

HISTORICAL TRANSFORMATION OF VALUE ORIENTATIONS OF A PERSON: SOCIOLOGICAL ASPECT

Shcherban A.D.,

Assistant Lecturer at the Department of Social Work and Social Pedagogy
Kherson State University

Having examined the transformation of value orientations of the individual in the history of humanity, the author traced approaching of individual value system of a person to its needs and interests, propensities. After reviewing the history of the formation of values, the author determined three main types of values, creating a content of life. Values of various subjects at various times were predetermined by prevailing traditions, social conditions and their own choices: focus on themselves, focus on society, focus on another world. Analysis of problems of formation of value orientations of the individual in the historical and genetic aspects showed that attempts to resolve them are rooted in ancient times.

Every person lives in society, sets the goals and aims to reach them, looking for the meaning of his life, his purpose in society. Personality is characterized by what a person sees

as the meaning of his life, which goals he puts, which means he uses trying to reach them. This means that the focus of essential powers of a man as a figure allows making assumptions about the person, his values, morality, place in society (team), his value for the life of other people, among whom he lives. Thus, the nature of human activities in the social relations as objectified in actions and deeds subjective understanding of the goal of his life acts as a synthesized criterion of his social value as a person.

Creative desire to achieve the goal brings happiness and success, because human is naturally a creature that constantly seeks to achieve a certain goal. That is why he can not be happy if he does not live as required by his nature, i.e. purposefully. The true success and real happiness not only go hand in hand, but complement and reinforce each other.