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Social Values in Management of Social Work

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Abstract: The history of study of values is given the Lecture, starting with the Ancient time to our days. It is given the idea of "social work values. "It is discussed the value orientation of personality, professional and ethical competence and professional qualities of a social worker. There is a classification of values in social work and their structure.

Keywords: Values, value orientations in social work, social worker, identification of individual, client of social services, professional and ethical competence.

1. INTRODUCTION

Multiplicity of meaning in management, its using as a social and political spheres leads to the need for a detailed study of each of its using. The object of our attention is the management of social work. Start of building in the management of social work in the Russian Federation accounts for the 90s. of the XX century. Currently, social work, what is developing within the framework of anthropocentric paradigm and recognizes the human as the highest value, "the measure of all things" in modern Russian socio-cultural environment is a popular area of professional activity.

As the system of management in social work is aimed at regulating the social status of participants in public life. The facilities of management are social workers, services and institutions of social protection, what cover all the system of relationships between people in the provision of social helping and who need this help first of all. Accordingly, social workers of their activities must confirm the value of the profession as an essential for the well-being and stability of the society and its value bases that can be done only having well-defined system of universal, professional and group values.

2. FORMULATION OF THE PROBLEM

One of the unsolved in the management of social work is the problem of studying the role of social values (see work: Lee, Fisenko 2014; Fisenko 2014; Smolii, Fisenko 2014; Adonina, Fisenko 2015; Fisenko 2015; Fisenko 2015.) in the process management of decision ,what provides social assistance to the population.

Management of social work in the system of social technologies is the control system, which has its own paradigm, levels, methods and values. An important social value is to create guarantees for a fair distribution of wealth. Accordingly, the social values are the main reference points of social work. In the system of social work values, it includes both individual assistance to customers, especially people who are in a difficult situation, and the decision of large-scale social problems. It consists in increasing the social activity of the population through the inclusion in the social life of former clients in social services and to improve the quality of their life.

Activity of manager in social work manager refers to the type of professions “man – man”, and therefore it means requires a high level of client work with a specialist. A view of the manager of social work must have high moral character, ability to communicate with people and have them to communicate.

3. THE PHILOSOPHICAL UNDERSTANDING OF “VALUES.”

The first philosophers of antiquity even showed interest in the value orientations, who have realized the need for human values such as *wisdom, kindness, and goodness*. Thus, Socrates understood the value of something *good, true and beautiful*. Plato believed that the highest value, the basis of human personality was the soul, what had the features as *wisdom and kindness*. Moreover, Aristotle included in the rank of values by virtue.

Christianization led to the recognition of the “highest good” of God. The notion of value has been changed during the Renaissance, proclaimed the human who was the supreme value.

Somewhat later, I. Kant distinguished from the notion of “being” the notion of “value”. He talked about the difference between the objectives that have a source in the world of sense inclinations, and purposes, having a value “in themselves.”

Neo-Kantiansky concept of values is based on the possibility of providing a particular class of objects that have a particular form of life. They do not really exist, but they are recognized as principles that have universal significance. Values are the products of creative activity and the obligation to belong to the world. Their value and sense determined by how they are unique and have a general significance.

Individual meanings of values are the values what are taken together and constitute a universally significant meaning. W. Windelband concept of value replaces the “same order” in terms of “normal” and “absolute rating.” A follower of Neo-Kantiansky philosopher G. Rickert concludes that the value cannot be overestimated, but it can be changed our attitude to them.

Political, economic and social factors influence on formation of valuable orientations of the person. Individual personality traits that reflect the needs of the person, his life experiences, etc. Value systems are involved in the process of functioning of the evaluation (or valuable) human consciousness and communicate with human needs and the assignment of the object or phenomenon of significance. Through the category of the importance person demonstrates his attitude to the objects and subjects, folding in the process of social practice. Significance can also be possessed as a subject and an object. The human realizes the objects as valuable or anti valuable.

In the XXth century in Europe, there is a radical reassessment of value concepts (M. Weber, E. Durkheim and others). They associated with the development of sociology as a science, and the active development of sociological researches.

M. Weber believed that values exist as absolute, but were devoid of objective content; it is to set the historical era, the direction of interest.

E. Durkheim believed that values were based on reality even the highest,

Systematic analysis of values was undertaken at the beginning of the XX century in Russian thoughts.

