

TRANSFORMATION OF VALUES IN THE MODERN WORLD AND THEIR PLACE IN THE SOCIAL SYSTEM

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Abstract. This article analyzes the transformational processes taking place in the system of values in the conditions of modern globalization. The essence of values, their role in the life of society and their impact on the social system are scientifically substantiated. Also, the relationship between national and universal values as a result of globalization, the development of information technologies and cultural integration is highlighted. The article reveals the impact of changes in the system of values on social institutions - family, education, politics and economy, and the need to ensure a balance of values in modern society is substantiated.

Key words: value, transformation, globalization, social system, national values, universal values, cultural integration, information technologies, social institutions, spirituality

Introduction. Values form the spiritual and educational foundation of every society and play an important role in its social life. Values appear as an important factor determining the worldview, behavior and social relations of an individual. Every society relies on national, cultural and spiritual values in the process of determining its path of development.

Throughout human history, the stability and development of society have been determined not by its material wealth, but by its spiritual and moral foundation - its values. Values are a kind of "genetic code" of the social system, which regulates the behavior of the individual, decision-making and interactions between members of society. However, the 21st century - an era of rapid development of information technologies and globalization - has brought serious changes to this system.

Today we are witnessing a complex process called "value transformation". This process is not just a rejection of traditions, but an adaptation of social consciousness to the requirements of a new era. At a time when the ideological image of the world is changing, and borders are being blurred through virtual space, which values can be preserved and which ones should be updated has become the main issue of social stability. The fact that the conflict of various interests is intensifying in the international arena, the problems in world politics and economics are becoming more acute, and the number of supporters of changing the general picture of the world is increasing is reflected as the most important features inherent in the current global world developmen[1.290].

Values, as an important factor forming the spiritual foundation of society, play a crucial role in the stability and development of the social system.

LITERATURE REVIEW. The question of values and their place in the social system has been the subject of many sociological, philosophical, and psychological studies. The founders of the theory of values, Max Weber and Emile Durkheim, considered values as the main mechanism that unites society and maintains social order. According to Weber, values serve as a motivation for human activity. According to researchers, values are an important social mechanism that affects social consciousness and cultural development. [2.45-52]. Man is both the creator of values and the one who values and preserves them. At the same time, man himself is the highest value. Therefore, the attitude towards values should be considered as the attitude towards man. The fact that man is the highest value is seen in the fact that both material and spiritual values are expressed in him. Abdulla Sher interprets values as an important factor that determines a person's worldview and social behavior. The issue of the philosophy of values and their role in the social system has also been widely studied by Uzbek scientists. The scientific research of Kiyam Nazarov is of fundamental importance in the field of axiology of values, as he has deeply covered the content of values, the foundations of their formation and transformation in society. In his work "Axiology: Philosophy of Values", [3.85] values are described as the main socio-cultural mechanism of social life, which is an important source for the scientific substantiation of the process of value transformation. There are also analyses in Uzbek scientific journals of the process of value transformation related to social units - for example, the institution of the family. [4.30-32] These studies show that changes in the value system occur over time and that this process is important from the point of view of social stability.

The social foundations that serve to create values consist of a system of conditions that serve to develop a person's religious, philosophical, scientific worldview.

The need to develop spiritual values is primarily due to the need to increase the material production potential and quality of society. In the process of satisfying this need, serious changes also occur in the structure of social life. [3. 126] This can be seen in the mental, desire-will, and conscientious changes that occur in the consciousness of society. These are of great importance in the development of a person, in particular, national values in a specific situation. For example, the satisfaction of religious needs educates a person to be morally pure, honest, faithful, hardworking, patient and content.

RESEARCH METHODOLOGY. During the research process, methodological approaches and methods such as a systematic approach, comparative-historical analysis, sociological observation and content analysis, and axiological approach were used. Using the systematic approach, values were studied not as a separate element, but as an integral part of the social system. This method

made it possible to analyze the impact of changes in values on the family, education, and social institutions in a chain relationship. On the basis of comparative-historical analysis, the differences and similarities between the value system in traditional society and values in modern society were compared. This served to identify the historical dynamics of the transformation process. Open data, the results of social surveys, and trends in the media and social networks were analyzed. Through this, conclusions were drawn about the prevailing views of society today. Based on the axiological approach, the method was used to reveal the importance of values in human life, their subjective and objective nature.

ANALYSIS AND RESULTS. The study shows that while in traditional society "collective solidarity" and "obedience" were at the top of the hierarchy, in the modern information society "individual success" and "personal freedom" are coming to the fore. This process was observed to be especially evident among the younger generation.

The transformation of values is a natural social evolution. The goal of society is not to reject these changes, but to integrate them harmlessly into the social system.

A new type of social relations has been formed under the influence of digital technologies. The results show that the concept of privacy has undergone a transformation, and "open profile" and activity in social networks serve as new criteria for social recognition. A new culture of communication has been formed, in which time saving and visual information take precedence over text. The analysis shows that transformation does not always displace national values. On the contrary, a process of globalization is observed: that is, global values are combined with national traditions, forming a new modern-national model.

The results of the study showed both positive and dangerous effects of the transformation of values: In the first, the adaptability of society to dynamic changes increased, the desire for education and innovation increased. In the second, the "generational gap" between values increased and, in some cases, the risk of social anomie was identified.

The analysis shows that globalization, the rapid development of information technologies and cultural integration have a direct impact on the renewal of the value system. In particular, as a result of the expansion of the digital space, individualism, freedom and personal interest are becoming priority values in the minds of young people.

According to the results of the study, traditional values (family, collectivism, respect, national traditions) are gradually undergoing transformation and are being harmonized with modern values. This creates two trends in the social system: on the one hand, the process of renewal and development is accelerating, and on the other hand, the likelihood of a spiritual gap and identity problems is increasing.

The analysis also shows that social institutions react differently to the transformation of values. In particular, the family institution seeks to preserve traditional values, while the education system is aimed at forming innovative and global values. In political and economic systems, values such as efficiency, competitiveness and openness are gaining priority. It has been established that maintaining a balance between national and universal values in modern society is an important condition for social stability. Through the harmonious development of the system of values, it is possible to achieve stable and consistent development of society.

CONCLUSION. In conclusion, in the modern world, the transformation of values is an important and inevitable process of social development. As a result of globalization, the development of information technologies, and cultural integration, the value system is being updated and new social relations are being formed. Although this process increases the flexibility of the social system, it also creates problems such as the weakening of traditional values. The results of the study show that changes in the value system directly affect all institutions of society - the family, education, politics, and the economy. Therefore, it is important to manage the transformation of values and develop it in a positive direction.

The transformation of values in the modern world is not just a spiritual crisis, but a stage of evolutionary development of society. New values, which are being formed against the background of technological and global changes, open up vast opportunities for humanity. However, in this process, maintaining a balance between the basic values that determine national identity and modern universal principles is the most important condition for social stability. After all, only a society with a solid foundation and keeping up with the times can adequately respond to global challenges.

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