## **PHILOSOPHY**

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## The problem of self-regulation of human activity

It is considered the self-regulation mechanism of the behavior by the personality. It is considered the role of requirements as a part of life; it is given a historical review of views on the problem. It is distinguished the position of K. Marx on the problem and his attempts to the development and improvement. It is considered different kinds of needs. It is analyzed the specific character of the spiritual and moral needs. Attention is drawn to the interest and its role as a means of meeting the needs. The role of emotional factors in the self-regulation of human behavior is shown. The emotions, feelings raise man above nature, make his life more diverse, helping the consciousness to adequately assess and meet the needs of the changing quality.

Key words: people, personality, needs, interests, life, death.

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