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## THE ROLE OF GUIDANCE IN INCREASING HUMAN AND SOCIAL CAPITAL

**Abstract.** The consequence of the dynamically ongoing changes is a growing area of uncertainty and social risks. Inability to cope with the permanently occurring uncertainty on the one hand leads to several negative consequences, such as a sense of alienation, meaninglessness, or helplessness, and on the other – increases the need for development of powers to plan one's own career path or to cope with new challenges.

The demand for counseling is not only in individuals who want to quickly and effectively develop their own careers, but also in individuals that fall out of the mainstream, and are not able to function in the realities of today's labour markets or to fulfil their professional and family roles.

The paper presents an analysis of the role of guidance, resulting from the implementation of modern paradigms of social policy (anticipatory, investment, activating), and biographical and emancipation counselling models in increasing human and social capital.

**Key words:** counseling; mobilization; human capital; social capital; emancipation

### INTRODUCTION

The consequence of dynamically ongoing changes is a growing idea of uncertainty and social risks, affecting not only individuals, but also whole social groups. U. Beck thinks that the concept of risk plays an ever greater role in social life in the global scale, and the greatest threats are the ones created by a man himself.<sup>1</sup>

Z. Baumann points to a couple of challenges that have not been yet encountered, ones creating new and unprecedented conditions of modern individuals' lives.<sup>2</sup> Among them the fluency of the contemporary phase of modernity

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<sup>1</sup> Ulrich Beck, *Spółczesność ryzyka. W drodze do innej nowoczesności* (Warszawa: Wydawnictwo Naukowe Scholar, 2002).

<sup>2</sup> Anthony Elliot, *Współczesna teoria społeczna* (Warszawa: PWN, 2011), 335-346.

effects the increase of the sense of uncertainty; the fluency being expressed by such a pace of changeability of patterns of social activities that does not allow its consolidating and institutionalizing, or separating power from politics, whose manifestation is the limiting of the functions of the state, which leads to their “becoming a playground for notoriously capricious and unpredictable market forces and/or to being left to the private initiative and care of individuals,”<sup>3</sup> and also consistent disappearance or limitation of the communal, based on the state, insurance against individual failures and misfortunes, which depraves collective actions of appeal and shakes the foundations of solidarity. This tendency that U. Beck calls institutionalized individualism, is a conception that describes the structural, sociological transformation of social institutions and forms of relations between an individual and the society. “Modernization leads [...] to being liberated from historically prescribed forms and commitments in the sense of traditional contents of dominance and support ( the «liberating dimension»), to the loss of traditional security with respect to practical knowledge, faith and guiding norms («disenchantment dimension» and – here the meaning of the word is virtually turned into its opposite – to re-embedding, to a new type of social commitment («control or reintegration dimension».)<sup>4</sup>

Inability to cope with the permanently occurring uncertainty leads, on the one hand, to a number of negative consequences, to a sense of alienation, senselessness or helplessness, and on the other – it increases the need of the development of powers to plan one’s own career path or to cope with new challenges.

Modern individuals in the face of the growing pressure of the development and of meeting the competition requirements are responsible for their development, for their ability to solve problems, to achieve success and to avoid defeats, or to deal with critical situations.

In view of these social changes the development of various forms of aid expressed by creating new techniques and instruments of support, or establishing new institutions, has full social and cultural justification. Under the conditions of uncertainty and fluent reality individuals that lose orientation in their own lives frantically and permanently search for information and for counseling that will improve their human condition.

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<sup>3</sup> Zygmunt Bauman, *Płynne czasy. Życie w epoce niepewności* (Warszawa: Wydawnictwo Sic! 2007), 8, 15.

<sup>4</sup> Beck, *Spółeczeństwo ryzyka*, 193.

The demand for counseling occurs not only in individuals who want to develop their careers quickly and effectively, but also in the ones who fall out of the mainstream of social life and are not able to function in the reality of modern labor markets or to perform family and professional roles.

The aim of the present paper is to show the needs in the sphere of professional guidance that result from implementing modern paradigms of social policy.

