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## VALUE ORIENTATION AS STRUCTURAL COMPONENT OF PERSONALITY IN MOUNTAIN REGIONS

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**Abstract.** This paper, presented at the Conference Plenary, is devoted to the problem of formation of values and value orientations of a personality in mountain regions. The author asserts that value orientation in mountain regions is a complex formation, which includes different levels and forms of interaction of public and individual personality. The article also regards and analyzes the hierarchy of values. It is mentioned that the personality value orientations in mountain regions don't only determine the motivation of individual behavior but also forms his world outlook. The special attention is also devoted to the pseudo-values. The author points out that they do not contribute to human self-realization. The article also analyzes the reasons of forming of the value orientation in mountain regions and gives the classification of people in accordance with the commitment to certain values. The author touches the problem of cultural values of modern youth, the influence of electronic mass media and comes to the conclusion that classical culture begins to lose value and attractiveness. In conclusion the author says that the valued orientations in mountain regions occupy the central place in the psychical adjusting of man's behavior. That is why considerable attention is spared to the study of valued-semantic sphere of personality on the modern stage of development of pedagogical science.

**Keywords:** value orientation, modern youth, psychical adjusting personality.

The problem of formation of values and value orientations of a personality in mountain regions has been always one of the most significant problems and it acquires a special urgency in the conditions of reforming of modern society. It's hard to admit that the transformation of social life brought the personal level values in the first places, which provide their own needs and comfortable well-being.

The main aspects of formation and functioning of value orientations are reflected in many of the psychological, sociological, philosophical, cultural, political and educational researches of domestic and foreign scientists, as issues dealing with the values are important for every science, which deals with the individual and society. The highest level in the hierarchical system of values is occupied by the value orientations. Value orientation is a personal orientation on the mastering of certain values to meet their needs. Value as a part of value orientations plays the role of a certain guide and corresponding regulator of behaviour and human activities in the objective and social reality. And a personality focuses on the most necessary present and future values which meet his interests and goals, and impress his experience<sup>5</sup>.

According to social educators «value orientations is a selective, relatively stable system of orientation of the interests and needs of the personality focused on one particular aspect of social

values». Value orientations are formed in the process of social development of the individual. Thus the significant place is occupied by the systems of values, functioning in the family and the other social groups, which are referential for a specific individual<sup>6</sup>.

L. Burlachuc gives such a definition of value orientation - «it is the formation in the person's consciousness and self-consciousness structure, that predetermines the number of its essential personal characteristics, peculiar indicators of the degree of socialization, the category of morality in the broadest sense»<sup>2</sup>.

Value orientation in mountain regions is a complex formation, which includes different levels and forms of interaction of public and individual personality, a specific form of person's awareness, his past and his future, the self-significance. A. Zdravomyslov writes that among a number of value orientations' functions «the main function is behavior regulation, as a conscious action in the certain social conditions»<sup>4</sup>.

Academician B. Ananyev, speaking about the value orientation, noted: «there is a common center, which coincide the investigation of sociologists, social psychologists and psychologists. This common center is the value orientations of the group and the individual, the common goals of the activity, life orientation, or the motivation of human behavior»<sup>1</sup>.

The value orientations form a system. Among the entire hierarchy of values one can place special emphasis on those that are universal, or global, i.e. common to the vast majority of people, for example: Freedom, Work, Creativity, Humanism, Solidarity, Honesty, Urbanity, Intelligence, Family, Nation, People, and Children. The decrease of the significance of these values causes serious disturbances in normal society. The personality value orientations in mountain regions don't only determine the motivation of individual behavior but also forms his world outlook. The value orientations of young people are being formed in the process of upbringing and education. Thus the purpose of the education is not only to report particular knowledge in a certain industry, but to recreate cultural and historical norms which assist the self-realization of personality. Through education translation (transmission) of the value orientations are transmitted from generation to generation both on verbal and nonverbal levels.

During historical development mechanisms with the help of which the transmission of values accomplishes through generation to generation were formed. Among them the main place was occupied by: family, church, art, literature, culture. Values can be mastered by a man both consciously, and unconsciously (a man cannot explain why he gives advantage to one value above others). That's where great possibilities for the substitutions of values are opened.

