

Review Article

**THE IMPORTANCE OF SOCIAL NORM IN THE SOCIETY AND HUMAN LIFE IN THE
CONDITION OF GLOBALIZATION**

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Abstract

The author of the article believes that the globalization problem is one of the vital topics discussed by the world community and scientific community. Changes in social interactions dynamics are connected with formation of the global infrastructures promoting crossing national borders, development of the global industry, changing financial flows, and occurrence of transnational corporations. Globalization has transforming impact on all basic structures and the modern civilization values. In other words, globalization is a new world process of social transformation.

Keywords: globalization, social norm, legal norm, state administration, law, transformation, development, national institute.

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INTRODUCTION

Introduction. Currently, the most significant phenomenon in the world economy has become the dynamically developing processes of globalization as a modern stage of production development. Thanks to information technologies and the possibility of placing part-time production in different countries, the international division of labor has become not just a postulate, but a reality. The increased role of international economic institutions, within which most of the world economy operates, also contributes significantly to the development of these processes.

At the same time, there is a growing gap in the economic dynamics of developed, developing and especially underdeveloped countries, which is largely a derivative of globalization and requires greater control over the forms and methods of its development. It should be noted that in an effort to understand the essence of modern globalization, many researchers are increasingly turning to the analysis of social relations, the historical process in terms of its dynamics, integrity, and continuity. This methodological approach allows us to take a broader look at globalization and evaluate it in the context of other categories. Almost all researchers, although they understand globalization differently, usually associate it with cultural changes and civilizational transformations, and the terms "culture" and "civilization" are thus on a par with the term "globalization»[1]

Today, the globalization of the world economy has become an important factor of development for all participants in international economic relations. In its scale and implications, it is unique in economic history. Globalization has modified the world economic community: from an amorphous set of interrelated national economy transformation into a coherent economic system in which national markets are integral elements of a single global market space.

The processes of globalization that have covered all regions and sectors of the world economy are changing the relationship between external and internal factors in the development of national financial institutions. Today, the world economy is governed by supra-national institutions that implement special

features, showing a qualitative change in the world economy. There are fundamentally new global markets with global operators and new phenomena (global competition, power, networks) that determine the positions of national states, the development strategy of economic institutions and macroeconomic agents.

The transformation of national institutions is carried out in the direction determined by the vector of global changes. In modern conditions, no country is able to form and implement an effective economic development strategy without taking into account the priorities and norms of behavior of participants in world economic activity. The main characteristic of globalization is the interdependent evolution of two processes: the globalization of markets (capital, labor, goods and services) and globalization of economic forms (integration of organizational structures of the economy, the formation of global megasphere, make operation).

MATERIALS AND METHODS

The totality of these processes is an essential feature of globalization tendencies and represents a stage of economic globalization, which gradually acquired modern forms of information and communication and financial. The analysis demonstrates the objectivity of the formation of a synergistic effect of the growing interaction of the world economy with national economic systems in the framework of economic globalization, which affects developed, developing countries and countries with a transitional type of economy in a differentiated way. As a result, the synergistic effect of globalization is mainly attributed to developed countries, which leads to a deepening of their separation from developing economies and an expansion of regionalization processes.

During the formation and development of society, and accordingly with the emergence of the dominant strata, many different norms were developed to regulate the behavior of people in various spheres of life. In any society, certain social norms inherent in a particular society are necessarily present.

RESULTS AND ANALYSIS

Social norms are defined as certain patterns and rules of behavior that have been strengthened in society as a result of practical activities in the course of which certain standards have emerged, as well as standards of behavior that are recognized as standard. That is, these rules allow you to determine how a person should behave in established situations [2]. Historically, a variety of social norms have been formed that reflect the complex structure of society.

All social norms are classified as:

- compliance with the strictness of social norms ("soft" and "hard");
- subject of control (a person, group of people, and the state);
- level of certainty (unambiguous behavior and choice);
- importance (norms-rules and norms-expectations).

Law as the main regulator of public administration. Public administration is an administrative, organizational, control and other activity, the most important of which is represented by various rules and regulations. The main regulator of public administration is law. As a result, many other norms also belong to the field of law, for example, standards are approved by legal acts, and some moral norms become legal over time.

Law is a system of state or state-sanctioned norms, mandatory rules of conduct that Express the common interests of the entire political community on the one hand, and the will of the dominant social stratum in the state, based on the principles of universal values and provided by state coercion on the other. The main components of the law in public administration.

Considering the characteristic features of law, we can distinguish the following components: The First element of law is a legal norm.

