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THE VALUES OF SOCIETY AS AN INDICATOR OF CHANGES IN THE STRATEGY OF DEVELOPMENT OF THE STATE

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Abstract. *The values of society are considered as an indicator of changes in the strategy of development of the State. The main functions and classification of values are provided. To better understand what social values are a priority at the present stage of development of society and the state, it is worth considering strategic goals by the "Strategy for Sustainable Development of Ukraine until 2030". The main goal of the Strategy is to introduce European living standards in Ukraine and make Ukraine a leader in the world. The development strategy of the state should take into account the needs and values of society as much as possible for the effective functioning of the state. The institution of state power, represented in modern conditions in one form or another of the state political regime, should prevent conflict in society, as well as ensure the rational and fair distribution of scarce goods.*

Key words: *state, development strategy, values, society, classification of values.*

Analysis of the values of society is important for choosing a model of public administration, allows for effective public policy, and promotes the development of relations between business structures and public authorities. To determine the optimal strategy for the development of the state, it is advisable to determine the values of society available at the moment.

The purpose of this study is to consider the values of society as an indicator of changes in the strategy of development of the State.

In the modern world, each person forms a separate set of needs and values, the satisfaction of which is the goal of their life. The state as a political institution in its

origins has value factors that affect not only the formation of the state institution itself but also its structural and functional structure, the type of political regime, the peculiarities of power relations, etc. The main functions of values are the function of evaluation, pattern, and goal-setting, as well as meaning-forming, criterion, orientation, socializing, controlling, regulatory, communicative, integrative, conflict, and prognostic functions.

To better understand what social values are a priority at the present stage of development of society and the state, it is worth considering strategic goals by the "Strategy for Sustainable Development of Ukraine until 2030". The main goal of the

Strategy is to introduce European living standards in Ukraine and make Ukraine a leader in the world. To do this, progressive development will be carried out in the following areas: the vector of development, security, and responsibility.

The development strategy of the state should take into account the needs and values of society as much as possible for the effective functioning of the state. In the modern period of development, an equally important factor is the cooperation of public authorities with business structures in the direction of creating and ensuring common values of society.

The key idea of sustainable development

is to find such a relationship between nature management and socioeconomic development, which would ensure the efficient use of natural resources, support the environmental safety of society, and guarantee the necessary quality of life and well-being of the population, which as a result would make it possible to ensure the preservation of the values of society at the proper level. The history of the formation, establishment, and development of values suggests that the value system of society is formed from the need to satisfy individual human needs with always scarce resources of vital activity.

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