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**CONTRIBUTION OF S.M ZHKUPOV IN THE DOMETIC PSYCHOLOGY, ESPECIALLY JOINT - DIALOGIC COGNITIVE ACTIVITY.**

Domestic psychology is largely grateful for the contribution of Zhakupov S. M. He will remain in the history of modern psychology, first of all, as the author of the concept of Joint-dialogue cognitive activity. As we know from his autobiography, you understand that only his unique dialogue long in life with different people (during training at naval school, services by the ships of the Black Sea Fleet, training at faculty of psychology of Lomonosov Moscow State University, a training in laboratory of social psychology of the Leipzig university, in the course of the organization as the scientist, the practitioner, the head of one of the leading directions of domestic psychology), has allowed not only to create the concept, but also to realize the ideas of the research in different subject domains of psychology.

 This concept has been confirmed by psychological experiment, with its basic provisions were allowed to explore a number of interesting experimental ideas of his students. System-psychological analysis of the learning process allows to identify the main factors that determine its effectiveness, and to outline the main ways to improve the effectiveness of cognitive activity of students and University students. The leading factor determining the effectiveness of the learning process is the optimization of interaction of the subsystems "learning", "content of education" and "students". In a real learning process, subsystem parameters are set initially and changed under the influence of factors external to the learning process itself. The interaction of these subsystems with the internal, psychological side is nothing more than a joint-dialogue cognitive activity of the learners. Joint and dialogical cognitive activity takes place in its development a number of stages, starting with the joint perception of objects of knowledge, and ends with the formation of joint mental activity - the highest level of development of joint knowledge. Primary structure modeling of Joint-Dialogic cognitive activity (JDCA) by S. M. Zhakupov organized in the learning process. On the basis of experimental data, the author proved that (JDCA) is a systemic education formed in the process of learning and is its actual psychological content. It should be conducted only at a certain level of development of cognitive activity in the learning process, marking the highest level of development. Dynamics of results of joint-dialogue cognitive activity at various stages of its development is determined by processes the purpose of education and the meaning of education, which in turn, is manifested in the change in the effectiveness of the learning process . Zhakupov has proven the fact that the characteristics of the interacting individuals in terms of joint cognitive activity is mainly due to subjective semantic contents General Fund information. Zhakupov argued that different indicators of the process of adaptation of the person to the specific conditions of life, in certain conditions can be objective signs of personal characteristics, caused by the factors of its interaction with the surrounding еenvironment. The key ideas of the concept on today is reflected in the studies of its students in different fields of psychology. Researchers such as JumanazarovN.S., Mambetalin A. S., Kim E. G., Kapbasova G. B., Kulzhabayeva H.P., Baibakova M. M., Asylkhanova M. A., B. D. Jigitekov. The concept has found a continuation of his students and will be improving.

All followers on the basis of the experimental programs prove in different social contexts and subject domains only forms joint dialogical cognitive activity, organized by subjects, create optimum conditions for activization of potential opportunities of each participant process of interaction and increase in his creative potential. Within dissertation researches or already in practical activities each of us confirms existence of a certain communication between communication and process of transformation the individual purposes in joint on the basis of the general fund of semantic educations.

 LITERATURE REVUE

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