The law appears to the observer as a huge array of various rules established or authorized by state bodies. Legal norms take place in written legal acts and other documents. The most important legal act is, as a rule, the Constitution of the state. Then, following the hierarchy, follow the laws of the Parliament, decrees of the head of state, and government resolutions. A special place in this structure is occupied by resolutions of the constitutional control bodies and public law agreements. Local sources of law are acts of subjects, political and other autonomies, and acts of local self-government bodies. The difference between moral norms and legal norms is inevitable. They must be observed and followed under the threat of adverse consequences for the violator on the part of the state. All of them are, to a certain extent, part of the organizing and ordering activities of the state, despite the fact that their minority belongs to the actual management activities.

A rule of law in its full form includes three components — usually a hypothesis, a disposition, and a sanction. Let's distinguish these concepts. A hypothesis is a part of a rule of law that reveals the circumstances in the presence or absence of which this rule may be effective, i.e. it contains indications of specific life circumstances and conditions under which this rule of law comes into effect. The disposition of a legal norm is an element of a legal norm that sets out the very rule of conduct to be followed in the situation provided for in the hypothesis of a legal norm. A sanction is a part of a rule of law that indicates to the subject implementing the disposition the consequences of his actions.

The second element that makes up the definition of a right is its systemic nature. Consistency is one of the most important qualities of law and is inherent in it objectively. The objectivity of this property shows that the system of law can not be constructed arbitrarily, it is due to the laws of everyday existence, regulated social sphere. The law should constitute a consistent unity of all norms, institutions, and industries, including the system regulation of public relations, which can and should be regulated by legal norms.

The third element is the volitional nature of the law. This is due to the fact that the law directs the behavior of people, their various societies, and regulates the activities of state bodies. Law was formed gradually, growing from social norms and customs that were observed before legal norms. As the elite was singled out and social asymmetry formed in society, many social norms retained their "universal" character, but there are also those that were modified under the influence of the dominant social stratum (including the "middle class") or created under its influence as protecting, above all, its interests. The definition of law includes both aspects (universal and specific social) of the volitional content of law.

The fourth element in the definition of law is universal values. Universal, in other words, moral, values are a system of axiological maxims, the content of which is not directly related to a specific historical period of human development or a specific ethnic tradition, but, being supplemented in each socio-cultural tradition, its own specific meaning is displayed, nevertheless, in any type of culture as a value. The right has significant differences from other social norms operating in society (morals, customs, traditions, etc.), in that its implementation is provided by state coercion. State coercion is performed on the basis of the law of state bodies, other authorized organizations, officials physical, mental, property or organizational coercion for the purpose of compliance with and execution of legal regulations. But this kind of influence is not always necessary, of course.

DISCUSSION

Legal norms as components of social norms. First, let's define the relationship between law and morality as social regulators: the most important role in regulating public relations is played by law and morality. Their main purpose is to purposefully influence people's behavior, ensuring the interests and views of individual members of society, social groups, or society as a whole. It is generally accepted that law is a system of generally binding, formally defined legal norms that Express the state's will, are established and enforced by the state, and are aimed at regulating public relations. The concept of morality is defined as a system of historically defined norms, views, principles that are expressed in the actions of people, regulating their actions from the positions of fair and unfair, honest and dishonest, encouraged and condemned, nobility, conscience, decency, and other similar moral criteria. From this point of view, a moral assessment of all social relations, actions and actions of people is given. The relationship between law and morality is not simple, so its analysis involves consideration of the following four components: unity; interactions; differences; contradictions. The unity of law and morality is expressed in the following:

1. law and morality are universal regulators of human behavior that have the ability to act in various areas of public life;
2. law and morality are multidimensional entities that have a complex structure, which in turn consists of identical and interrelated elements;
3. law and morality operate in a single plane of social relations;
4. law and morality have one goal-to improve and regulate public life, regulate people's behavior, maintain order, reconcile the interests of the individual and society, and ensure and elevate human dignity. Such close unity and interrelation of law and morality characterize their social and functional interaction:
 - a. law and morality interact with each other in the ordering of public relations, in the formation of a certain legal and moral culture;
 - b. legal and moral requirements are largely identical: the actions of the subjects, condemn and encourage the law also are encouraged and morality;
 - c. the law obliges to respect the laws, to the same aims and morals;

- d. the relationship of law and morality is often visible in direct identity of their demands from a man in the upbringing of his high social qualities;
- e. law and morality support each other in achieving common goals, using existing methods;
- f. legal norms are a moral guide, fix and protect moral values;
- g. morality is the value criterion of law.

