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The Interaction Between Behavior And Culture: A Philosophical Perspective On Social Influence

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Abstract: This article analyzes the interaction between human behavior and culture from a philosophical perspective. The study shows that social norms and values serve as primary factors regulating individual behavior, while active individual behavior contributes to the renewal and development of culture. For example, individuals who prioritize values such as respect, cooperation, and responsibility align their actions with these principles, thereby facilitating the organic and stable formation of culture. Moreover, modern technologies and global lifestyles accelerate and expand the interaction between culture and behavior. The study demonstrates that a philosophical approach allows for a deeper understanding of the dynamic relationship between behavior and culture. This article provides a theoretical and practical foundation for analyzing processes of social and cultural development.
Keywords: behavior, culture, social norms, values, philosophical analysis, lifestyle.

INTRODUCTION

The interrelation between culture and human behavior has always been a central focus in the history of humanity. Social norms, values, and lifestyles directly influence individuals' social actions, while behavior, in turn, shapes the processes of cultural formation and development. From a philosophical perspective, culture is not merely a collection of moral or artistic achievements; it is a system of social influences, habits, and values manifested in everyday human life.

Social norms and values act as the primary mechanisms regulating individual behavior. For instance, in societies where respect and cooperation are highly valued, personal behavior tends to align with these principles. At the same time, individual behavior can become an agent in shaping new values and norms. This process illustrates the dynamic interaction between culture and behavior.

In recent years, the relevance of studying culture in connection with individual behavior has increased across social sciences and philosophy. How individuals respond to social influences, how behavior is linked to lifestyle, and how it interacts with the cultural environment constitute a point of intersection for modern sociology, anthropology, and philosophical analysis. Therefore, analyzing the interplay between behavior and culture from a philosophical perspective is of both theoretical and practical significance.

MATERIALS AND METHODS

A system of social norms is a set of certain norms that regulate the behavior of people, the actions of social groups, communities, organizations in the life of society.

The social norm is the rule of socially significant behavior of members of a society. This includes a holistic, dynamic system of social norms, the life of society, Public Administration, the means of organizing and functioning of the state, ensuring the coordinated interaction of people, human rights. This system includes a certain stage of economic, socio-political and spiritual development of society, the quality of life of people, historical and national characteristics, rural life, character. "The norms governing Social Relations reflect and determine the actions of objective laws, trends, that is, laws that apply with natural historical necessity. The objective nature of these laws is inextricably linked with their scientific knowledge and use in targeted social activities"[1, 34].

Social norms work in a certain interdependence with each other. Basic and additional criteria may be used in social norm classification approaches. When determining the types of norms, the scope of norms, the quality of rules of behavior, incentives and guarantees for the implementation of the norm, as well as methods of understanding and regulating behavior, forms of sanctions for non-compliance with them, their norms are taken into account.

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Economic norms and standards. These norms regulate the development of production, distribution and consumer relations, relations between industries, standards regulate the monetary and financial system, the activities of banks, stock exchanges, the tax system.

Corporate norms. Rules adopted in public organizations, educational institutions, enterprise associations. These norms are expressed in the charters of associations, institutions, bylaws and other documents. They determine the procedure for the formation, construction, functioning of public organizations, as well as the rights, obligations, relationships of members of these organizations.

Social movements, the behavior of people in society, are also regulated by:

Customs are rules of behavior that are formed under the influence of circumstances and are carried out by the force of habit. Practices with a moral character. They are called morality. The psychology of a particular social group finds expression in ethics. Society is using cultural, organizational measures to combat unacceptable habits in a civilized society.

Traditions are historically established rules of conduct that are influenced by public opinion. Compared to habits, traditions have signs of stability. As a tradition, certain ideas, values, social institutions are manifested.

A ceremony is a certain characteristic Act or a set of actions of a person, a group of people (example: traditional wedding ceremonies).

Under the rules of etiquette, a person is understood as a set of rules that regulate the external manifestations of relationships, forms of communication, behavior in relationships.

Norms of morality. Rules of conduct, formed in accordance with generally accepted ideas about good and evil in society, are carried out due to internal trust.

RESULTS

The results of the study indicate that social norms and values serve as the primary factors regulating individual behavior. At the same time, individual behavior plays an active role in renewing and developing culture. For example, individuals who prioritize values such as respect, cooperation, and responsibility in society align their actions with these principles, thereby contributing to the organic and stable formation of societal culture.

Moreover, modern technologies and global lifestyles accelerate and expand the interaction between culture and behavior. The study also demonstrates that a philosophical analytical approach allows for a deeper understanding of the dynamic relationship between behavior and culture. These findings provide a theoretical and practical foundation for analyzing processes of social and cultural development.