The Russian thinkers thought over the historical fate of Russia and its mission; the originality of the Russian nation, its religious ideals; the role of intellectuals in the transformation of the Russian Empire and its relation to the state and the people.

The search for cultural identity leads to the comprehension of the following cultural values. These are *spirituality, God, the Church, man, life, the world, etc.* [Fisenko, 2014: p.14].

Values constitute the main content of the social and cultural environment that has a positive or negative significance of the objects of the world for a man of class, group, or society as a whole, which has an expression in moral principles, norms, attitudes, goals and ideals. Philosophical Dictionary also notes the importance of and regulations as the two main properties of this definition: these is a value - “, firstly, concept refers to the positive or negative significance of an object as opposed to its existential and qualitative characteristics (subject values), and secondly, normative, prescriptive-side evaluation of social phenomena of consciousness (subjective values or values of consciousness). “ Values determine the positive or negative value for human society and of the world of objects. They serve as an object property or phenomenon, but they are not essential characteristic.

Social values are associated with the sense, ideal, significance and evaluation. Value is a special kind of sense, which is fixed in the public consciousness. Synonymous of value is “significance” (H. Lotze); it does not depend on experience and not play a role in cognition.

The highest value is ideal as a representation of the highest perfection, the highest goal of tendency. The ideal contains contradictions that need to be resolved, and embody the desired future, speaking as universal value. The ideal is turned to the future and has the potential perceived conflicts in the future. Therefore, the ideal is not immutable and absolute. A social subject serves the methods and condition for the realization of the ideal. The functions ideal are an assessment and comparative, program alignment and actively and practical.

Thus, the general philosophical understanding of “value” is based on the value of the most stable element in the recognition of cultural structure representing and encoding information about the world and human [Adonina, Lazarev, Fisenko, Chernova, 2015: p. 393-396].

4. THE VALUES OF THE MODERN MANAGEMENT OF SOCIAL WORK

As opposed to other professional activities, management of social work covers almost all aspects of social life, affecting the individual and society, as a necessary area of social life, and it aimed at implementation of socially and individually significant values.

Values are the core of the system of social work and professional values are implemented in the course of practical action in the system “man - man”.

The values of professional social work are formed under the influence of value orientations of foreign experts, the ideal hierarchy ethical values of social work, the values of the modern Russian society, and the values of the Russian people and the personal hierarchy of values.

Personal values are rooted in socio-cultural space, which belongs to the subject and they are manifested in its value orientations, playing an important role in the activity of collective professional group. From the value

orientations behind any theory, belief system, social processes, depends on the state of society: it is general agreement on the basic questions of life leads to a quiet peaceful life and work, and the mismatch of the social forces and movements - to social discomfort and unrest.

Value orientation, being the element of the internal structure of the individual are produced an aggregate value specify sense-living purposes. It is regarded as the aspiration of the individual or group to various forms of social importance and are seen as the orientation of the individual or group at a certain value. Stability of value orientations are characterized mature personality and wider. It is a cohesive society.

Researcher's value orientations agree that their formation includes the value creation and the development of individuals in setting them. It is initially; the norms and values of society imposed on the individual, and then their creative activity of assimilation only begin.

Thus, the installation of the individual is a person's ability to act, and to focus on the valuable (significant) objects. Values set the direction and motivation of human actions and constitute the dominant element of personality characteristics, determining the relation of the subject to reality. At the same time, the value orientation of the individual does not always coincide with the values of society.

Values define the main motives of the individual aspirations and as internal incentives and encourage a person to certain actions and deeds. The objective component values are usually constant and is independent of the human perception. Many factors influenced on the formation of personal values, so the same objects, objects and phenomena people assess differently regardless of their belonging to the same society.

Value orientations define the meaning of life goals. Setting identity is fixed in its social and professional experiences and forms of value-normative attitudes. Orientation of the person is determined by a set of units.

It should be noted that the value of the individual, social groups and society aren't always united. Personal values (or personal orientation) are the main characteristic of the individual. The values of society and social groups and the value of the individual are marked in social studies.

