FEATURES OF THE VALUE ORIENTATIONS OF STUDENT YOUTH IN THE USA

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The article deals with problem of the value orientations of student youth in the United States. The article analyzes the approaches to the understanding of higher school in the United States as an institution, which content is not limited to the training of qualified cadres for education, science, industry and other branches of social life, but also has an impact on the development of various social institutions. Special attention is focused on the students in the American society as the intellectual and cultural vanguard of the youth, the system of value orientations, which can be viewed as the integrity of intellectual, professional, moral and ethical, cultural and multicultural values. The most significant intellectual and professional personal values of students are quality education, persistent work, honesty, efficiency, creativity, ability to arrange their affairs in any case. The American researchers consider the moral and ethical values as a system of important qualities and orientations of person’s inner world, which determine the behavior and consciousness of a personality and are influenced by social and religious factors. The author also defines the cultural and multicultural values as the ability of tolerant coexistence of different race social groups, religious and ethnic groups, as the readiness for mutual collaboration. It is emphasized that the product of the educational culture of American higher education is the Code of Honour. The Methodology of Students’ Code of Honour reflects the basic principles of the Western culture that involves the democracy, belief in the force of law, confidence in the authority of the government, readiness to cooperate with it, honesty, trust, fairness, respect and responsibility.

The author of the paper concludes that the value orientations of a personality not only determine the motivation of individual behavior, but also make person’s world, and are formed in the process of socialization under the influence of education. Forming students’ value orientations in Ukraine includes the value reorientation of the personal focus and creating conditions that provide entry into a harmonious society, the awareness of the principles and values of personal and social life. The education system should focus on the fact that the university environment and Humanitarian Sciences help form a better society needed to the value orientations of students.

Key words: value orientations, student youth, formation of moral qualities.