 1999; Vienna Private University,2024).

India (federal state, parliamentary republic, population 1.4 billion, area 3.3 million sq. km). For 28 states and 8 union territories, for the homeland of one of the three world religions - Buddhism, as well as Hinduism, Jainism, the Sikh religion, for a country in which about 28 million Christians and 172 million Muslims live, the emergence of such a socially important practice as psychological counseling has been around since the beginning 70 the 19th – 20th centuries became not just a symbol of grandiose changes in the life of the most significant population of planet Earth. Suffice it to say that currently more than 60 universities in India have both departments of psychology and graduate programs in psychology (Arulmani, 2007). The uniqueness of counseling psychology in this country is due to the very strong resistance to Western psychotechniques, focusing on the fact that Indian civilization dates back more than 5,000 years, and the texts of the Vedas themselves represent the basis of traditional Hindu psychology, which the Hindus themselves do not want to abandon. In contrast to the advisory psychology of the West, the Indian tradition is focused on methods of managing states of consciousness, closely linking "soma" and "spirit". It should be noted that the need for modern psychological counseling in India is becoming more and more apparent. The interests of business, education, and professional development intersect here. This contradiction is manifested, in particular, in the creation of Vedic personality questionnaires, so the urgent requirement for the development of forms of advisory work that would ensure its relevance and effectiveness in a rapidly changing world is the leading problem of the current stage of its development in India.

The state of Japan (parliamentary constitutional monarchy, population about 126 million, area 367 thousand sq. km, island state). Consultative psychology in Japan appeared in the early 50s under the influence of American policy in the field of education. However, due to ethnocultural traditions in this country, there is still no unified regulatory framework and there is no national licensing or certification for the professional qualification of "consulting psychologist." And this despite the fact that some universities (Tokyo University, Ochanomizu University) offer master's programs with an emphasis on counseling psychology and the existence of the "Community Psychologists" Certification Act of 1988. In Japan, there is also the "Japanese Association for Counseling Science," one of the main organizations promoting counseling psychology in schools, universities, private clinics and public health centers. However, until now, overcoming social stigmatization in relation to mental and psychological health, ignoring to a certain extent modern ideas of classical psychiatry about the

nosology of mental illnesses (suffice it to recall the notorious "hikikomori" condition, the actual etiology and pathogenesis of which remains unclear) is a national feature in this country. So existing and proposed psychological counseling services still remain exotic in modern Japan, and some well-known researchers in this country directly object to the term "counseling" (Watanabe-Muraoka, 2007).

Israel (parliamentary republic, population about 10 million, area 22 thousand sq km). To date, counseling psychology is not a separately regulated profession in Israel. It falls under the broader field of clinical psychology. To work as a counseling psychologist in Israel, you must obtain a clinical psychologist license from the Ministry of Health. There are no special programs in Israeli universities focused exclusively on counseling psychology. Most counseling psychologists in Israel obtain a master's or doctorate degree in clinical psychology with a specialization or emphasis in counseling with schoolchildren or college students during their studies. Universities such as Hebrew University, Tel Aviv University, and Bar Ilan University offer clinical psychology programs that cover counseling theories and practices. So counseling psychologists work in a variety of settings, including private clinics, community mental health centers, hospitals, schools and universities. A special place in the issue of advisory services in this country is given to combat injuries and career counseling. The main professional organization of psychologists, including counseling psychologists, is the Israeli Psychological Association (IPA). The debate about the need to make counseling psychology a separate specialty is currently still ongoing. A separate problem is the disdainful attitude of Israeli psychologists towards publications in Hebrew and their desire to place their articles in prestigious English-language periodicals (Benjamin, 2007).

French Republic (presidential-parliamentary form of government, population 66 million, area 552 thousand sq. km). In French universities there is no special training program focused exclusively on "counseling psychology". Most counseling psychologists in France are trained in master's programs in clinical psychology or general psychology. The main law governing the practice of psychology in France is the Code of Public Health (Code de la Santé Publique). It defines the use of the title "psychologist" and educational requirements. There are no specific laws or regulations that clearly define or provide a separate framework for counseling psychology as a specialization. Psychological counseling falls within the broader scope of the psychology profession. As for the consultative approaches themselves, as the French themselves admit, "consultation no longer remains a vague concept, suggestive of Rogers' concept" (Bernaud et al, 2007). And it's clear why. The strong French scientific tradition in theoretical and clinical psychology, supported by an emphasis on research and evidence-based practice, forms the fundamental basis of university psychology programs. In addition, recognition of the importance of mental health and well-being is

driving demand for counseling services, and multidisciplinary approaches, with the collaboration of psychologists and other mental health professionals, provide a good starting point for promoting and validating competencies in areas such as e-learning, school counseling, cross-cultural issues, coaching, work with pensioners, with people with a changed gender or gender identity, etc.