### 1. TRANSFORMATIONS OF LABOR – OPPORTUNITIES OR THREATS

The growing variability of the surroundings that is so characteristic of modern societies and economies, is the cause of basic changes in both labor itself and in the rules of the functioning of enterprises and organizations; and in this way also the way that the labor market functions changes. These factors, that are external to individuals, ruthlessly impose new requirements that determine the individuals' professional position and their chances on the labor market. Individuals are required not only to adapt to these requirements, but also to be able to anticipate changes and to take rational actions on their own, which could increase their capability to be employed, to have a career. However, many individuals do not have such capabilities. Ch. Handy, the author of *The Age of Unreason* thinks that the ambiguity of labor consisting in the fact that some people have too much of it and others too little, will only divide the society<sup>5</sup>. Also the fact that despite the changes in the surrounding world and the inadequacy of many solutions every new generation is perceived as different from the previous one, but plans are made as if the next generation was to be alike,<sup>6</sup> basically limits the perception of the changes.

Knowledge of the surrounding reality in which a man functions is indispensable for functioning effectively. Intensity, unpredictability and the chaotic nature of these transformations is the reason why the demand of reliable and topical information about the trends in labor and in the labor market is the basis of rational actions, both on the level of an individual and of an institution or on the macroeconomic level.

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<sup>5</sup> Charles Handy, *Wiek paradoksu. W poszukiwaniu sensu przyszłości* (Warszawa: Dom Wydawniczy ABC, 1996), 33.

<sup>6</sup> *Ibid*, 45.

Predicting the future shape of labor leads to pointing to the directions of changes, from the most pessimistic to moderately optimistic ones. J. Rifkin thinks that we are nearing the crossroads of humanity. "Global corporations are now capable of producing an unprecedented volume of goods and services with an ever smaller workforce. The new technologies are bringing us into an era of near workerless production at the very moment in world history when population is surging to unprecedented levels. The clash between rising population pressures and falling job opportunities will shape the geopolitics of the emerging high-tech global economy well into the next century."<sup>7</sup>

Even if some researchers consider Rifkin's predictions to be largely exaggerated,<sup>8</sup> analyzing the relevant literature one may point to some moderately optimistic tendencies:

- the time of considering labor and a job to be something that is given once and for all<sup>9</sup> is going away;
- the importance of intellectual work will increase, with the amount of traditionally understood manual work decreasing at the same time;
- the demand of highly qualified and flexible personnel in economy will continuously grow;
- versatility as the trend in development of production systems will determine the processes of recruitment. As Giddens emphasizes: "If education and professional qualifications were once the basic criteria for recruitment, today many employers look for people who are easily adapted and learn promptly;"<sup>10</sup>
- intellectualization of work as result of mechanization, robotization, automation and implementation of IT solutions causes objective necessity of permanent education in the whole lifetime.<sup>11</sup>

The changeability of work processes clashes, however, with the human nature based on fundamentally stable features. Changes in the social space can be seen as threats or as challenges. Only the latter ones serve man's development. This is why new forms of supporting individuals in that space

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<sup>7</sup> Jeremy Rifkin, *Koniec pracy. Schyłek siły roboczej na świecie i początek ery postrykowej* (Wrocław: Wydawnictwo Dolnośląskie, 2001), 264-265.

<sup>8</sup> Jolanta Wilsz, *Teoria pracy. Implikacje dla pedagogiki pracy* (Kraków: Oficyna Wydawnicza Impuls, 2009), 35.

<sup>9</sup> Malgorzata Gableta, *Człowiek i praca w zmieniającym się społeczeństwie* (Wrocław: Wydawnictwo Akademii Ekonomicznej im. O. Langego, 2003), 207.

<sup>10</sup> Anthony Giddens, *Socjologia* (Warszawa: Wydawnictwo Naukowe PWN, 2004), 407.

<sup>11</sup> Henryk Bednarczyk, Janusz Figurski, Mirosław Żurek (ed.), *Pedagogika pracy. Doradztwo zawodowe* (Warszawa–Radom: Wyższa Szkoła Pedagogiczna ZNP w Warszawie, Instytut Technologii i Eksploatacji w Radomiu, 2004), 5-7.

may in an oriented and versatile way lead not only to an increase in adaptiveness but towards transgression as well. Z. Ratajczak, analyzing developmental tendencies in modern labor space stresses that “the greatest barrier will be placed not so much in devices as in people’s heads. The ability to browse and analyze data, to cope with a mass of information as well as with the sense of an excess of it, the ability to make an accurate selection and to process it will have the highest price.”<sup>12</sup> Also the ageing of societies and prolongation of the age of activity in the labor market will influence the consumption market, and especially the social services market.