The pseudo-values are the values which do not contribute to human self-realization; they can even be an obstacle to self-realization, however, a person can be sure of the opposite. In particular, as surveys show, many young people think that alcohol and drugs are valued because they stimulate creativity. Commitment to pseudo-values is very dangerous for people and those around them. Such people often have the illusion, that the possession of the most significant values (money, gold, power) opens the way to mastering other common values (goodness, beauty, love, harmony). In particular, the majority is sure that if they possess great power or have lots of money, they will be able to realize themselves on the basis of the true values. The value orientations in mountain regions are formed in the process of acquiring of certain social experience and show up in person's persuasions and interests. In accordance with the commitment to certain values, people can be divided into four typology groups.

The first group is people that have maintained, or give their preference for the previous values. There are about 10% of representatives of this group. They tend to protests, pickets, and disobedience actions. Majority of these people do not maintain market reforms, they are the supporters of the authoritarian consciousness and have sympathy for charismatic and religious leaders.

The second group is those who have diametrically opposite views to the supporters of the first group. Those who completely reject the values of the past, support the ideas of the societies with the developed market economy, high level of social security of citizens, and personal ownership of property. According to the sociological research conducted among Ukrainian youth, almost 2/3 of the

young people consider the maximum enrichment of each person as a condition of creation of rich society.

The third group is people (there are not a lot of them) who criticizing the values of socialistic society do not deny them fully. Such young people promote the ideas of liberalism. As some scientists consider the young people of this group would rather fill up the first group in case of the development of market economy in the society. The fourth group is young people, who do not simply deny the „old world“, but are intolerant to any values which differ from theirs. They are so radical that breaking the relationships with the old world isn't enough for them; they are ready to destroy them. Such people are intolerant to enrichment. As there is a great variety of the value orientations Y. Volkov has divided them into certain categories according to the intellectually-educational values, cultural values, and political values.

Intellectual-educational values must be considered in the perspective of the mental, creative potential, which, unfortunately, has considerably decreased recently. Scientists associate this phenomenon with the changing for the worst of physical and mental health of the young generation. Rapidly increasing number of diseases, the increasing numbers of intellectually disabled people, weight deficit are the result of longstanding alcohol abuse and malnutrition.

Sociologists assume that in mountain regions young people rate their intellectual abilities rather low. 19% of young people consider their abilities high; 22% are reputed to be very talented. In the opinion of young the value of mental work, education and knowledge continues to fall. Even students do not appreciate knowledge much. Today the level of inequality in education has considerably grown (elite educational establishments appeared); „brain outflow abroad“ became powerful threat for society.

There are some problems concerning cultural values of modern youth. The prosperity and enrichment were put on the forefront; they generate the appropriate culture and vital needs of the youth. Electronic mass media occupies the significant part of their free time and serves as an important tool for the formation of the inner world, cultural values and attitudes. For example 1/3 of young people prefer to watch television during their free time. Another example is that according to the observations of scientists many young people are used to buy well-advertised goods. The world of prestigious and beautiful things becomes the goal of the existence, the meaning of the life. The cult of fashion, goods, consumption obsesses the youth consciousness and acquires a universal character. Classical culture begins to lose value and attractiveness.

Tendency towards the further dehumanization and demonization of social-cultural values is observed today. This tendency is manifested in high interest of youth to the scenes and episodes of violence and sex, acts of cruelty in films, television, theatre, music, literature, and art. The consumer orientation prevails in sociocultural values. Only every 6th is involved in sports, every 10th attends interest groups, every 16th is engaged in self-education, but the vast majority goes out with friends or watch TV. As a result the entire cultural layer is wiping out. Folk culture with its traditions, customs, ceremonies, folklore is being taken as anachronism (unnecessary relic of the past) by most of young people<sup>3</sup>.

The research gives an opportunity to state that in mountain regions the political values of youth differ sufficiently. The number of young people who are always interested in political events in the country is only 13.2%, while the 33.4% are not interested in politics at all. Youth is quite pragmatic in the political questions: the politics is regarded as means of achievement of authority and leadership. Such position can be explained by the existence of the feeling of dignity in youth, and the desire to change the future of the country for the best.

To draw the conclusion, one can say that that, as it acts exactly as a central component of determination of man's behavior.

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