## **PHILOSOPHY**

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## The origin of the definition of "values" in European Philosophy: an analytical review

It considered the genesis of the concept of value in European philosophy and the dominant theories of value in German philosophy. The author describes the history of the concept from Antiquity to the post-industrial time, indicating the content of value in those periods. Much attention is paid to the founder of the theory of values I. Kant and his followers. The article indicates the essence of values, analyzes in detail the moral values and the main purpose of man, and considers the basic values that are inherent in man, the hierarchy of values. In conclusion, the author noted the scientific contribution of German philosophers to axiology and concluded that, despite the fact that the system of values is different, some values are universal and human ones, as they are durable, inherited from generation to generation and recognized by all cultures.

Key words: good, morality, will, duty, moral values.

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