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THE GENESIS OF VALUE PHENOMENON AND SPECIFIC
OF MAIN AXIOLOGICAL IDEAS

In the article the genesis of values as a philosophical category is considered, the basic approaches to their understanding are clarified. The study of values as the semantic foundations of human existence, guiding and motivating human life, is carried out by axiology.

Some scientists propose to consider the genesis of values as a philosophical category from the nineteenth century. However, the author of the article began to review the material from the Middle Ages as for the formation of value orientations of students in the study of the Ukrainian literature, the period of ancient literature, in which birth of styles, trends began to appear, had a great importance. Formation of the axiological theory as a part of philosophy began with the works by H. Lotze.

In addition, the article analyzes the views of F. Brentano, V. Windelband, M. Hartmann, E. Cassirer, F. Nietzsche, H. Rickert, M. Scheler, V. Frankl and others in the hierarchy of values. The article analyzes the work by H. Munsterberg, who believes that the values are supraindividual, transpersonal. He divided the values into vital and cultural. To the cultural values he adds: values of the unity, values of the God. Cultural values include: values of the unity, values of the beauty, values of achievements and values of foundation.

This paper presents the views of M. Scheler, who developed a hierarchy of values. The most fun is received by a person from the highest values, they are eternal. Hence values, which relate to the satisfaction of feelings, wealth are less durable. High values are the value of beauty and the value of knowledge. In the act of cognition the significant role is given to the advantages and preferences. M. Scheler states that the kingdom of values is characterized by its own hierarchy. So, he identifies and justifies two orders: one is differentiated according to the rank of height of the values that he determines after their essential carriers, the second represents the material order – an order of fundamental units of valued qualities that he calls the value modalities. He singles out values after the essential carriers: personal, substantive, own and of other people that may apply to the subject, and personality ones; they may be equal in height; in values of acts, values of functions, values of reactions; values of beliefs, values of an action, values of success; values of intentions, values of condition; values of reason, values of forms, values of relationships; individual and collective values; independent values and derivatives values.

Hence, the philosophical analysis of the concept "value" enables the researcher to justify in the further work the psycho-pedagogical content of the formation of value orientations of future teachers of the language and literature.