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### **The era of globalization: the place and meaning of values in society**

The article deals with the current situation related to the unstable position values under globalization processes. Questions regarding their role for society, including analysis of their importance in the period of globalization. Reveals the importance of traditional, religious and spiritual values for social integrity and well-being. We found a negative impact of globalization on the basis of the values of society, formed generations. Today is the devaluation of cultural and moral values that are more important benefits. Analysis of socio-cultural transformation of values as a defining



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[7, .341–342].



[14, .100].









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