PHILOSOPHICAL INTERPRETATION OF THE VALUE SYSTEM IN THE ERA OF GLOBALIZATION

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Annotation: *This article analyzes the philosophical interpretation of the value system in the era of globalization. It highlights the impact of globalization processes on the spiritual life of society, the interaction between national and universal values, and the transformation of value systems. It also provides a scientific and philosophical justification of the processes of integration, differentiation, and transformation within the value system. The results of the study show that the value system in the context of globalization is a complex dialectical process, in which preserving national identity and developing universal values are of crucial importance.*

Keywords: *globalization, value system, philosophy, national values, universal values, transformation, integration, spirituality, culture*

Introduction. The process of globalization is one of the most important and complex socio-philosophical phenomena of modern world development. It affects not only economic and political systems but also the spiritual life of society, cultural values, and human worldview.

In this regard, the transformation of the value system under globalization and its philosophical interpretation represent one of the most relevant scientific issues. Values form the spiritual foundation of society and serve as a key factor determining human behavior, social relations, and the direction of historical

development. Globalization, in turn, intensifies the integration of different cultures, traditions, and worldviews, giving rise to new synthesis processes within the value system.

This situation, on the one hand, leads to the expansion of universal human values, while on the other hand, it generates complex philosophical problems related to the preservation and transformation of national values[1].

This study analyzes the dynamics of changes in the value system under globalization, the interaction between national and universal values, and their philosophical interpretation. It also examines the impact of globalization on spiritual processes and the issues of value integration in modern society on a scientific basis.

The transformation of the value system under globalization is a complex and multidimensional process from a philosophical perspective. To analyze this process, it is first necessary to determine the role and functional significance of values in social life. Values are a key factor shaping social consciousness, determining moral and ethical orientation, and forming the ideological foundation of societal development.

Globalization accelerates the transformation of values by strengthening external and internal influences on this system. According to scientific analyses, the value system changes in three main directions under globalization: integration, transformation, and differentiation[2].

During the integration process, values belonging to different cultures and civilizations become closer, expanding the system of universal values. For example, principles such as human rights, freedom, and equality are becoming globally recognized values. This strengthens the universalization of values[3].

However, the transformation process is associated with changes in the content of values, which in some cases leads to the adaptation of traditional national values to new social conditions, and in other cases to their weakening. From a philosophical point of view, this situation is interpreted as a “value

conflict," since certain national traditions and moral standards may become secondary under the influence of global culture[4].

Differentiation, on the other hand, represents a tendency opposite to globalization and reflects the process of preserving and protecting national identity. Analyses show that as globalization intensifies, the tendency to preserve national identity also increases in many societies. This ensures the parallel development of local and global value systems[5].

From a philosophical perspective, the value system in the era of globalization has a dialectical nature, where unity and contradiction, stability and change coexist simultaneously. On the one hand, global communication and information exchange facilitate the rapid spread of values; on the other hand, this process also creates the risk of cultural homogenization[6].

Observations show that global cultural elements – such as internet culture, mass culture, and consumer values – are particularly influential among the younger generation. This creates the need to maintain a balance between traditional spiritual values and modern global values. If this balance is disrupted, crises of values or spiritual instability may arise.

At the same time, globalization offers not only challenges but also positive opportunities. In particular, the expansion of intercultural dialogue, the development of tolerance, and the strengthening of universal human values are among its positive aspects[7].

Philosophical analysis shows that globalization should not be understood as a one-sided phenomenon, but rather as a complex, contradictory, and multilayered process. Overall, the value system in the era of globalization is in a continuous process of change and adaptation, developing on the basis of a dialectical relationship between national and universal values.

Conclusion. The transformation of the value system in the era of globalization is a complex and multidimensional philosophical process. The analysis shows that values, on the one hand, integrate and acquire universal

meaning, while on the other hand, they strive to preserve national identity through transformation and differentiation. This confirms the dialectical nature of the value system.

Globalization expands information exchange and intercultural communication, strengthening the spread and interaction of values. However, it also creates the risk of cultural homogenization in some cases. Therefore, maintaining a balance between national and universal values is of great scientific and practical importance.

In general, globalization should be regarded not as a process that destroys value systems, but as one that adapts and enriches them under new conditions. Consequently, in modern philosophical research, it is important to conduct an in-depth analysis of value-related issues and study mechanisms of their harmony and sustainable development.

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