The system of social work values are determined the value of social services, society and values of the expert in social work and social service client. The notion of what is right a social worker may be different from the views of the customer, management of social services and even the main directions of the state social policy. Thus, I.V. Namestnikova wonders about the ethics of social work- *will it have assistance right for single mother in that she can work and the children can leave in kindergarten? Is it right to send alone woman to the hospital for artificial termination of pregnancy? Is it right to deny unemployment benefits for the customer, who has broken the rules of the employment service and didn't bring the reference from work in time? Is it right to deprive the child's parents just because a neighbor said that they were cruel with him? Is it right to force homeless people living in shelters against their will? Whose rightness is more correct?*

Absolute values are the society and the people, their stable existence. System "man - society" is the indissoluble unity. The society is of the same order value to the concept of man as human existence outside of society is impossible. A man's life is determined with the society and made them through a variety of social institutions. There are implemented major social needs of the person, what are associated with the communication, the establishment of various connections and relationships between people in the society.

Imaging of good and evil are produced with respect to society and then to the individual. System of values and value orientations are influenced with specific historical conditions of life. The activities of the individual and society at the very beginning are as the perfect image of the desired result, i.e. value.

Customer satisfaction is at the heart of professional activity of a social worker, what is understood by us as a special condition of the individual to associate with its current destitution. Through needs, a person feels

the need to achieve values. Comparing with the objective needs of the ability to meet their external objects, one realizes how valuable objects or valuable.

Valuable information reflects their meaning and significance for reflecting subject. Human needs are not constant. They vary throughout his life. For different individuals and societies, they have a different meaning.

Varieties of human needs, the properties of objects and phenomena that make it possible to meet them, form a valuable attitude, the result of which is to assign object or phenomenon status of a value. The person expresses through the categorization his attitude to them. Value is inherent in object or not from nature, and with involving the area of human being. Values are formed in the process of social practice. Value-relevant can be both the object and the subject. Objective-subjective nature of values are associated with the fact that man knows the properties of objects of the external world in the process of meeting the needs and interests. Compliance with the highest instrumental values are guaranteed by the state.

Thus, in the Constitution of the Russian Federation enshrined the right to life, freedom, work, education, housing, health care, etc. However, there is a natural inequality of people in a society, who have different capabilities. Objectively opportunities can be reduced for various reasons.

A social work provides additional features of realization of human rights for which human rights are professional values. By instrumental ethical values are the moral professional standards and its client: these are *the dignity, honor, creativity, credibility, humanity, benevolence, etc.*

Professional activity of social workers is of value (axiological), since the value system regulates the activity of a social worker. A necessary condition for successful professional activity is consistent with the values of the individual groups and the values of society as a whole. Professional values of social work are ideas about the purpose of social work and how to achieve the preferred conditions.

Social worker can't be an external observer with respect to the client, because it is included in system of interaction. However, social work is not limited to the interaction of the social worker and client: in solving problems of the client, social worker is involved in the activities of representatives of all institutions, organizations, institutions and individuals. Thus, a social worker interacts with the value systems of other activities and individual value systems of individuals involved in social work. The system of value in social work influences the professional groups value system itself and it is influenced by their side.

Social work promotes human socialization in the ethno-cultural society. In the process of socialization, the person learns the patterns of ethnic behavior, values, norms, rights and duties.

The major value in social work is to ensure the balance and the realization of social significant and individual significant values.

The basic values of social work are:

- it is access to resources;
- it is a man, his dignity and individuality;
- these are freedom, independence and the ability to self-determination;
- it is responsible for the implementation of these values.

The process of professional activity is greatly influenced with the personality of a social worker. From the level of its development depends on the realization of their human values. However, there is a low prestige and status of social work, low wages and all things lead to the fact that the social worker profession is not popular. This leads to problems with staffing, due to which the profession random people fall.

Here are professionally important qualities of a social worker:

1. The identity of the social worker should have a *humanistic orientation*, i.e., be committed to humanistic values and ideals, to recognize the supreme value of human, to be motivated to achieve the humanistic values and ideals. As G.P. Medvedev notes, a social worker must have its own "I", including professional, social, spiritual, and other interests to be versatile, rich inner person who lives a full life. Those, to be a person, on the one hand, and to be ready to surrender, and on the other hand, it is fully developed personality, who lives rich social and cultural life.
2. The most important characteristic of the individual social worker is *altruism* as a person's ability to put the interests of another person is higher than their own, and in some cases, to be able to complete self-denial and neglect of their own interests in favor of the other.
3. These are *honesty and the ability to speak the truth* about the client's situation. Possibilities what can help to solve its problems and difficulties, which can arise. Practical activities of the social worker is related to the provision of medical, social, psychological, pedagogical, legal and other services to the client. During the interaction with the customer, social worker is the formation of a new human quality and transform it in living area of medium.