Customs have an important place in the system of social norms - rules of behavior that develop and take place in a certain social environment, are passed from generation to generation, act as a natural life need of people, a means of accumulating and transmitting experience, and as a result of repeated repetition become commonplace. The peculiarities of customs in terms of the regulators are:

- a. the stability of the customs observed in their significant inertial force and the cyclical nature of habitual forms of behaviour;
- b. mass traditions rooted in the property, the occurrence of which is associated with the emergence and formation of stereotypes of public universal behavior in social communities, communities, and ethnic groups.
- c. familiarity of customs is understood as the absence of special mechanisms for ensuring them, including coercive measures. Following a certain pattern of behavior is ensured by the very fact of its existence and does not require special conditions on the part of society.

The differences are as follows:

- Appearance. Moral norms are formed in society on the basis of ideas about good and evil, honor, conscience, and justice. They become mandatory as they are recognized and recognized by the majority of society members. The rules of law established by the state immediately become binding on all persons within their scope after they enter into force.
- Form of expression. Moral standards are not enshrined in legislation. They are determined by people's minds. Legal norms are fixed in official state acts (laws, decrees, resolutions, etc.).
- Method of warning against violations. In the majority of cases, the rules of law and morals are observed voluntarily on the basis of people's natural understanding of the fairness of their prescriptions. The implementation of both norms is carried out by internal persuasion, as well as by means of public opinion. These methods of warning are satisfactory for moral standards. State enforcement measures are also used to ensure legal norms.
- Level of detail. Norms of morality appear as the most generalized rules of behavior. Legal norms are detailed, in comparison with moral norms, rules of conduct. They contain clearly defined legal rights and obligations of subjects of public relations.
- Sphere of influence. Moral norms cover the vast majority of people's relationships, which includes the legal sphere. The law affects only the most important areas of public life, covering only those relations that are controlled by the state. Moral norms have their place in all stages of the formation and social action of law. They are also an important factor in improving the legal system as a whole. Thus, in social life, the spheres of morality and law are interrelated. Both of these areas regulate public relations, prescribe certain standards of behavior for people, and focus on establishing justice and order. Correlation of law and custom as social regulators.

The relationship and interaction of customs and legal norms is manifested: - in the presence of common signs of normativity and General obligation;

- in the state's authorization of customs that meet the interests of the state as legal norms as they are created and developed, and impose a ban on customs that are echoes of the past;

- the law may be indifferent to customs and traditions, but the most socially dangerous of them forbids (for example, the custom of blood feud existing among the mountain peoples, customs related to polygamy). The difference between customs and traditions and the rules of law is that they do not have an external expression in legislative documents and are not provided with binding force on the part of the state (similar to the difference between morality and law). Non-legal customs should be distinguished from legal customs. Legal customs are rules of conduct that have been established in society and have been formed into stable legal norms as a result of repeated practice over a long period of time. Legal customs are recognized by the state as such and are recorded in legal documents or "tacitly" recognized by the state.

Thus, customs play a significant role in regulating various aspects of social life. They are closely related to law, morality, culture, politics, religion, and other social norms. Law and the state approach certain customs in a differentiated way - old, objectionable customs are cut off; new, useful ones are encouraged. It should be understood that customs have a significant part of the conservative, frozen, unacceptable.

CONCLUSION

So, social norms determine what a person should do, how they should do it, and finally what they should be.

Social norms have a number of varieties, the main of which are listed below:

- customs and traditions - rules of behavior that have become mandatory by force of habit and are repeated from generation to generation;
- moral norms-assessment of actions on the scale of moral-immoral, good-evil, good-bad. Sanctions for non-compliance with moral standards are public condemnation and torment of conscience;
- rules of etiquette — a set of formal rules of behavior in pre-defined situations, including rules of communication, business Protocol, etc.;
- legal norms — requirements set forth in state laws. Compliance with legal norms is ensured by state coercion;
- aesthetic norms - rating on the scale of beautiful-ugly; applied to art, nature, man and his actions;
- political norms-regulators of political life expressed in international treaties, declarations, charters, and political principles;
- religious norms — rules of behavior, commandments contained in the Holy books and Church regulations;
- corporate norms — rules of conduct established in large organizations, and enshrined in the Charter, codes, agreements, and ideology of organizations.

In order for social norms to have a real impact on a person's behavior, they must: know the norms, be willing to follow them, and perform the actions prescribed by them.

Compliance with social norms by members of society is necessary to maintain stability in society. In this regard, social norms are just as important as traffic rules for organizing the movement of transport. If drivers do not follow the basic rules, such as driving on the wrong side of the road or driving under the influence of alcohol, then driving on roads will become impossible or extremely dangerous.

In our opinion, the main task of social norms is to preserve human values in certain small groups, which has a positive effect on the whole society. One of the most important values is the family, because it is from there that a person takes out his first knowledge of what is good and what is bad.

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