



UDC 159.9.018

## PYRAMID OF NEEDS BY ABRAHAM MASLOW

Student D.G. Tkachenko, gr. BDR 2-15

Language and scientific supervisor O.M. Gorlatova

Kyiv National University of Technologies and Design

Abraham Maslow is American psychologist and philosopher best known for his self-actualization theory of psychology which argued that the primary goal of psychotherapy should be the integration of the self. In his major works Maslow argued that each person has a hierarchy of needs that must be satisfied, ranging from basic physiological requirements to love, esteem, and, finally, self-actualization. Maslow believed that truly healthy people were self-actualizers because they satisfied the highest psychological needs, fully integrating the components of their personality, or self.

I have read the book "Motivation and Personality" by Abraham Maslow. I am going to share phrases that, in my opinion, are the most compelled to deepen in ourselves and to understand why we are doing something in one or another way.

1. "Appetite (predisposition to the choice of one or another food) - an adequate indicator of the existing needs of the body or what the body needs very much". Now there are popular directions for proper or intuitive nutrition. This statement helped me determine what is right. Physiological needs are laid down in each of us. And this book proves that our body is the most sensible and correct indicator of what we need to eat. Proper nutrition is not suitable for everyone. So, maybe it makes sense to think what your body wants.

2. "The body at the same time manifests the tendency to sluggishness, laziness and the desire to lessen strain, but, besides, it feels the need for activity, stimulation and excitement". This is our nature. Something inside always pulls us back. And something calls forward and this is just our choice. We want to become a millionaire and have our own business, but at the same time an armchair is so soft, and the series is so interesting. We are hiding from some of our desires and slamming others.

3. "A person who believes that he is hungry may actually needs support or trust, but not vitamins and proteins. Conversely, hunger may be quenched with other types of activities, for example, to drink water or smoke a cigarette". It's about all the problems with newfangled diseases such as compulsive overeating and other wrong dietary behaviours. People may need security, love or family. But when this is not the case, they remain on the refrigerator themselves. They need to get to the root of their problems. They only think that they want to eat, but in fact, they only feel the pain. When they find out what they themselves lack and reimburse for this lack, only then will they be able to adjust to their diet.

But

4. "A man who needs food, safety, love and respect, most likely, will want food more than anything else". Maybe that's why we have such a grounded desire on the stomach as to have a lot of money. We can't buy security for money. On the contrary, a person who has a lot of money has additional risks of losing it. A person can't be loved by money. But for money you can buy any kind of material things. And from the whole theory of needs to the material concerns only the very first - the physical needs. If you do not have food, here in your hands right now, then you will die faster than when no one respects you.

5. "The famine possesses a man without distinction. All other needs can end their existence or move to the background " But is it so bad that people are in common with animals? Maybe it is true that we need food more than love, because when you live, you have a chance to find love, and when you have been searching for love, but forgetting to eat, it may be too late when you will find love.