



BASIC PRINCIPLES OF MORAL RULES AND VALUES

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Article history:	Abstract:
Received: 26 th January 2025 Accepted: 24 th February 2025	This article examines the role of ethical norms and values in society, as well as their fundamental principles. Based on the views of various philosophical movements and thinkers, the formation and development of moral values are analyzed. Additionally, the significance of ethical principles in modern society and their relevance are discussed.
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INTRODUCTION. In Eastern civilization, the system of moral rules and values has been formed in the process of long historical development and is closely connected with various religions, philosophical schools, cultures, and customs. In Eastern ethics, moral rules and values are aimed at the spiritual growth of a person, the fulfillment of duties and responsibilities in society, as well as ensuring internal harmony and accord. This system is very diverse and has its own principles in each culture and region.

Moral rules and values are one of the important aspects of human activity, they determine the spiritual basis of the development of society. Throughout human history, various thinkers have conducted in-depth research on moral values and their significance in society. The works of such thinkers as Abu Nasr Farabi, Imam al-Ghazali, and Confucius demonstrate the role and importance of moral principles in the spiritual development of a person. They define the moral and regulatory foundations of human activity. Throughout human history, various thinkers have tried to explain the essence of moral values.

ANALYSIS OF THE LITERATURE ON THE TOPIC.

Different views on moral values were formed in different cultural environments and periods. In his work «The Virtuous City,» Al-Farabi interprets justice and honesty as the main criteria of human relations [1]. Imam Ghazali, in his work «Ihya Ulum al-Din,» discusses the importance of religious doctrine in the development of moral virtues [2]. In his work «Lun Yu,» Confucius recognizes humanity and honesty as important factors in the stability of society [3]. In modern research, many scientific studies are being conducted on the role of moral values in the context of globalization. In particular, John Rawls' Theory of Justice analyzes the relationship between moral norms and social structure based on the concept of justice [4]. Aristotle, in his work «The Ethics of Nicomachus,» extensively covered the issues of building a virtuous society [5].

RESEARCH METHODOLOGY. The article uses the method of theoretical analysis, based on modern philosophical and sociological sources. Also, the works

of thinkers of different periods were studied using the historical method. Previously published scientific articles and research on the topic were studied, and general conclusions were drawn. The comparison method was also used in the theoretical part of the article.

THEORETICAL ANALYSIS. In Eastern ethics, the system of moral rules and values is based on a number of general principles. They mainly consist of such values as collectivism, justice, patience, honesty, sincerity, loyalty, and inner harmony. These rules were supported by various religions and philosophical teachings in the East.

The culture and moral system of the peoples of the East were formed over millennia and determined the place, duties, and values of man in society. In Eastern philosophy, such values as morality, respect, tolerance, collectivism, conscience, and justice are considered priority.

Moral values are formed on the basis of several basic principles: justice, honesty, respect, humanism, and responsibility. While Farabi («The City of Virtuous People») idealized a society where the principle of justice was paramount, Imam al-Ghazali («Ihya Ulum ad-Din») emphasizes the importance of spiritual education in moral development. Confucius emphasizes humanism, noting the necessity of mutual respect and cooperation between people for the sustainable development of society [3]. From a modern perspective, not only traditional or religious sources but also global communication, digital technologies, and secular ideas play an important role in the formation of moral values. In the process of exchanging ideas, the moral norms formed in a particular society influence other regions and cultures. It is especially important that a person feels their responsibility and adheres to moral principles. Moral rules are the basis of values, which form such qualities between people as justice, respect, honesty, and kindness. The main principles of these Rules are:

JUSTICE AND HONESTY - As Farabi emphasized, in a just society, people must respect their duties and rights (Farabi, «The City of Virtuous People»).



KINDNESS AND HUMANISM - Kindness and humanism are among the most important values of humanity. They not only enhance our personal lives but also play a key role in strengthening peace, mutual respect, and solidarity in our society. While kindness is sincerity, love, and a warm attitude towards others, humanity means the desire to alleviate people's suffering, extend a helping hand, and improve their quality of life.

The role of compassion in human relationships is invaluable. By being kind to each other, family, friendship, and social relations are further strengthened. Thus, every small bond of love can lead to major changes in society. At the same time, based on the principles of humanism, each of us must strengthen human values by paying excessive attention to the suffering of others and supporting them.

