

**Human-centrism as a
trend in education:
cultural and
civilizational dimension**

Oksana Prosianyk

Professor, Simon Kuznets Kharkiv
National University of Economics

Oleg Leszczak

Professor, Jan Kochanowski University
in Kielce





The successful achievement of the basic typological goal facing the participants of the educational process depends on a person's worldview. Worldview is a set of evaluative, axiological maxims and principles of organizing one's own and social life, which should guide the choice of behavior models, the processes of establishing strategies and tactics of various types of activities, making important decisions, etc. Most often, a worldview is formed either by imitating one's environment (according to the principle of "I live like everyone else"), or in the process of conscious education and training.



New generations form their worldview by borrowing information about the world and patterns of social behavior from media discourse. Therefore, a conscious participant in the educational process should be able to navigate the problems of cultural-civilizational (axiological) and worldview-ideological influence. We will focus on the cultural and civilizational stratification of Ukrainian society and its reflection in media content, in particular on the example of media discourse on human rights.

Cultural and civilizational value systems

It is difficult to unequivocally call political, media, or even religious activity purely cultural, and economic activity – purely civilizational. What people do in production, education, services, or management are undoubtedly elements of civilizational development, but the relationship between superiors and subordinates, careers or competition are manifestations of emotional relationships inherent in culture itself. Therefore, for the needs of further consideration of axiological types of organization of social life, let us combine both of these aspects of social life into one concept of a cultural and civilizational system or model.



Typology of cultural and civilizational systems

"Naturalistic" systems – tribalism and Turanism;

"Ideological-metaphysical" – theocracy and ideocracy;

"Institutional and legal" – etatism and corporatism;

"Individualistic" – civil society and consumer society.

**Each of these systems has its own hierarchy of values
and its own principles for the implementation of these
values.**



**Basic values and
principles of civil
society ("citizen")**

***Human dignity, brotherhood, equality of opportunities,
individual freedom, life and health, civil society,
tolerance, solidarity, democracy, rule of law, welfare,
social market economy, peace, rationalism.***

