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MOTIVATIONAL INFLUENCE OF VALUE ORIENTATIONS ON THE HUMAN CONSCIOUSNESS

В статті розглядається система ціннісних орієнтацій, обізнаність особи із цінностями суспільства, членом якого вона є, із критеріями визначення цінностей, моральних норм, орієнтація у загальнолюдських цінностях. Аналізується актуальний стан суспільних відносин, реальні взаємовідносини індивіда з іншими людьми, із соціальними спільнотами та інше.

Ключові слова: особистість, компонент, ціннісні орієнтації, моральні норми, суспільні відносини.

Value orientations as a scientific problem attract the attention of a wide range of scientists of different fields of scientific knowledge. It is considered in close connection with the life goals of the individual, the way of life, needs, interests, psychological settings, etc. Such a wide range of issues, tangent to which the essence and character of value orientations are studied, makes it possible to distinguish, at least, several areas of studying this phenomenon.

Investigating the problem of the value orientations formation, the researchers note that their range can be determined by the range of interests of the individual, in the breadth of his connections with the outside world. Taking into account the power of motivational influence of value orientations on the human consciousness, value orientations on work, family, education, public activity and other areas of self-assertion of the individual are allocated.

Of particular interest are studies in which the essence, structure, content of value orientations, their functions in the life of a person and society are determined, typology of both the value orientations and individuals is conducted on the basis of the nature of their value orientations. After all, without finding out the essential properties of value orientations, which, according to many researchers, is an important component of the internal structure of the individual, it will not be possible to find out their determinant role in the transformation processes.

For the classification of the structural components of the system of value orientations, the cultural approach is also used, that is, the structural components of the system of value orientations are classified on the basis of a certain type of culture, guided by the provision that the culture itself is a set of certain values and their practical implementation in various spheres of human life.

Depending on the types of culture, the following main types of value orientations are distinguished: political culture, which includes high political consciousness and activity, the ability to understand the essence of running political events, to respond correctly to them and, accordingly, to it, political value orientations; moral culture and moral value orientations, based on which the focus is on the coordination of individual individuals of their behavior with the interests of other people and society as a whole, knowledge and observance of social and universal moral standards of conduct, to overcome the so-called "double" morality (morality "for self" and "morals" for others); aesthetic culture and, in accordance with it, aesthetic value orientations based on the developed aesthetic perception, the ability to give an estimation of aesthetic in the phenomena of reality, the desire to master the aesthetic culture of the past and modern stages of the development of society.

System of value orientations is an important element of the value relation of a person to the surrounding reality. Value orientation, is a selective attitude of man to material and spiritual values, a system of attitudes such as an attitude, beliefs, and preferences that affect the behavior of the individual. At the same time, this means the positive or negative significance of objects of the surrounding world for an individual, a class, a social group, society as a whole, which manifests itself through the sphere of life, interests, needs, and social relations. Criteria for assessing this significance in moral norms and principles, ideals, goals, installations.

As a result of social practice, as noted by researchers, value orientations of an era are involved in shaping the type of personality, its behavioral and mental skills, and in this capacity permeate the whole culture, all universals of this culture.

Value orientations are at the heart of the human worldview, of its moral, political, aesthetic beliefs and tastes, and determine its behavior. Given their importance for human behavior, value orientations are determined as important elements of the internal structure of the individual, embodied in the life experience of the individual, all the totality of his experiences, distinguishing significant, essential for a given person from insignificant, immaterial. The formed value orientations are a kind of "axis" of consciousness, which ensures a person's solidity and manifests itself in a certain type of behavior, in the interests, needs, beliefs.