## 2. SOCIAL POLICY IN THE FACE OF THE TRANSFORMATIONS OF LABOR

Shaping the conditions for the functioning of societies, conditions that would favor development, is one of the basic tasks of social policy. The peculiar character of social policy and its high rank results from the fact that it unites theory and practice, it concerns every individual and whole communities. The practical aspect of this discipline is stressed by all researchers. A. Kurzynowski points out not only to the strategic goals of this policy but also to its limitations resulting from objective possibilities of the level of the economic development of the given country. Emphasizing the axiological dimension of actions in the sphere of social development he says that their task is reduced to shaping general conditions of work and of people’s life, pro-developmental social structures and social relations based on equality and social justice that favor satisfying social needs on the accessible level.<sup>13</sup>

In the new, free market realities of Polish economy and after the systemic transformation, in which the primacy of work over protective forms is considered nearly an axiom, searching for models of social policy that could become the basis of the conducted actions and enjoy universal social consensus is necessary. J. Hausner states: “Conducting efficient social policy is not possible without a coherent and comprehensive vision. Carrying it out in a provisional way, only reacting to current impulses and tensions, leads to exacerbating the problems. Social transfers made on an ad hoc basis strengthen the phenomenon of a low income flexibility of social spending. A vicious

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<sup>12</sup> Zofia Ratajczak, *Psychologia pracy i organizacji* (Warszawa: Wydawnictwo Naukowe PWN 2007), 17.

<sup>13</sup> Adam Kurzynowski (ed.), *Polityka społeczna* (Warszawa: Szkoła Główna Handlowa w Warszawie – Oficyna Wydawnicza, 2006), 9.

circle appears, in which a crisis of public finances and that of a welfare state accelerate each other. This is why they may not be examined and solved separately. A recovery of public finances is necessary, but a different social policy is indispensable too. The one requires the other and will not be successful without it.”<sup>14</sup>

In the field of creating a new social order whose one of the main foundations is labor and broadly understood social activity, new trends in the development of social policy in Poland emerge; they set the frame of the functioning of public institutions and NGO's, also determining the actions of all the participants in the system.

Such a new trend in the evolution of the paradigm of the prosperity state is the conception of active social policy (APS) with its instruments defined as “active or activating.”<sup>15</sup> R. Szarfenberg suggests that the model expresses the idea of “a state inclining one to work, to a system of positive and negative stimuli addressed to the lower strata of the society that are to discourage people from living on welfare benefits and encourage activity in the labor market and regaining economic self-reliance.”<sup>16</sup>

Active social policy (APS) is based on three fundamental assumptions:

1) limiting the scale of “passive social transfers” by introducing conditional support connected with the participation of the beneficiaries in activating programs (also defined as inclusive or reintegrating);

2) concentration on employment or on the rebuilding of the so-called employability and integration of the actions carried out by social services and employment services;

3) use of the potential of non-public institutions (NGO's) for carrying out activating programs and various supported activities in the labor market, of subsidized employment in the open labor market, and of social enterprise developed in the sector of social economy.<sup>17</sup>

The conception of active social policy is focused on eliminating developmental problems connected with work and employment. It is worth emphasizing that it also stresses such types of social relations that create real

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<sup>14</sup> Jerzy Hausner, *Zarządzanie publiczne* (Warszawa: Wydawnictwo Naukowe Scholar, 2008), 115.

<sup>15</sup> Arkadiusz Karwacki, *Papierowe skrzydła. Rzecz o spójnej polityce aktywizacji* (Toruń: Wydawnictwo UMK, 2010), 71-91.

<sup>16</sup> Ryszard Szarfenberg, “Definicje, zakres i konteksty polityki społecznej,” in *Polityka społeczna. Podręcznik akademicki*, Grażyna Firlit-Fesnak & Małgorzata Szyłko-Skoczny (ed.), (Warszawa: Wydawnictwo Naukowe PWN, 2009), 404.

<sup>17</sup> Marek Rymśa, *Aktywizacja w polityce społecznej. W stronę rekonstrukcji europejskich Welfare States?* (Warszawa: IFiS PAN 2013), 82.

chances for satisfying social needs of people with low employability, that is the individuals for whom finding work on the open labor market is hardly possible, and sometimes indeed impossible.

Work, (or rather access to it) is a crucial good; it is essential instead of welfare benefits that either have a deactivating character (they may not be combined with having a job), or induce the restitutionary attitude. A change in the character of the transfer influences the way individuals function on the labor market and in the local communities, but also the way subjects that carry out activating programs function, and it influences integration of the subjects.

