

## **National Values and Their Role in Sustainable Development of Society**

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***Abstract.*** This article examines the role of national values in ensuring sustainable development of society. National values are a system of spiritual, cultural, moral and social guidelines that shape the identity of the people and determine the strategy of its development. In the context of globalization and modernization, the preservation and adaptation of national values are becoming important factors of stability and progress. The article analyzes theoretical approaches to the concept of national values, their influence on social, economic and political processes, and provides an overview of scientific research in this area.

***Keywords:*** national values, sustainable development, cultural heritage, social institutions, traditions, identity, modernization, globalization.

### **Introduction**

National values play an important role in shaping the identity of a society, defining its strategic guidelines and direction of development. They cover a wide range of aspects – from cultural and moral norms to economic and political principles. In the context of rapid globalization and technological change, the question arises: how to preserve national values, adapting them to the requirements of the modern world?

Throughout history, national values have served as the foundation for the development of society, ensuring its cohesion, the transmission of traditions and the formation of common ideals. They influence public consciousness, are enshrined in language, art, religion and government. Modern transformation processes, such as digitalization, migration and cultural integration, lead to a rethinking of traditional values, which gives rise to discussions about the need to protect and update them.

On the one hand, national values ensure the stability of society, its ability to overcome crises, maintain cultural continuity and form a collective identity. On the other hand, they can conflict with global trends, such as the universalization of norms and standards, which requires finding a balance between tradition and innovation.

### **Methodology**

Modern research shows that national values have a direct impact on the sustainable development of society, forming the principles of social interaction, regulating economic behavior and determining the mechanisms of public policy. Thus, the study of this topic is relevant and requires a comprehensive analysis.

The purpose of the article is to consider the theoretical foundations of national values, their role in ensuring the sustainable development of society, as well as to identify modern challenges and prospects for their preservation.

The study of national values and their impact on the sustainable development of society has attracted the attention of many domestic and foreign scientists. The works of E. Durkheim [1] and M. Weber [2] examine the influence of religious and moral norms on the formation of social order and economic development. K. Popper [3] and J. Habermas [4] analyze the role of traditional values in democratic processes and the modernization of society.

In the post-Soviet space, significant contributions to the study of national values were made by such researchers as L.G. Ionin [5], A.G. Dugin [6], and N.A. Berdyaev [7], who paid attention to issues of national self-awareness and cultural identity. Modern research focuses on the analysis of the impact of globalization on the transformation of national values. Thus, Z. Bauman [8] examines the concept of "liquid modernity", within which traditional values are subject to change under the influence of technological progress and migration processes.

## **Results and discussion**

Thus, the study of this topic requires an integrated approach that combines sociological, philosophical, economic and cultural aspects.

National values are a set of moral, cultural, historical and social norms passed down from generation to generation. They are formed on the basis of: historical experience, religious traditions, cultural heritage, social institutions.

National values can be conditionally divided into several levels:

- basic (historical and religious) - determine the basis of national identity;
- social (norms and traditions) - regulate the everyday behavior of citizens;
- economic and political - form the strategy of development of society.

National values contribute to the sustainable development of society in several areas: cultural development - the preservation of traditions and national identity strengthens social integrity; social stability - moral and ethical standards ensure harmonious interaction between citizens; economic growth - work ethics and entrepreneurial values influence the economic behavior of the population; political stability - national ideals form the strategy of public administration and public consensus.

The modern world faces a number of challenges that threaten the preservation of national values, which include globalization and cultural unification; migration processes; digitalization and changes in forms of social communication; political instability and ideological conflicts.

## **Conclusion**

To preserve national values in the context of modern challenges, it is necessary to develop educational programs aimed at studying history and culture, supporting national traditions at the state level, using digital technologies to preserve cultural heritage, developing intercultural dialogue and tolerance.

National values play a key role in ensuring the sustainable development of society, influencing its social, economic and political aspects. They form the cultural code of the nation, contribute to the harmonization of social relations and the maintenance of stability. In the context of globalization, it is important not only to preserve national values, but also to adapt them to new realities, ensuring a balance between tradition and modernization. Only in this way can a sustainable society be created based on respect for its historical roots and readiness for innovative development.

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