Despite the fact that the development of technologies and information technologies in the modern world is causing many social problems and shortages, kindness and humanism should not be overlooked as high values. With the help of these qualities, we can maintain unity even in the most difficult times of humanity, protect justice and human rights.

Adhering to the principles of humanism, each of us should extend a helping hand to the people around us and treat them with love. Such an approach serves not only our personal growth, but also the aspiration of our society for peace and stability. Kindness and humanism are the most reliable way to pass on a clean and warm world to future generations.

Kindness and humanism are a bright light in human life, enriching our daily relationships. Through them, we can build a better and more just society, supporting not only ourselves, but also those around us. If we uncover the love hidden in each of us and apply the principles of humanism to life, the world will truly become more beautiful. Confucius emphasizes that compassion holds a special place among moral norms (Confucius, «Lun Yu»).

Responsibility and duty are among the main values in our lives. In the life of every person, such values as responsibility and duty occupy an important place. Responsibility means understanding, accepting, and fulfilling our obligations to ourselves, others, and society. Duty, on the other hand, is an internal obligation of a person, expressing the desire to fulfill their duties honestly and sincerely.

Being responsible is the foundation for personal growth and social progress. Each of us must take responsibility for the decisions we make and the actions we take in our lives. Understanding and adhering to responsibility transforms a person into a thoughtful and disciplined

individual who considers not only their own interests but also the interests of society. Such an approach will help us successfully overcome difficult situations in our lives and be resilient to the challenges that may arise in the future.

Faith in the power of duty. Duty is inner striving and loyalty to one's duties. Responsible people persistently strive towards the goals set for them, continuing to fulfill their duties, despite any obstacles. Duty is an important factor in a person's desire for self-development and constant improvement, through which a person fully reveals their potential. It strengthens trust, respect, and solidarity in the family, workplace, and social environment.

The values of responsibility and duty are necessary for the stability and development of society. The responsibility of every citizen in fulfilling their duties in society ensures overall development and peace. Responsible people, through their actions, set an example for those around them, they strive to extend a helping hand and ensure unity in difficult situations. As a result, these values serve to strengthen mutual trust, respect, and solidarity in society.

Responsibility and duty are fundamental values that are of great importance in our lives, through which we can ensure personal growth and the overall well-being of society. If each of us strengthens our sense of responsibility and strives to be responsible, we will contribute to improving not only our own lives but also the lives of those around us. Therefore, by applying the principles of responsibility and duty to our daily lives, we can build a more stable and peaceful society. Imam al-Ghazali noted that a person's moral perfection depends on the fulfillment of their duty (Al-Ghazali, «Ihya Ulum ad-din»).

Openness and sincerity - For the development of society, it is important for people to be mutually open and sincere. Openness and sincerity: the foundation of genuine relationships. Openness and sincerity are among the most important foundations of human relationships. These values play a decisive role in creating an atmosphere of trust and respect in our personal life, work, and social interactions.

The importance of openness. Openness means not hiding the truth, freely expressing thoughts and feelings. By being open, people can communicate directly and effectively with each other. This is important not only in personal relationships, but also at the workplace and in public life. Transparency and honesty, which arise with the help of openness, create the basis for reducing disagreements, quickly and effectively resolving problems.



Values of sincerity. Sincerity, on the other hand, expresses trust and sincere feelings emanating from the heart. A sincere person is open and honest towards others, which strengthens deep trust and respect in mutual relations. Sincerity plays an invaluable role in personal growth and creating an atmosphere of sincerity in relationships. When people communicate based on mutual sincerity, they strive to listen to each other's opinions, extend a helping hand, and support each other in difficult times.

Openness and sincerity in personal and public life. Openness and sincerity in personal relationships contribute to a full understanding of oneself and others, the development of strong relationships based on mutual trust and respect. At the workplace, these values ensure effective teamwork, innovation, and prompt problem-solving. Individuals who adhere to the principles of openness and sincerity in society make a significant contribution to ensuring universal well-being and peace.

Openness and sincerity are the main values in our lives, which play an important role in making human relationships stronger and more reliable. If each of us strives to develop these values within ourselves, paying attention to open exchange of opinions and sincere dialogue, our society will become more harmonious and stable. Therefore, by applying openness and sincerity to our daily lives, we can build genuine and meaningful relationships.