Its axiological and pragmatic dimension consists not only in eliminating social exclusion and poverty by implementing pro-employment policies, but also in the formation of inherence and inducing solidarity as well as active attitudes of citizen participation.<sup>18</sup> The advantage of this conception is its ability to include marginalized circles into the system by active programs of the labor market. It overcomes the citizens' passive attitudes and their dependence on the rights they are entitled to, that are guaranteed by the state, independent of their own efforts. So it may be stated that it restores individuals' responsibility for their own fate, without depriving them of aid in obtaining self-reliance. Another advantage of the policy of activation is the use of social and economic potential of the third sector as part of the pluralist cooperation in creating and supplying broadly understood social services.

Another interesting topic from the point of view of increasing human capital is the paradigm of social investment policy. A. Giddens and G. Esping-Andersen are propagators of such an approach in Europe. In Poland M. Grewiński – a proponent of this approach – defines social investment policy as “actions first of all aimed at creating human (and social) capital in the young generation. Investment in the future is done [...] through active policy promoting the family and an active policy of the labor market as well as by education and permanent trainings.”<sup>19</sup> The essence of this vision is treating social policy not as an expense/outlay from the state budget or from the budget of the local government, but as investing in social prosperity. Outlays should

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<sup>18</sup> Katarzyna Głąbicka, *Współczesne wyzwania dla polskiej polityki społecznej do 2020 r.*, in *Polityka społeczna wobec wyzwań i zmian zachodzących we współczesnym świecie*, Michał Kubiak (ed.) (Gdańsk: Wydawnictwo UG 2014), 63-65.

<sup>19</sup> Mirosław Grewiński, *Inwestycyjna polityka społeczna jako koncepcja odroczonego bezpieczeństwa socjalnego*, in *Polityka społeczna dla bezpiecznego rozwoju*, Marek Leszczyński, Michał Kubiak (ed.) (Gdańsk: Wydawnictwo Uniwersytetu Gdańskiego 2015), 47.

be especially directed to permanent and vocational education and to activating and integrating services.<sup>20</sup>

Also the model of social anticipation created by T. Szumlicz, uniting the awareness of possible threats and an adequate caution with personal and collective foresight has a fundamental significance for identifying and explaining practice.<sup>21</sup> The aim of social policy is removing social tensions (stepping in situations that upset or may upset the necessary social balance by offering short-term support), securing social security and preferential satisfying of the needs.<sup>22</sup>

New models of social policy accept the primacy of anticipatory actions over actions with the character of an intervention. The conceptions are a response to transformations of the civilization happening in contemporary societies and they are an instrument of the adjustment of preventive and remedial actions to new social problems.

The models of social policy presented above, as a basis for practical actions in this area open the demand of wide-ranging forms of guidance. Guidance consolidates its position in the practice of social policy for good as one of the basic and desired forms of social services, both in the individual and organizational dimension. Their implementation makes the role of vocational counselors, psychologists, sociologists and pedagogues grow in the area of labor. The activation of individuals is not only connected with supporting disoriented ones who have fallen out of the labor market or who cannot enter the market after they complete their education, but it is also connected with counseling those who are directed towards fast and spectacular career paths by their ambition and aspirations. It also creates a demand for services of organizational counseling in the sphere of broadly understood managing the change (restructuring, flattening or “slimming down” of organization structures, building teams or counteracting the dysfunctions of an organization).

### 3. GUIDANCE AS AN INSTRUMENT OF CAREERS SUPPORT

Although transformation of human resources is a complex and time-consuming process, it changes, step by step, the view of the employees' role in

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<sup>20</sup> Ibid, 52-53.

<sup>21</sup> Tadeusz Szumlicz, *Ubezpieczenie w polityce społecznej. Teksty i komentarze* (Warszawa: Fundacja Instytut Zarządzania Ryzykiem Społecznym 2015), 31-33.