The client is regarded as a value that requires respect, support and assistance in the development of important positive qualities, objective assessment of his abilities and possibilities of establishing human relationships, creating customer optimistic attitude, his dignity, self-respect and the respect of the social environment.

Social work requires ethical regulation, enhances the effectiveness of professional activity and increase the social status of an institute.

Accordingly, a significant component of the professionalism of social workers is their professional and ethical competence. The normative regulation of the activity and control of the relationship comes with it. It is consider its main components.

Moral is characteristic of human behavior in formal and informal situations.

Morality is the requirements to each other in terms of the performance of professional duties and responsibilities.

Debt is action selection process between desired and properly. A sense of duty leads to the realization of personal responsibility towards society; it reflects the priorities of the public interest over the common. The duty of the social worker is to assist in the improvement of the individual components of social work and all the activities as a whole.

In relation to client debt of the social worker is to recognize the client's conscious personality, striving for autonomy and independence.

Responsibility is compliance moral activity of the personality of its debt. It is formed in the course of business because of the development of social, occupational and group values.

The duty is a moral requirement related to confer on the human task.

Conscience is an individual form of reflection of the requirements of society and professional groups. It is a regulator of behavior, warns social worker from formalism to solve problems.

Objectivity is the quality of services should not affect the likes and dislikes of a social worker. Objectivity is present when assessing client needs in promoting solutions to his problems. When an underestimation of the client's life circumstances will damage its interests.

Justice is social worker should ensure that the client gets the assistance based on social justice. The objective need of the client should be dominant in the professional activity of social workers.

Tact is the social worker should organize their work in such a way that would not hurt the client's self-esteem, he must anticipate and emotional reaction of the clients.

Care and observation are a necessary quality of a social worker in their daily lives. Thanks, to demonstrate the quality of data, the client is aware of its value to the social worker.

Tolerance is the ability to take a man as he (or she) is, that is to understand the adverse factors affecting the formation of the person of the social worker. In addition, important professionals in social work value is tolerance to political views and opinions of others.

Patience is the ability to listen to the client in order to obtain comprehensive information about the problems caused by the motivation of the joint solution.

Endurance and self-control are the ability of a social worker to keep calm. If the client allows himself to throw out the negative emotions, the social worker has no right to it. Endurance and self-control are the guarantee of a social worker providing maximum support to the client.

Kindness is the careful attention to the client in social work, with the client establishing emotional contact, client skills training. However, the kindness of the social worker should not lead to sympathy weakness and indulgence to her.

Love for people is that feeling, almost uncontrollable; the social worker should be able to control its external manifestation. The social worker should be able to find in the client-esteem, positive qualities, understand the reasons for the negative manifestations of traits.

Self-criticism is the ability to analyze their activities, to see their mistakes and find ways to correct them.

Self-esteem is in professional work social worker should not overestimate their capabilities and skills. Inflated self-esteem of social worker leads to arrogance, which negatively affects the quality of services provided. Lowered self-esteem of client (frustrating and opportunities) has a negative impact on the state of the client and, in general, public opinion of the social protection system.

Sociability is communicative competence of a social worker, on which depends the success of his professional activity. In the communication process the client learns about the client's needs, his priorities and expectations, in conjunction with the client develops an action plan to solve client's problems.

Optimism is value significant personality trait of a social worker. It presupposes belief in the possibility of a social worker of social justice.

Flexibility is professional-valuable quality is necessary to achieve consensus and compromise in the negotiations of the parties, what have their preferences.

Willpower is the ability, what doesn't retreat before heading off, but it is the ability to bring the follow through. Willpower helps social workers to overcome the passivity of the client, his uncertainty and disappointment in their abilities.

Empathy is the ability of a social worker for empathy and compassion. Studies show that high esteem by customers are not the social workers who are indifferent, but professionally fulfill their requirements, and those who can listen to them and sympathize, even if the worst performing their duties.

Striving for perfection - it is not only the acquisition of new knowledge and skills, but also the spiritual and moral perfection.

Creativity is creative approach to solving client's problems in a precarious situation.

