VALUE ORIENTATIONS AND THE INFLUENCE OF THE FAMILY ON THEIR FORMATION

The foundation of our personalities, beliefs, and morals are often laid in the crucible of family. Value orientations, the core principles that guide our decisions and actions, are deeply influenced by the dynamics and interactions within the family unit. From the early experiences of childhood to the implicit norms that govern familial interactions, families wield significant influence over our development.

"Value orientations" are considered by us as psychological neoplasms of the personality, which make up the system of worldview orientations of the personality and are manifested in the attitude towards oneself, towards other people, and also towards society as a whole as the highest value; a high level of respect of one person for another, recognition of its independence, high purpose, belief in its capabilities and granting the right to free development and self-realization, care for the conditions of its existence (primarily the environment) [3].

In simpler terms, value orientations are a person's values and beliefs that guide their behavior and decision-making. They are formed through a combination of factors, including family upbringing, education, and personal experiences.

The system of values of a social subject can be composed of essentially-vital ideas about good, evil, happiness, purpose and essence of life and universal ones:

• vital (life, health, personal safety, welfare, family, relatives, education, law and order);

- social (social status, ability to work, etc.);
- interpersonal (benevolence, honesty, altruism);
- democratic (freedom of speech, conscience, national sovereignty);
- particular (belonging to a small homeland, family);
- transcendental values (faith in God, striving for absolute) [1, p. 164].

During personality socialization, value orientations are shaped by the social information that enters an individual's psychological world. The family plays a crucial role in this process, laying the foundation for our core values – what matters most in life and who we strive to become [4, p. 29].

Modeling stands out as one of the primary ways families shape value orientations. Children, with their keen observation skills, consistently take in the behaviors, attitudes, and beliefs demonstrated by their parents and caregivers. A family that prioritizes traits like honesty and integrity is more likely to raise children who internalize and uphold these values.

Furthermore, communication patterns within the family exert a substantial influence. Open and transparent communication fosters an environment where different values and beliefs can be explored. Children who feel encouraged to express their thoughts and emotions to their parents are more inclined to develop critical thinking abilities and form independent value systems. Conversely, families with authoritarian communication styles may lead children to simply adopt the values of their parents without questioning them.

Additionally, family rituals and traditions contribute significantly to the cultivation of value orientations. Regular religious practices, cultural festivities, or even simple routines like shared meals fosters a sense of belonging and reinforces common values.

However, it's important to acknowledge that family influence is not absolute. As individuals mature, they encounter diverse experiences, interact with various social groups, and engage in educational environments. These external factors can either challenge or reaffirm the values instilled by the family. The teenage years, in particular, are often marked by a period of questioning and rebellion, where individuals begin to forge their own identities and value systems. The influence of upbringing, education, and socio-cultural processes on the formation of value orientations is significant and meaningful for the younger generation. The effectiveness of this value assimilation, along with the development of needs and interests, is crucial for successful socialization. It determines whether a young person becomes a well-rounded citizen and personality, and avoids deviant behavior [2, p. 32].

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