Collectivity and social relations In Eastern ethics, collectivity (i.e., public interests, harmony, and cooperation) occupies a very important place. These values are based on ensuring order and harmony in society, cooperation in social relations, and responsibility in family and public relations. Generosity, or collectivism, is one of the important values of Eastern ethics, which requires the prioritization of public interests over personal ones. This value plays an important role in ensuring cooperation, harmony, and peace in the community.

The power of unity and solidarity. In modern society, collectivism and social relations are an integral part of human life. Every person is responsible not only for their own personal development, but also for the general well-being of society. Therefore, establishing healthy and sincere relationships, working together, and strengthening the spirit of unity are of paramount importance today.

Teamwork means achieving common goals by working together, exchanging ideas, and valuing the contribution of each member. In a collective environment, each person contributes to overall success by demonstrating their unique abilities and experience.

Collectivism and social relations are the main foundation for the stability, development, and well-being of society. By developing their social abilities, engaging in open communication, and actively participating in collective work, each person plays an important role in building a more harmonious and cohesive society. Therefore, by applying collectivism and social relations to our daily lives, we can achieve not only personal success, but also further strengthen universal human values.

Respect and Duties - In Eastern societies, the relationship between the individual and society is based on respect and duty. Every person should know their place in society, respect elders, care for the young, and fulfill their duties fairly. These values play an important role in regulating family, collective, and state relations.

Respect and Duties: Values and Obligations. Respect and duty are two fundamental values that occupy an important place in human life. Respect means showing respect to others, valuing them, and sincerely approaching their thoughts and feelings. Duty, on the other hand, expresses the desire of every person to fulfill their assigned duties and obligations honestly and faithfully. Both play a key role in the healthy formation of personal life, family, work, and social relations.

The importance of respect. In personal relationships: Respect fosters healthy relationships by taking into account the opinions and views of others, listening to them, and appreciating them. This ensures strong ties between people based on mutual trust and respect.

In social life: The mutual respect of each citizen in society contributes to the strengthening of social peace, solidarity, and unity.

Culture and Education: By instilling the values of respect in the younger generation, it is possible to raise healthy, disciplined, and intelligent citizens in the future.

An important role of duty. Personal development: Every person fully realizes their potential and achieves personal growth through loyalty to their duty. Duty encourages a person to be disciplined, responsible, and resolute.

In family and work life: Duty in fulfilling one's duties at home and at work is a key factor in the conscientious fulfillment of obligations by each member, ensuring overall success and a peaceful environment.

In the development of society: Responsible people protect public interests by being committed to their duties and contribute to social stability and progress.

The combined effect of respect and duty. People who adhere to the principles of respect and duty serve to create an atmosphere of mutual trust, respect, and



solidarity not only in their personal lives, but also in society.

Open communication: In relationships built on respect, open and sincere communication develops, which helps to eliminate misunderstandings and solve problems.

Responsibility: Responsible people demonstrate to others the need to understand and fulfill their responsibilities by being committed to their duties.

General development: Social relations built on the values of respect and duty play an important role in ensuring the stability, development, and well-being of society.

Respect and duty are integral parts of human values, and by applying them in our daily lives, we can ensure our personal growth and the overall well-being of society. By showing respect to others and honestly fulfilling our duty, each of us contributes to building a healthy, peaceful, and harmonious society. Therefore, we must accept the principles of respect and duty as an integral part of our lives and leave a strong legacy of values for future generations.

Tolerance and kindness - Eastern peoples value religious and cultural tolerance. Islam, Buddhism, and Hinduism promote mutual respect and kindness. In Buddhism, Ahimsa - that is, resistance to violence, non-harm to man and nature - is considered the main moral value.

Tolerance and compassion: the unity of human values. Tolerance and kindness play an important role in the development of humanity and social harmony. As members of a community where everyone has different opinions, views, cultures, and life experiences, we can achieve a more harmonious society by understanding and supporting others.

The importance of tolerance. Tolerance means accepting different opinions, views, and lifestyles of others, approaching them with respect. This value: Develops understanding: Allows people to listen to and understand each other's viewpoints despite differences between them.

Strengthens social harmony: Peace and unity are created in the community through the exchange of different cultures and life experiences. Opens doors to new opportunities: Through tolerance, unexplored thoughts and innovative ideas emerge, which stimulates personal and collective development.