5. THE CLASSIFICATION OF VALUES IN THE MANAGEMENT OF SOCIAL WORK

In the research, literature has repeatedly referred to the complex nature of values, to determine the presence of a plurality of classifications.

It notes that foreign concepts allegedly primarily personal significance of values, their role in the self-affirmation and self-realization, as opposed to domestic-centered social values.

If it turns to the issue of classification of values, we call attention to the fact that their diversity is associated with a variety of criteria, laid their foundation. The most common in the works of philosophers classification based on formal criteria, according to which the values are divided into positive and negative, relative and absolute, subjective and objective; respectively. These are criteria as ethical, aesthetic, and logical subject.

F.M. Williams identified three groups of values:

- affective (hedonic);
- conative (existence state);
- achieve (success or frustration).

B.S. Yerasov classifies values: (1) *vital*: life, health, safety, well-being; (2) *social*: family, discipline, hard work, enterprise, wealth, equality, patriotism; (3) *policy*: civil liberties, rule of law, the constitution of the world; (4) *moral*: goodness, love, honor, decency, respect for elders, love for children; (5) *religious faith*, God, the Holy Scriptures; (6) *aesthetic*: beauty, style and harmony. In addition, it is highlighted the spiritual and material values. Spiritual values are good, generosity, justice, and honor, and dignity, humanity as the highest manifestation of spirituality to people and between people. The natural resources belong to tangible properties: land, forests, and the natural world), tools, human production of objects, works of art, etc. In the life of society, they play an important role.

6. THE HIERARCHY OF VALUES IN SOCIAL WORK

The value system of social work - a complex hierarchic system, which allows to aggregate occupational group to organize their activities and to solve tasks.

M.N. Konygin and E.B. Gorlov believe that the goals, objectives and basic values of social work are given a universal system of values.

<i>Levels' values</i>	<i>Property of group</i>	<i>The content of values</i>
1	tangible values protection	These are physiological (organic) requirements, i.e., hunger, thirst, sexual desire.
2		These are security needs, striving to feel protected, to get rid of fear and failure in life
3	collectivism, justice, equality	It is the need for recognition and love: the desire to belong to a community. Being close to the people, to be recognized and accepted by them.
4	Work	It is the need for respect (reverence), the desire for competence, success, approval, recognition, authority.
5	cognitive values of professionally significant qualities	It is cognitive ability, the desire to know much, to be able, to understand, to investigate.
6	aesthetically, the meaning of life, socializing	There are aesthetic needs the pursuit of harmony, symmetry, order and beauty.
7	higher values of human society	It is the need for self-actualization, the desire for self-fulfillment and the development of self.

Social work of values are hierarchy.

1. Human values apply to the highest value, which are recognized by the majority of humankind. They are the supreme criterion of all values, as included in the public consciousness and culture and fulfill regulatory and normative function. Speaking invariant of values, universal values allow establishing ethical rules in society.
2. The societal values are values that are recognized in a particular society. For example, these are the universal values *the individual, his rights, life, peace, freedom, equality, etc.* They may be recognized by society, but to be different hierarchic.
3. Professional values belong to the values as like that are relevant to a particular professional group. Professional values of social work include *gender, age, identity, resources, professionalism, humanistic sense of social work, and others.*
4. The individual values are professionals, their clients and other individuals who are involved in social work.

7. CONCLUSIONS

Thus, social work as a special kind of professional activity is based on a value system. A person is recognized as the main value. Social work relates to the satisfaction of his needs. Values of Social work are based on a universal system of values. They include the following groups of values: material and physical values; security; collectivism, justice, equality; work; cognitive values, professional significant qualities; aesthetic, sense-living, socializing ; the highest human of values in society. Values of social work are divided into universal, societal, professional and personal. Personal orientations are the main characteristic of a social worker personality, including both individual and group, social values. A humanistic orientation, altruism, honesty and ability to speak the truth about the client's situation, possibilities to solve its problems and difficulties are related to professional important qualities of a social worker that may arise. Professional and ethical competence of a social worker is based on morality, ethics, duty, responsibility, duty, conscience, objectivity, fairness, tact, care and observation, tolerance, patience, endurance and self-control, kindness, love for others, self-criticism, self-esteem, communication skills , optimism, flexibility, empathy, desire for perfection and creativity.

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