<sup>22</sup> Ibid, 61.

the process of producing goods and services. Both in modern economy and sociology or social policy the debate on its components, connections and essence in a significant way enriches the reflection on the process of the development of societies, regions and local communities.<sup>23</sup>

Human capital includes peculiar features and properties embodied in a man (knowledge, skills, abilities, health and motivations that have a definite value and constitute the source of the future incomes). This is why in modern societies striving for its development and increase is the concern not only of individuals but of organizations as well. The development of human capital is defined as “a set of actions in the sphere of enriching knowledge, developing the abilities and skills, shaping motivation and physical and psychological shape of the employees that should lead to an increase in their individual human capital and in the value of the human capital of the organization.”<sup>24</sup>

Constant striving for an increase in the development of the human capital of the organization results both from the organizational reasons (the will to increase the flexibility of the firm in response to the changes occurring in the market), and from the desire to strengthen one’s position among the employees; and this is why there is striving for self-education and for raising the value of one’s own human capital.

It should be noted that two groups of determinants contribute to an individual’s professional development: inner (subjective) – that are first of all concerned with the man and they refer to his individual features, and outer (objective) – that refer to the historical, social, political, pedagogical, technological and economic conditions.

Planning a career is an instrument of the development of individuals’ human capital. In our age the concept of career may be referred to four spheres:

1. The passing of an individual or a social group from positions of lower value to ones of higher value in a given society: it may include the so-called vertical career, that is achieving ever higher positions, or a horizontal one, that is achieving subsequent levels of professional specializations. Both in the former and in the latter case it is identified with success or professional promotion.

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<sup>23</sup> Marek S. Szczepański, Krzysztof Bierwiaczonek, Tomasz Nawrocki (ed.), *Kapitały ludzkie i społeczne a konkurencyjność regionów* (Katowice: Wydawnictwo Uniwersytetu Śląskiego 2008), 9-10.

<sup>24</sup> Henryk Król, Antoni Ludwiczynski, *Zarządzanie zasobami ludzkimi. Tworzenie kapitału ludzkiego organizacji* (Warszawa: Wydawnictwo Naukowe PWN, 2006), 432.

2. The course of an individual's whole career during his lifetime, comprising all the occupied positions. A biography in this sense may be both a sequence of promotions and of demotions.

3. Patterns of actions that follow one another; the directions of social roles assumed by an individual, the course of his vicissitudes and aspirations to achieve social or individual gratifications, without sharp divisions in the areas of his life.<sup>25</sup>

4. The profession, the job, for which necessary competences are needed.

The broadening of the concept of career as a general developmental project, of an individual's realization of a comprehensive image of himself, results in it becoming an element of his biography. By the same token supporting individuals in this so broadly understood process is not only professional guidance, but biographical guidance – a special form of supporting individuals changing their bio-social status.<sup>26</sup>

The fluency and pace of changes in modern living conditions result in individuals ever more often facing critical events that upset their personal balance or their ability to actively solve their problems; they also upset their relations with their environment. The events change their personal, financial and social situation. They also have consequences for the cognitive-emotional structure of the individuals, their expression being uncertainty and the conviction that it is necessary to redefine their goals as well as the awareness that new requirements appear and it is necessary to meet them.

The subjective difficulty of the new situations results from three reasons:

- lack of competences to solve the problem,
- lack of personal experience in similar situations,
- not using the possessed personal resources (knowledge, skills etc.) in new, unknown and anxiety-generating surroundings.

In the context of career guidance this means aid in solving difficult problems in particular stages of one's career not only with respect to the job that is being done, but in other dimensions of life too. So career guidance is joined by other spheres of a man's life, such as: the family, spare time or lifestyle. Esmund and Pietrulewicz think that career guidance concerning the

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<sup>25</sup> Marcin Szumigraj, *Poradnictwo kariery. Systemy i sieci* (Warszawa: Oficyna Wydawnicza Łośgraf, 2011), 16.

<sup>26</sup> Helena Sęk, *Stres krytycznych wydarzeń życiowych*, in *Zdrowie – stres – zasoby. O znaczeniu poczucia koherencji dla zdrowia*, Helena Sęk, Tomasz Pasikowski (ed.) (Wrocław: Wydawnictwo Fundacji Humaniora, 2001), 14.

problems connected with professional identity would help in the following spheres:

- reliable, objective and comprehensive cognition of oneself,
- making a self-diagnosis of one's psycho-physical features,
- making a self-assessment with the view of the possessed knowledge, communication skills and the ability to use information,
- recognizing one's own aspirations and goals in life,
- noticing the role and significance of one's own activity in the process of planning and realizing the career.<sup>27</sup>

Obtaining such a support allows an individual not only to develop new professional competences, but also to independently make living decisions. Supporting individuals' motivation and encouraging them to make efforts to take actions enabling them to achieve subsequent planned stages of their career is also significant.