The Role of Kindness. Kindness is care from the heart, a warm attitude, and a sincere desire for help. The importance of kindness is expressed as follows:

Establishes sincere relationships: Relationships based on trust and respect between people are strengthened through kindness and compassion.

Helps overcome difficulties: During big and small trials, kindness and compassion support people, easing their suffering.

Creates a positive social environment: Kindness strengthens the spirit of friendship, help, and support not only in personal life, but also in society.

The combined effect of tolerance and kindness. Together, these two values further enrich and strengthen human relationships. Through tolerance, different views and life experience become valuable knowledge, and kindness turns this knowledge into sincere help and support. As a result:

Team strengthens: The tolerant and kind approach of each person ensures overall success and progress in the team.

Personal growth is encouraged: A person makes themselves more mature by maintaining peaceful and sincere relationships with others.

Social stability is ensured: Social ties built on the principles of tolerance and kindness strengthen peace, respect, and mutual assistance in society.

Tolerance and kindness are human values, and by implementing them in our daily lives, we can ensure not only personal growth, but also the well-being and stability of society as a whole. By establishing tolerant relationships with others and accepting kindness as an integral part of our lives, each of us can create a more warm, peaceful, and harmonious world.

Humility is another important value in Eastern ethics, which means that a person does not consider himself inferior and worthless, but does not consider himself superior to others. Humility is an important principle for overcoming one's desires, avoiding extremism and arrogance.

Humility: the foundation of personal growth and healthy relationships. Humility is a person's ability to communicate with others on the basis of equality and respect, without exaggerating their achievements and successes. This value ensures continuous growth in our personal life and in society, self-analysis, and listening to others.

The Essence of Humility. **Internal upbringing:** Humility encourages a person to recognize their shortcomings and strive to correct them. Through self-recognition, a person constantly strives to work on themselves, to become a more mature person.

Modesty is a solid foundation for personal development. A person becomes more disciplined and responsible when, while acknowledging their achievements and abilities, they share them equally with others. In this way:

Modesty is a solid foundation for personal growth and social relationships, and it should always be reflected in



our lives. If each of us, adhering to the principles of modesty, sincerely and respectfully shares our successes with others, we will contribute to building a more harmonious, just, and peaceful society.

The pursuit of knowledge and enlightenment - In Eastern culture, science and wisdom occupy an important place. In the Islamic moral system, there is a principle that «Seeking knowledge is the duty of every Muslim.» In Chinese and Indian philosophies, the value of wisdom and knowledge was also considered a priority.

In Eastern culture, science and wisdom occupy a special place. Since ancient times, the peoples of the East have considered knowledge and enlightenment an integral part of human life and have glorified it as one of the highest values. Knowledge and enlightenment are an important factor not only in personal development, but also in the development of society.

In Eastern philosophy, knowledge is considered the main wealth of man. Through science, a person understands the meaning of life, comprehends the laws of nature and society, and achieves spiritual maturity. Ancient India, China, the Islamic world, and Central Asia were centers of scientific development.

In the East, the pursuit of knowledge developed in the following main directions: Religious and moral knowledge - the study of the rules of spiritual perfection and morality of a person.

The role of moral values in modern society. In the context of modern globalization, the importance of moral values is growing even more. Due to the influence of digital technologies and social networks on moral norms, the spiritual education of the younger generation has become an urgent issue. Therefore, the importance of moral education in the education system should be strengthened.

CONCLUSION. Moral rules and values are of great importance in the development of society, they constitute the normative-basic part of relations between people. The results of the analysis show that such principles as justice, honesty, and kindness play a key role in the formation of upbringing and social activity of people. Also, in the era of globalization and digital technologies, the role of moral values is increasing, and there is a need to strengthen them. Moral rules and values are one of the important foundations of human and social life. Their strengthening.

PRACTICAL RECOMMENDATIONS.

1. Development and implementation of special programs aimed at the formation of moral values in the education system.

2. Increase the number of programs and articles on moral topics in the mass media, intensify promotional work through social networks.

3. Paying great attention to the issues of morality in the upbringing of children in the family, educating them in the spirit of national and universal values.

4. Conducting round tables, seminar-trainings on ethical rules among the younger generation and conducting practical work with them.

5. Use of mass media to convey moral values to the general public.

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