Republic of South Africa (presidentialparliamentary form of government, population 60 million, of which 80% are black (Zulu, Xhosa, Sutu, etc.; population of European origin is about 10%; another 10% are mulattoes and mestizos). And in this country, a strong foundation in developmental psychology that forms the basis for various models of counseling psychology (Watson & Fouche, 2007).To become a registered counseling psychologist in South Africa, you must complete a Master's program in Counseling Psychology accredited by the Health Professions Council of South Africa (HPCSA Such master's level programs are offered by the University of Pretoria, the University of South Africa (UNISA), the University of Johannesburg and the University of the Western Cape. The Health Professions Act 1974 establishes the HPCSA as the statutory body responsible for regulating the health professions, including counseling psychology. Increasing recognition of the importance of mental health services, growing demand for counseling psychologists, and opportunities for specialization in various areas such as career counseling, trauma counseling, or working with specific populations constitute an important aspect of the work of these professionals. However, the shortage of mental health counselors, especially in rural or underserved areas, results in uneven access to services. In addition, as local psychologists themselves note, a separate problem is the complex composition of the population (more than a dozen different ethnic groups), the weakness of the methodological research base and, as a result, the predominance of quantitative work to the detriment of a systematic and thorough approach to sociocultural problems, instead of "dabbling", relating to the well-worn topics of stress and the effectiveness of psychotherapy (Watson & Fouche, 2007). A general assessment of the situation with counseling psychology in South Africa boils down to the fact that the current situation is endemic to societies in transition.

Ukraine (parliamentary-presidential republic, population in 2022 38 million, area within internationally recognized borders 603 thousand sq. km). In Ukraine, about 90 universities offer complete psychological education up to master's level (National Requirements Ukraine, 2023). According to data collected in 2021, more than 50% of study programs do not have a specific title and are defined as "Psychology". Approximately 25% of the training programs are called "Practical Psychology", and the remaining 25% consist of more specific training programs such as "Crisis Psychology", "Business Psychology", "Clinical Psychology" and "Counseling Psychology". In Ukraine

there is no state body regulating the rules of supervision of psychologists (National Requirements Ukraine, 2023). The strength of psychology in Ukraine is the serious methodological, theoretical and experimental tradition laid down in the former epochs (Bondarenko, 2017; 2021; 2022; 2023). However, in professional psychological and psychotherapeutic associations there are no supervision standards. The current stage of the functioning and development of counseling psychology in the country is characterized by an enormous burden on psychologists, which grew first with the events of 2014, known as the "Maidan", and then after the invasion of the Russian Federation, which entailed a large number of refugees both in the East and in the West due to working with displaced people, PTSD and other traumatic /experiences. A distinctive feature of this stage is the unprecedented participation of foreign psychologists (mainly from the USA and Western European countries) in the provision of advisory and psychotherapeutic services to these population groups both within Ukraine and in their own countries (Vitruk, 2023).

# Conclusions

In our opinion, the situation that emerges as a result of a comparative review, supported by SWOT analysis, reveals a certain paradox, manifested both in the specificity of the status and in the originality of the development of counseling psychology in the world, and, which is of main interest to us, in Ukraine. Let us consider these results in detailed conclusions.

1. It is easy to see that counseling psychology in modern Ukraine, in terms of the degree of its formalization and the formation of both the scope of activity and the professional identity of specialists, is not only not inferior to countries belonging to different civilizational organisms, cultures with different political systems, different sizes of territory and diverse ethnic composition and population, but also surpasses them in many respects: the presence of an extensive network of psychological consultations, the presence of higher educational institutions that train psychologists (about 90 universities), including accredited educational programs accredited by a special company created by government decision -NAZYAVO.

2. The strengths of the development and functioning of counseling psychology in Ukraine also include: the presence in the country of a draft Law on Psychological Assistance (No. 9434 dated June 28.2023), which provides a clear definition of the metaphorical term "psychological assistance" and spells out the requirements for psychologists who are granted the right to carry out such activities, indicating criminal and administrative liability for illegally provided services of this kind; the presence in the country of professional associations that unite psychologists in communities of like-minded people; the presence of professional periodicals and extensive and intensive contacts with foreign colleagues; regular conferences and scientific and practical seminars on various aspects of professional activity.

3. As in many countries, including Western Europe, North America, the Middle East, North and South Asia and Africa, in Ukraine the demand for the services of consulting psychologists is growing, the technological capabilities of providing psychological counseling in screen mode are increasing, and the number of workers is increasing places in educational institutions, hospitals, the armed forces and law enforcement agencies. The strength of psychology in Ukraine is the serious methodological, theoretical and experimental traditions laid down in the Russian Empire, and then in the era of the USSR.