According to A. Bańka today's career guidance fundamentally affects the clients' possibility to make choices not only about their profession, but it also affects the quality of the transformation and the choice of lifestyle. This is because it performs two functions: the diagnostic function and the constructive one. The former is reduced to assisting in the process of cognition of one's goals and values that direct his activities, of cognition of the flow of his inner experiences, of the potential of his career and its barriers, of self-knowledge and competences, of the current portfolio, of the potential of his career in the aspect of expectations and possibilities of getting a job. The constructive function, on the other hand, is expressed in assisting in building roles and plans (scenarios) of life activities. Functions understood in this way could be – in the author's opinion – used both for individuals with a traditional approach to work and life, where they would overcome apathies, the claims or passive attitude and frustration; and for individuals with a more open, "experimenting" attitude to life; the role of the functions would be reduced to consolidating the feeling that one is the cause of what is happening, to offering support in redefining professional roles and scenarios of activity in the labor market and in easing the stress connected with adaptation and uncertainty.<sup>28</sup>

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<sup>27</sup> Kazimierz Esmund, Bogusław Pietrulewicz, *Poradnictwo zawodowe dla dorosłych. Doradca zawodowy*, in *Całozyciowa edukacja zawodowa. Problemy teorii i praktyki*, Bogusław Pietrulewicz (ed.) (Zielona Góra: WSP TK, 1997).

<sup>28</sup> Augustyn Bańka, *Psychologiczne doradztwo karier* (Poznań: Stowarzyszenie Psychologia i Architektura 2006), 398-399

In this process a special role concerns those individuals who have been driven out of the labor market, and the long period of remaining outside the main stream of social and economic life causes that one's blurred identity and a lowered feeling of being the cause of events becomes a real problem. As a result the appearance of the learned helplessness syndrome comprising motivation, cognitive and emotional deficits makes individuals develop the conviction that they have no influence on the effects of their actions. According to the information model of helplessness formulated by G. Sędek and M. Kofta, a lack of skills of integrating the information that reaches an individual into a coherent and rational idea of how to solve the task<sup>29</sup> becomes a serious barrier in offering aid.

Social work with all the instruments used in guidance should be then focused on avoiding and limiting the deficits of helplessness and developing irrational defense mechanisms. The instruments used in social work that aim at restoring the sense of controlling one's own life and of one's power as that of a subject, may comprise a wide range of support – starting with information or instrumental, through material to psychological<sup>30</sup>.

K. Przewłocka<sup>31</sup> thinks that the optimum strategy in such a situation is one focused on eliminating current troubles. Taking actions, step by step, without looking far into the future, would allow an individual to change the forms of his activity, to restore the hope of improving his living situation, to activate the strength that leads to self-reliance. The use of the social contract, of participation in group forms of social work (Clubs of Social Integration, Centers of Social Integration) in the process of implementing this strategy prolongs the perspective and broadens the areas of planning one's own life; it may effectively reintegrate individuals in the society.

The presented models of guidance show not only the best patterns of supporting individuals. They also point to the limitations of this process. The idea of biographical guidance will not lead to fast and spectacular changes that are expected by people organizing the system of guidance and by the

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<sup>29</sup> Grzegorz Sędek, *Jak ludzie radzą sobie z sytuacjami, na które nie ma rady?*, in *Złudzenia, które pozwalają żyć*, Mirosław Kofta, Teresa Szustrowa (ed.), Warszawa: PWN 2001, after: Katarzyna Przewłocka, *Zjawisko wyuczonej bezradności u klientów instytucji pomocy społecznej – przyuczyny, konsekwencje i możliwości przeciwdziałania*, in *Pomoc – wsparcie – poradnictwo. Od teorii do praktyki*, Magdalena Piorunek (ed.) (Toruń: Wydawnictwo Adam Marszałek, 2014), 195-198.

<sup>30</sup> Maria Gagacka, *Aktywna polityka społeczna jako forma wsparcia osób wykluczonych. Cele i płaszczyzny rekonstrukcji*, in *Wsparcie społeczne i współpraca jako instrument walki z wykluczeniem społecznym*, Anna Zamkowska (ed.) (Radom: Wydawnictwo UTH, 2013), 44-54.

<sup>31</sup> Przewłocka, *Zjawisko wyuczonej bezradności u klientów instytucji pomocy społecznej*, 203-205.

clients. Also counselors only partly may respond to the needs of their clients who want work and not advice concerning it.

