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Construction of political priorities: evaluative aspect

The subjective component of political priorities is an integral factor in identifying their essence. Nevertheless, the general political priorities are influenced by value preferences, which are the objective results of development of political consciousness. Features of the circulation of political values, priorities, laws and principles in the information society actualize scientific research to determine their structures and patterns.

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Values, value orientations and their systems determine the state, the characteristics of society as a whole and of the individual. Characteristically, the interest in the study of value subjects is significantly increased in times of crisis and transition periods of societies associated not only with a change in living conditions, social structure, but with the revaluation of values and their systems [4, p. 92-93].

Since, the values are determined by the needs and interests of the individual and society, they are authentic and special hierarchy structure, in the basic of which there are fundamental necessary for human life goods (natural resources, material conditions

of life - housing, food, health care, etc.) and the fundamental values that depend on the social nature of man, his spiritual nature.

The first group of values, so-called utilitarian values, is determined on an external human purpose. Practical, utilitarian value is the value of assets as the usefulness of things and tools defined tasks that they are designed to perform. After completing the tasks assigned to it, the thing plays out, and then ceases to be valuable. Contrary to utilitarian values, spiritual (second group of values) - internally rooted and are self-sufficient, ie they do not need external reasons and excuses. In addition, if utilitarian values define goals, when spiritual – meaning of human activity.

In this context it is important to note that human spirituality has three main basic points: cognitive, moral and aesthetic. In turn, they correspond to three types of spiritual founders: sage, a righteous man and artist. The center, or central core of principles is morality. If knowledge gives us the truth and shows the way, the moral principle involves capacity and human need to transcend their selfish "I" and a means of concerted action to assert good.

Additionally, it should be noted that the feature of spiritual values is their ability to generate core culture, defining relations and human needs, human (peace, life and development), the value of communication (trust, friendship, love), social values (the content of social justice, human rights and freedoms rights), the value of lifestyle, personality self and others. In terms of human subjectivity hierarchy of values, there is also that understand the value of something can only be compared [7, p. 302-303].

Derived from the concept of "value" is the term "value orientation". This is a broader concept, which provides a structural link or relationship values and value-based entity, synthesize specific personality psychology and sociology environment. On the value orientation one speaks in two ways: ideological, moral, political foundations of estimates by subject of reality and orientation in it; and a way to differentiate objects based on their significance.

Among a number of invariant values (life, love, dignity, justice, etc.) can be identified separately freedom, which for centuries inprinted in the depths of the human subconscious. The desire for freedom is seeking reinforcements, the spiritual and material basis. This foundation is now widely recognized in education - primary strategic guarantor of quality of life.

egarding to political values, it is objects, ideas, phenomena and processes of political life and their properties, which are designed to meet the social needs and interests of the individual. They are an integral part of society and political culture and are reflected in the political consciousness. The system of political values is the socio-political ideals and objectives, principles and norms of political life, political traditions and symbols, patterns of political behavior and so on.

Political values exist in the form of principles, ideas, goals (such as humanism, justice, democracy, freedom, order, etc.). These principles and objectives can be in varying degrees expressed verbally and theoretically designed. Given the diversity of needs and interests, the society primarily is served by several political ideologies that are hierarchically organized and theoretically designed system of political values. [1, p. 42].

According to the liberal concept of individualism is a belief in the supreme importance of the individual over the collective or social group.

Liberalism believes in the responsible person in its virtue, civic maturity and responsibility, appealing to highly moral individual who has wisely and honestly, combining their interests with the interests of the social whole, ready to be responsible for their choices and actions.

Socialism - is not only a number of interrelated arguments, but also a complete doctrine. This kind of political ideology is an attempt to overcome the inconsistencies and contradictions of liberalism. Based on the principles already defined by liberalism, socialism has set itself the goal of real implementation, equal freedom for all and in all (not only legal) areas.

The contrast between socialism and capitalism logically and historically has been secondary to its opposition of individualism as an essential sign of liberalism. If liberalism is founded on the principles of spontaneous self-regulation of public relations, in the socialism they consider it as necessary correction in the interests of society as a whole. The leading ideas of socialist thought (although they are not common to all socialists) are the following: community and teamwork; cooperation; brotherhood; equality and justice; social class and its government; joint ownership and labor.

Unlike liberalism, reliance on social security is inherent for socialism, to achieve greater equality in the distribution as a means of ensuring freedom for all members of society. Freedom in socialist ideology is understood primarily as positive freedom - "freedom for", while liberalism tends to negative freedom - "freedom from".

Ideas of conservative rose a reactionary wave against the march of changes in political, economic and social life, which in many cases symbolizing the French Revolution. This ideology focuses on the preservation and use of the positive achievements of the past. In general, the basic idea of conservatism is the protection of traditions. Tradition refers to the values, practices and institutions that have always existed and especially passed from generation to generation. Other values of this ideology: human imperfection (skepticism), organic society (organicism), the hierarchy of public institutions and authorities, property.

At the semantic diversity of the term "nation" distinguished the two basic meanings: the first - the nation as a collection of citizens of a state; secondly - the highest form of ethnicity. In the first case we are talking about territorial nation of political nation-state, the second - on an ethnic nation. Accordingly, nationalism can also be either statehood or ethnicity. Ethnic nationalism focuses on providing conditions for a particular ethnic group, the preservation and revival of ethnicity as a particular culture - language, folklore, spiritual heritage, religion and so on. Statist nationalism basically focused on the interests of the population, but it is abstracted from signs of ethnicity because the population can be represented by people from different ethnic groups.

Fascism is treated as ideology expressing the common features in the ideology of Italian Fascism, National Socialism in Germany and Franco falanhizm in Spain. This is the extreme degree of nationalism (chauvinism) or racism. There is another approach to the interpretation of the content of this political ideology by which fascism is an ideology that emphasizes the priority of the social whole over the individual, justifying repressive means for maintaining social order.

Anarchism is an ideology that proclaims as its goal the liberation of the individual from all kinds of political, economic and spiritual power, a society in which there is no rule of man over man.

Ideology and social ecologism movement as one of the areas of non-classical ideological and political currents formed in the 70s as a reaction to environmental pollution, depletion of natural resources threatened the very existence of mankind. The main content of the ideology of ecologism is the search for effective solution of environmental problems.

Feminism aims to eradicate the domination of men over women in public life. The feminist orientation studies analyze ideological foundations of the domination of men, given illegal evidence and theses erroneous of the benefits of men over women. The extreme feminism is characterized by bring the benefits of women over men in physiological, intellectual and ethical aspects.

The main value is the ideology of communitarianism is brotherhood. Supporters of communitarianism criticize modern society, because power structures and social institutions impose a lifestyle that does not meet human needs in particular and society in general, with individuals losing their identity and sovereignty.

Integral feature of modern liberalism is the convergence of socialism and the so-called convergence of ideological and political currents. As acknowledged by most liberals, the twentieth century was the era of social democracy, when almost all the parties that were in power, were forced to adopt policies which in varying degrees, based on socialist values. [2, p. 308-309].

The values of social protection and justice, which include a significant redistribution of wealth in favor of disadvantaged members of society entered the ideology and practice of liberalism.

If we talk about general trends in institutional process and structuring ideological and political trends at this stage, they have similar political values. This sustainable development that provides care for the environment, economic progress, social justice, human rights, to guarantee of personal security, cultural identity and social integration for each and democracy as a successful, transparent governance and participation. However, the form and the hierarchy in this context is no less crucial. Thus, the methods and principles of synthesizing ideological and theoretical priorities show signs of most decisive factor of social development.

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