4. The paradox of the situation with counseling psychology in Ukraine lies in the fact that, despite the high level of scientific and methodological base of psychological work, almost all professional training of psychologists in the current period is carried out at the expense of the students themselves and their parents, since after all the reforms and revolutions the state refused to finance higher education. This creates a pathological situation in which it is not universities that select students, but, on the contrary, students dictate their demands to universities because they pay money. And universities, in turn, extremely lower the bar of requirements for applicants, as a result of which school graduates find themselves on the student bench who, due to their intellectual capabilities, would never have been able to pass the entrance exams to the seediest provincial university in former times. Another aspect of this problem is that since the population of Ukraine needs psychological help, and graduates of technical, engineering, construction and other universities cannot find work, because the country's industry has been destroyed, many of them apply to master's programs in psychology, and universities are forced to accept them, otherwise they will not be able to survive. It turns out to be a vicious circle.

5. As in Israel, in recent years a significant place in the work of consulting psychologists has been occupied by the issue of combat trauma and assistance to victims of combat operations. According to the Minister of Health, "...since the beginning of the war, 650 thousand people have been turned away from psychologists and psychiatrists to the health care system, help has been denied, and nearly 14 million Ukrainians will still need it" (Turuk, 2024). A distinctive feature of this stage is the unprecedented participation of foreign psychologists (mainly from the USA and Western European countries) in the provision of advisory and psychotherapeutic services to these population groups both within Ukraine and in their own countries.

6. Another problem is the constant decline in the cultural level of the population, including the general scientific cultural level of future and current psychologists. While in countries where both society and the state traditionally value their culture, resist the hasty adoption of foreign cultural methods of influencing the psyche of their citizens, and develop indigenous methods and techniques of psychological counseling, newly minted psychologists in Ukraine, trying to look modern, essentially occupy epigone positions, not suspecting that the foreign grants offered to them are precisely the price for refusing to develop their own culture and the culture of their people.

7. We specifically did not include in the analysis a consideration of the situation with counseling psychology in the USA and China, primarily because these cultural

antipodes enormously finance the development of counseling and other specialties in their countries, so that no comparison is possible. They value their history, being extremely cautious about any psychological concepts from outside, not only refusing to accept donated books into their university libraries, explaining that "we ourselves select what we need," but also borrowing some elements general scientific approaches, call, say, their psychotherapy "Tao-cognitive," as they do in China.

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# СТАН ТА ПРОБЛЕМИ КОНСУЛЬТАТИВНОЇ ПСИХОЛОГІЇ В СУЧАСНОМУ СВІТІ ТА УКРАЇНІ

### Бондаренко Олександр

Дійсний член Національної академії педагогічних наук України доктор психологічних наук, професор, завідувач кафедри психології, Київський національний лінгвістичний університет **Кучеровська Наталія** Кандидат психологічних наук, Доцент кафедри психології Київський національний лінгвістичний університет **Федько Світлана** 

Кандидат психологічних наук, Доцент кафедри психології,

Київський національний лінгвістичний університет

Стаття присвячена сучасному стану, проблемам і можливостям розвитку консультативної психології в Україні на основі порівняльного аналізу функціонування цього напрямку в інших країнах світу. Провелено аналіз сучасного стану консультативної психології в країнах з розвиненою традицією в цій галузі, що належать до різних культурно-цивілізаційних контекстів. На основі Cochrane методології із застосуванням SWOT-аналізу наведено результати дослідження сильних і слабких сторін, потенційних загроз і перспектив розвитку консультативної психології у восьми країнах світу: Австрії, Індії, Ізраїлі, Канаді, Франції, ПАР, Японії та України підсумовано. Встановлено, що консультативна психологія в Україні не тільки не відстає від інших країн за кількістю практик та кваліфікацією спеціалістів, а й має низку переваг, таких як наявність мережі психологічних консультацій та вищих навчальних закладів. підготовки психологів, функціонування професійних асоціацій та періодичних видань, перегляд Закону про психологічну допомогу тощо. Зростання попиту на послуги психологівконсультантів в Україні у зв'язку з військовими діями, а також розширення можливостей проведення консультацій у аналізується онлайн-формат. Проте виявлено проблему фінансування вищої освіти, що призводить до зниження якості професійної підготовки психологів; обговорюється проблема протиріччя між консультативними підходами та ментальними, релігійними та поведінковими традиціями суспільства; аналізуються політичні та соціально-економічні фактори, такі як зниження культурного рівня населення,, що ускладнює роботу психологів та обмежує доступ до психологічної допомоги. Ключові слова: психологічне консультування, консультативна психологія, Cochrane аналіз, SWOT-аналіз, психологія в Україні

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