#### 4. GUIDANCE IN THE EMANCIPATION OF SPECIAL RISK GROUPS

Guidance for people belonging to special risk groups is one of the priorities in systemic activities in the sphere of social policy and social work. All the same the number of people remaining on the social margin and threatened with social exclusion is still high. Active social policy changes the philosophy of offering aid. Aid that in its essence is an asymmetric and objectivizing relation<sup>32</sup> is transformed into support that subjectivizes, activates and integrates an individual with his environment. The APS policy's goal is social inclusion, but through an individual being active on the labor market. In this sense one may say that professional activity, let us say, in the sector of social economy or of subsidized work is a return to a balance between the citizens' rights and duties. The only condition that has to be met by this work is its social usefulness that is tested on the market by exchanging goods and services. Participation understood in this way makes individuals feel necessary, and by this participation – they feel integrated and subjectivized.

It should be noted that the essence of this conception is not limiting the redistributing function of social policy, but a change in the character of the redistributed goods. The key good is work (or rather access to it) instead of social benefits that have either a deactivating character (they may not be combined with work), or by giving some rights they induce the claim attitude. A change in the character of the transfer affects the way individuals function on the labor market and in their local communities, but it also affects the way the subjects that realize activating programs function and become integrated.

Owing to such an understanding of activation the problem appears of the way the essence of activity is understood, that is the key problem for the practice of guidance and for the choice of proper instruments of support, which K. Piątek points out. Usually activity is associated with reasons and motivations springing from individuals' inner features in Riesman's understanding – with "inner-directedness." It also concerns – which is emphasized

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<sup>32</sup> I have presented the essence of support as an instrument of social aid in Maria Gagacka, *Wsparcie społeczne. Wartość czy instrument w lokalnej polityce społecznej*, in *Wokół polityki społecznej*, Katarzyna Głębicka, Mirosław Grewiński (ed.) (Warszawa: PTPS, WSP TWP, 2008).

by the author – “subjects that are characterized by freedom, autonomy, optimism, knowledge, imagination, innovativeness etc., that lead to shaping an individual’s new personality and to creating a new social reality.”<sup>33</sup> However, both social policy and the practice of guidance, especially guidance that is institutionalized, have to take into consideration also another dimension of activity that is not inner-directed, but turning individuals into objects. Hence the thesis saying that in social policy so-called creative emancipation and adaptive emancipation coexist and penetrate each other.<sup>34</sup> This is why a special stress should be put on emancipating activities that lead to the formation of an individual’s new personality and the creation of a new social reality. This definitely increases their chances to succeed. A shift in the stress towards either controlling individuals on the one hand, or formalization or moralizing on the other does not give chances to be successful.

Implementing the thesis presented by T. Piątek into reality poses a number of challenges for guidance. In our age emancipation means the process of achieving independence, of becoming self-reliant and of being liberated.<sup>35</sup> It may be examined in the individual and the social aspect. In the individual aspect it allows opening to new meanings and a new way of experiencing the reality. In the social aspect emancipation is connected with individualism and it means being freed of traditional social dependencies and bonds on the ground of primary groups.<sup>36</sup>

The universality of the conviction that the aim of guidance is offering aid to a given person in facing his crisis, helping people and encouraging them to take care of themselves and teaching them the skill of actively facing adversities<sup>37</sup> is the cause why the guidance process may both support emancipation and hamper it. Forms of social pressure, of “symbolic violence” are

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<sup>33</sup> Krzysztof Piątek, *Aktywność i aktywizacja w projekcie ustawy o zasadach prowadzenia polityki społecznej*, in: *Polityka aktywizacji w Polsce. Usługi reintegracji w sektorze gospodarki społecznej*, Mirosław Grwinski, Marek Rymsza (ed.) (Warszawa: Wydawnictwo Wyższej Szkoły Pedagogicznej TWP w Warszawie, 2011), 92.

<sup>34</sup> Krzysztof Piątek, *Aktywność i adaptacja w polityce i pracy socjalnej. Modele i realia*, in *Kręgi integracji i rodzaje tożsamości. Polska Europa Świat*, Włodzimierz Wesołowski, Jan Włodarek (ed.) (Warszawa: Wydawnictwo Naukowe Scholar, 2005), 92-93.

