

PENOMENON OF VALUES AND VALUABLE ORIENTATIONS
IN THE SCIENTIFIC MEASUREMENT
OF THE END OF THE 20TH START OF THE XXI CENTURY.

Socio-economic conditions, moral and cultural priorities of the XXI century cause significant changes in the system of social values in general and in every individual, in particular, the rethinking of universal and national world-view positions. These transformations present important tasks to modern education, determine competency advantages and strategic goals. That is why the problem of forming value orientations of a concrete person - a pupil, a student, a future teacher - is an important task nowadays.

Questions of values and value orientations are the subject of research by many scholars working in the field of the humanities: philosophy, psychology, pedagogy, sociology, and cultural studies, and as a result, the concept of "value" has become a multidisciplinary one, which enables us to comprehend this concept in a versatile way.

The problem of values and value orientations was raised by scholars in various scientific aspects: philosophy (M. Boryshevsky, I. Zyazyun, I. Kant, V. Ognevyuk, etc.), sociology (M. Weber, O. Zdravomyslov, V. Yadov and etc.), psychology (B. Ananiev, G. Ball, G. Kostiuk, A. Leontiev, S. Rubinstein, A. Maslow, C. Rogers, etc.), pedagogy (N. Volkova, I. Isaev, O. Kobnerik, L. Kobnerik, V. Slastonin, O. Sukhomlinskaya, N. Tkacheva, etc.).

The origins of comprehension of the nature of values date back to the ancient time. In the new times, the category of value was most thoroughly developed by classical German philosophy and introduced into scientific circulation by I. Kant, who opposed the scope of morality (freedom) in the sphere of nature (necessity), showing differences in the representations of the necessary, of values and norms on the one hand, and the notion about the existing, world of things on the other hand. The accumulated knowledge on the theory of values became the basis for the distinction in philosophy at the end of the nineteenth - at the beginning of the twentieth century, a special branch - an axiology that studies

the nature, structure of values, their interconnections. A detailed retrospective analysis of the transformation of philosophical notions about the concept of "value" is presented by V. Ognevyuk in the monograph devoted to the values of education.

The German social scientist M. Weber laid the foundations for the sociological aspect of the study of values, which advocated the idea that the main, defining in society should not be the general phenomenon for all, that is, the law, but something more significant. The criterion of meaningful values is appearing, that is, conscious interests, which cause the value of each subject. In the sphere of interests one can evaluate an object from the point of view of good or evil, truth or lie, beauty or ugliness. The scientist qualified values as a historical phenomenon and believed that they were determined by some interest in the era. With the change of the era, they lose their strength and values, the values of another era come to them. Values affect not only the knowledge and evaluation of phenomena, but also determine the norms of people's relationships, the structure of social life.

In sociology, values are regarded as socio-normative regulators of social life and human behavior as fundamental norms: moral, religious, legislative, and others. In the domestic sociology of the study of values and value orientations began from the middle 60-ies years of the twentieth century. The study of values and value orientations is the subject of deep and diverse interest in psychology. Domestic and foreign psychologists substantiate various concepts, theories, models and values classification. In the psychology of personality the problem of values and value orientations is considered in relation to the motivational, needs spheres of the individual in connection with the socialization of the individual, the process of which depends both on external social as well as on internal personal factors. In addition, in the process of socialization, a person actively learns the social experience and transforms it into their own values, settings, landmarks.

The study of the phenomenon of values and value orientations has a long history, the achievements of domestic and foreign scholars are represented by

fundamental works that have become classical and are the basis for further research and development of the theory of values.

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Yevgen Mamchur, candidate of pedagogical sciences, senior lecturer of foreign languages chair of Uman State Pedagogical University named Pavlo Tychyna
20300 Lisna street, 12, Uman, Cherkassy region,

(098)875-40-40

mamchur1g@gmail.com