

# Specific Features of The Development of Social and Cultural Values

Tojiboyev Azizbek Vakhobjonovich

Lecturer Department of Social Sciences, Namangan State University

DOI:

<https://doi.org/10.47134/webofscientist.v5i4.53>

\*Correspondence: Tojiboyev Azizbek

Vakhobjonovich

Email: [tojiboyevazizbek04@gmail.com](mailto:tojiboyevazizbek04@gmail.com)

Received: 13-04-2025

Accepted: 22-05-2025

Published: 11-06-2025



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**Abstract:** This paper examines the specific features of social and cultural value development in mention a specific region, time period, or group. It analyzes how mention a key event, influence, or phenomenon, e.g., industrialization, a political shift, a cultural movement impacted the existing value system and led to the emergence of new values. The research aims to provide insights into the complex relationship between social change and cultural values.

**Keywords:** Higher Education, Innovation, Justice, Stability, Identity, Social Development, Human Rights, Tourism, Historical and Cultural Heritage

## Introduction

The development of socio-cultural values is one of the key processes that ensures the achievement of a high level of civilization in the cultural, social, political, economic and other spheres of society. This process includes the implementation of a number of important tasks, among which the following areas can be distinguished:

**Development of the education system:** The main factor in the development of socio-cultural values is the strengthening and improvement of the education system. This requires improving the quality of the educational process, using new technologies, regular advanced training, as well as the introduction of modern methods of education and support for educational initiatives.

**Expansion of the socio-cultural sphere:** The development of socio-cultural values is impossible without the broad popularization of culture, art, literature, cinematography, music and theatre. This also includes the organization of large-scale cultural events, participation in international exhibitions and festivals, the publication of books and articles, the strengthening of intercultural dialogue and the expansion of social ties.

**Preservation and protection of historical and cultural heritage:** In the process of development of socio-cultural values, the preservation of historical and cultural heritage plays an important role. This involves the protection of historical monuments, the

development of museums, spiritual centers, the translation of historical sources into other languages, as well as cooperation with scientists and researchers in the field of studying and disseminating cultural values.

**Social justice and stability:** Ensuring social justice and stability plays an important role in the development of socio-cultural values. This includes the introduction of fair legislation, strengthening the legal protection of citizens, respect for human rights, reducing discrimination and inequality in society, and actively supporting the rights of youth and women.

**Provision and distribution of social property:** An important aspect of the development of socio-cultural values is the provision and effective distribution of public property. This requires the creation of new jobs, the attraction of investments, the introduction of innovations and technologies, as well as the development of the economy of various sectors with the aim of sustainable progress of society.

## **Methodology**

In this process, interaction and cooperation of various social organizations, administrative-territorial structures, academic institutions, international partners and representatives of the public are of great importance. The participation of all these entities contributes to the successful development of socio-cultural values.

Thus, the development of socio-cultural values is a continuous process aimed at strengthening culture, protecting human rights and freedoms, increasing the effectiveness of interaction between organizations and society, ensuring social stability and moving towards a civilized future. This process brings many benefits to society, including:

**Volunteering and Spiritual Unity:** New opportunities are created for youth, students and people seeking self-improvement to study and appreciate innovations in history, art, literature, cinema and other areas of culture.

**International competitions and exhibitions:** Participation in international competitions and exhibitions strengthens the cultural and spiritual ties of society and promotes the exchange of knowledge and experience between representatives of different countries.

**Development of the tourism industry and economic benefits:** Development of socio-cultural values contributes to an increase in the flow of tourists visiting historical sites, museums, festivals and exhibitions. This stimulates the development of tourism, expansion of infrastructure and increase in financial revenues.

**Preservation of historical and cultural heritage:** This process promotes the protection and popularization of historical sites, museums, and cultural centers, which allows society to preserve its historical identity and national values.

**Provision of social assets:** Development of the cultural sphere, expansion of opportunities for volunteers and creative people, creation of new jobs and activation of economic activity allow to improve the standard of living of the population.

National identity and international relations: The development of socio-cultural values contributes to the formation of national identity, the preservation of ethnocultural characteristics and the development of international cooperation.

Identity and Uniqueness: The importance of identity lies in preserving the unique culture and traditions of a society, which contributes to strengthening national unity and international partnership.