<sup>35</sup> Hanna Zielińska-Kostyło, *Pedagogika emancypacyjna*, in *Pedagogika. Podręcznik akademicki*, Zbigniew Kwieciński, Bogusław Śliwerski (ed.) (Warszawa: Wydawnictwo Naukowe PWN, 2004), 396.

<sup>36</sup> Zbigniew Boksański, *Indywidualizm a zmiana społeczna* (Warszawa: Wydawnictwo Naukowe PWN, 2007), 77.

<sup>37</sup> Stephen Murgatroyd, *Poradnictwo i pomoc* (Poznań: Wydawnictwo Zysk i S-ka, 2000), 70-81.

ascribed to the policy of activation and to guidance.<sup>38</sup> They are expressed, among others, in controlling individuals by stating their capability and usefulness for the society, correcting behaviors and participating in processes of social selection, defining sets of features that are necessary to do particular jobs, granting conditional support, forcing one to perform definite forms of activities.<sup>39</sup>

The result of emancipation processes is enhancing the field of inner freedom, which allows a new look at the social reality that is free of formulas. This process may only go on in a community. Learning new patterns of behavior and of participation in the life of a community is a serious challenge for counselors. As E. Trębińska-Szumigraj justly states: “When people who are given advice make an attempt to emancipate *from*, it poses a difficult task for the counselors: the necessity to provoke, to spark off a rebellion, do disagree to the existing world or at least to support this state in people who are their clients. [...] The role of the counselor is [...] to accept the assumption of an individual – may be often controversial – way of social participation that may be presented by individuals who need their aid.”<sup>40</sup>

Emancipation guidance should become a widely available instrument of support within the paradigms of social policy that are discussed above. It should be recognized that children, especially ones living in the country and ones from large families, people excluded for a long time or excluded from the main stream of social life, the old and the disabled should be the main subject of support and investment. However, care for these special risk groups, from the perspective of guidance requires redefining of the socially accepted vision of this aid. As A. Karwacki stresses: “it is to be not only a set of requirements of activity towards those who cannot manage by themselves, but (may be mainly) towards all the members of the society, so that they confirmed their «citizenship» by an active care for others and for their local space.”<sup>41</sup>

<sup>38</sup> Anthony Elliot, *Współczesna teoria społeczna* (Warszawa: PWN, 2011), 168-180.

<sup>39</sup> This aspect with respect to the policy of activation is pointed to by Arkadiusz Karwacki, *Papierowe skrzydła. Rzecz o spójnej polityce aktywizacji* (Toruń: Wydawnictwo UMK, 2010). The consequences of committing symbolic violence in the guidance process are discussed by: Marcin Szumigraj, *Poradnictwo jako subtelny instrument sprawowania władzy*, in *Z podstaw poradownawstwa*, vol. II, Bożena Wojtasik (ed.) (Wrocław: Wydawnictwo Uniwersytetu Wrocławskiego, 1998).

<sup>40</sup> Ewa Trębińska-Szumigraj, *Emancypacja w poradnictwie*, in *Poradownawstwo – kontynuacja dyskursu. Podręcznik akademicki*, Alicja Kargulowa (ed.) (Warszawa: Wydawnictwo Naukowe PWN, 2009), 168-169.

<sup>41</sup> Karwacki, *Papierowe skrzydła*, 114.

## CONCLUSION

The unpredictability and pace of the changes in social life ever more often puts individuals in difficult, critical situations that require them to take actions they not only cannot manage, but also whose essence they often cannot understand. Offering aid to them in such conditions is the duty of social policy whose significant part is the guidance system.

The progressing individualization and disintegration of traditional social bonds on the one hand, and the withdrawal of the state from fulfilling the tutelary functions on the other are the cause why the demand for various forms of guidance increases. The necessity to assume responsibility for one's own life, including one's professional career, makes individuals face their anxieties, weaknesses, but at the same time their chances for emancipation and development.

Albeit social policy and guidance studies are autonomous academic disciplines, they are both strongly rooted in practice. Combining the paradigms of these disciplines in the practice of supporting individuals may increase their capital, and at the same time improve institutional forms of aid. The activating and investing social policy joined with biographical and emancipation guidance largely increases chances of such development.

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The preparation of the English version of *Roczniki Teologiczne* (Annals of Theology) nos. 1 and 2 and its publication in electronic databases was financed under contract no. 723/P-DUN/2016 from the resources of the Minister of Science and Higher Education for the popularization of science.