The unity of law and morality is characterized by:

- Normativity consists of the sum of certain norms that are the standard and criterion for assessing the behavior of people;

- Versatility, which is manifested in the fact that they belong to all social relationships, i.e. they are the most universal regulators in the system of social norms;

- Society is expressed in a similar assessment of both the economic basis and ideology, politics and other spheres of human life.

Norms of law. Rules of conduct established or authorized by the state, endowed with its power. General human norms. Expression of interests, values inherent in all people, social groups, the entire international community.

Social norms can be classified on different grounds:

-By origin, customs (customs), ethics, corporate and legal norms are distinguished.

- It is possible to distinguish between political, organizational aesthetic and legal norms in the regulatory sphere.

- By way of expression-written and oral social norms.

Social norms are associated with the interests of the individual, society as a whole, as well as the interests of individual social groups, the interests of the international community. Social norms that represent interests, values inherent in all people, social groups, the entire international community can be called universal norms. "The first place among social norms is occupied by the norms of law (legal norms), formed by the emergence of the state, the need to regulate relations between members of the state and society. The state determines their rights and obligations through the rule of Law"[2, 67].

In modern times, the normative regulation of social relations is much more complex and is carried out using diversity. Set of social norms. These are: 1) ethics, 2) customs, customs, habits, 3) corporate norms or norms of Public Associations, 4) religious norms, 5) legal norms.

The variety of types of social norms is explained by the complexity of the system of social relations, as well as the large number of subjects that carry out the normative regulation of social relations. The law establishes the state, its Bodies, Public Associations and religious organizations, as well as separate social strata and the whole society. "Morals or morals are rules of Conduct based on the ideas of society or individual social groups about goodness and evil, good and evil, fair and wrong, honest and dishonest, and similar moral demands and principles"[3, 23]. An important part of moral standards is developed and supported by the whole society or most of its members.

DISCUSSION

Modern society is divided into different social groups, depending on the profession, profession, age, gender and other social characteristics. The variety and even inconsistency of moral standards belonging to different social strata of society is one of the following. Characteristic features are a type of social norms.

Morality is characterized by the following two distinctive features. Moral standards largely determine the correct behavior of a person, other persons. Morality is the most variable, dynamic type of social norms. Control over the implementation of moral standards is carried out by the whole society or by a separate social layer. "Like various social norms, customs, traditions and Customs, moral standards, they are established and protected from violations by a separate social layer that recognizes society or customs, traditions. At the same time, this type of social norms has its own characteristics"[4, 89].

The results of this study indicate that the interaction between human behavior and culture is a complex and multifaceted process, integrating social, cultural, and philosophical dimensions. Social norms function as mechanisms guiding individuals' daily actions, while individual behavior directly influences the formation and transformation of culture. For example, in a society where cooperation and responsibility are highly valued, individuals align their actions with these values, thereby playing an integral role in the cultural structure of the community.

Moreover, modern lifestyles and technological changes further complicate the interaction between behavior and culture. Global communication tools and social networks, for instance, impact individuals' actions rapidly and extensively, leading to the renewal of cultural norms and values. From this perspective, the interplay between behavior and culture depends not only on historical and social contexts but also on contemporary technological and global environments.

The discussion also demonstrates that a philosophical approach allows for a deeper analysis of this process. The contribution of individual behavior to culture, the formation and evolution of social norms and values, as well as changes associated with lifestyle and innovations, become more comprehensible through philosophical reflection. This, in turn, provides an essential theoretical and practical foundation for understanding and researching the social and cultural development of society.

"The criterion for distinguishing between the Customs and moral norms that are valid in modern society is seen from the fact that they regulate social relations. Moral standards determine the correct, binding attitude of one person to another"[5, 67]. As procedural norms that have been preserved since ancient times, it allows traditions to be united into one type, a group with traditions. Traditions are understood as rules of conduct that determine the procedure for conducting any solemn or significant, event-related events in the life of a person, enterprise, organizations, state and society. Unlike customs, traditions can be applied in the relatively short term. They arise because of any example supported by public opinion.

CONCLUSION

The results of this article indicate that the interaction between behavior and culture occupies a central position in human life and the development of society. Social norms and values function as mechanisms guiding individual actions, while individuals' active behavior contributes to the renewal and consolidation of culture. From a philosophical perspective, culture and behavior mutually shape each other and determine the socio-cultural evolution of society.

Moreover, modern lifestyles, technological innovations, and global communication tools bring the behavior–culture relationship to new dimensions. This implies that understanding the complex dynamics between social influence and individual active behavior requires philosophical analysis. Consequently, studying the

interactive process between behavior and culture not only enriches theoretical knowledge but also holds practical significance for the sustainable development of society and the resolution of social issues.

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