Communication and Mutual Understanding: The development of cultural events, festivals and exhibitions helps to strengthen ties between people, expand communication opportunities and create a tolerant society.

Social development and human rights: This process aims to reduce injustice, discrimination and human rights violations and promote the formation of a law-based and stable society.

As noted in the study: "The peculiarity of socio-cultural values lies in their variability over time. Values that were relevant in the past may lose their significance in modern society due to changes in social, economic and political conditions".

Thus, the dynamic nature of socio-cultural values indicates their constant development and adaptation to new demands of society. Modern information technologies and cultural exchanges contribute to the strengthening of intercultural interaction and the formation of new values.

In conclusion, it should be noted that the development of socio-cultural values has a significant impact on social development, the formation of a legal society, the development of tourism, international relations, national identity and communication. These aspects are key to building a fair and stable society. To achieve this goal, close cooperation between the state, public organizations and citizens is necessary, which will effectively strengthen socio-cultural values and promote sustainable development of society.

## Result and Discussion

Science and innovation are an integral part of modern society and play an important role in the development of socio-cultural values. Innovation is necessary in the processes of creating, studying and implementing new knowledge and technologies. Let us consider why innovation is of key importance in the development of socio-cultural values:

Creation: The development of socio-cultural values includes innovations, creative processes and novelties. In the field of higher education and enlightenment, new teaching methods, educational technologies and teaching models play a significant role. These innovations allow people to master new knowledge and areas, which contributes to the development of socio-cultural values.

Creativity and work: Innovations change the process of applying knowledge in practice. New technologies and teaching methods open up opportunities for creativity and self-realization, providing teachers and students with new tools for development.

Problem Solving: Innovations help solve socio-cultural problems. New developments, technological applications and analytical methods allow finding new

approaches to solving urgent social issues. This is important for improving analytical skills, creativity and creative thinking in the system of higher education and enlightenment.

**Social progress and development:** Innovations contribute to social progress and development. New ideas, technologies and projects enhance the development of public spheres, increasing the importance of higher education and enlightenment, creating new jobs, changing the economic situation and improving communication between people.

**Global cooperation and integration:** Innovation plays an important role in stimulating international cooperation and integration. New technologies and educational methods promote intercultural interactions, creating opportunities for cooperation between individuals, organizations and international communities. This helps to understand global values, actively participate in the global process and adapt to new approaches.

Scientist Tatyana Aliakhmetova in her scientific research divides the views of scientists on understanding the essence of socio-cultural values into the following groups:

The first group includes scientists who consider values as a historical phenomenon dependent on time, space, socio-political and ecological environment (M. Weber, F. Nietzsche, E. Troeltsch, etc.).

The second group includes researchers who recognize the universal nature of values (P.S. Gurevich, E. Durkheim, G. Rickert, M. Scheler, etc.).

The third group includes scientists who consider socio-cultural values as objective phenomena associated with life experience, but at the same time emphasize their subjective side (A. G. Zdravomyslov, N. O. Lossky, G. Lotze, V. P. Tugarikov, and others).

The fourth group unites researchers who study socio-cultural values from the point of view of satisfying the needs of the individual and society, defining values through the prism of their significance (A. I. Kravchenko, A. G. Maslow, M. Rokeach, P. Sorokin, etc.).

The first group of scholars emphasizes that values are not constant or universal, but are shaped by a particular historical period, geographical location, and socio-political conditions. This means that what is considered valuable in one society or era may not have the same significance in another.

Thus, innovations play a significant role in the development of socio-cultural values, as they contribute to the introduction of novelties, the development of creativity, the solution of social problems, social progress and international cooperation. These processes contribute to the further development of science and education, as well as the personal growth of people.

## Conclusion

The main features of the development of socio-cultural values are:

- Focus on the good is the desire to benefit people, increase their well-being and improve the quality of life of society.
- Interaction is the development of communication between people and the expansion of their mutual understanding.
- Creativity and innovation – enhancing a person's creative and innovative abilities.

- Tolerance and multiculturalism – supporting different cultures and strengthening tolerance.
- Education and upbringing – teaching and instilling principles and norms of behavior.
- These values are aimed at developing young people who study literature, art, music, culture, history and information systems, promoting the development of their creative thinking, analysis and creativity.

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