



CONTEMPORARY PLACE OF MATERIAL VALUES

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Purpose – to highlight contemporary attitude of society to material values and to determine their contemporary place in the hierarchy of values. To explore new ideals and instruments of satisfaction of needs. To examine the influence of modern media environment to human value orientation.

Methodology – Complex principles were used in the research : such as combination of scientific and logical levels of cognition; analysis of specific historical features from general assumptions to the fundamental conclusions; unity of the ontological, gnoseological and axiological aspects of the analysis; combination of the system and structural approaches to the object of study. Usage of comparative method allowed to match processes of determining the values of the society in different historical conditions and compare different approaches to the consideration of the hierarchy of values in society.

Findings – it was proved that origins of values are the archetypes of culture as the first principle of human existence and the source of the formation of social relations; basic values of society were structured in order they can be used for satisfaction of human needs. It was found that core values of society such as freedom, justice, equality, solidarity, dignity are concentrated in the basic value of "human rights". influence of factors on human behavior correspondingly the formation of values were shown



Research implications – consist in the fact that the obtained findings complement and systematize knowledge about modern society, in particular the importance of human values.

Practical implications – the conclusions of the research contribute to clearer understanding of the process of society modernization in the new socio-cultural context. Terms of research can be used for the preparation of further scientific work on this theme.

Originality – it was found that the society is in a critical moment before the neglect of moral values in the preference to material.

Keywords : material values, society, priorities.

Research type : viewpoint.