

Review

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## Transformation of civil society and moral values

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**Abstract.** Article examines civil society transformation in the context of global changes and its impact on moral values. Within rapid changes in economic, political, social spheres, civil society is becoming important topic of discussion. Evolution of this phenomenon affects political, economic aspects, value guidelines that shape new social reality. Article analyzes changes in approaches to collective responsibility, individual rights, social justice, civil initiatives, social movements role in rethinking moral norms. It examines how challenges – from globalization to digitalization – affect moral guidelines of society, forming alternative models of interaction between citizens and institutions. An analysis of changes in civil society and the moral values allows us to identify key trends in modern society and direct efforts toward solving problems, such as protecting rights and freedoms of individual, strengthening social justice, increasing responsibility for the future of planet. **Aim to i study** process civil society transformation in the light of global changes and its impact on moral values. Article sets task of analyzing how changes affect moral guidelines of modern society, determine what new moral norms and values arise in response to current challenges, identify relationship between development of civil society and changes in moral values, analyze impact of globalization, digitalization, social movements and economic transformations on social norms and ethical standards, consider new forms of civic activism and their role in rethinking traditional moral guidelines, assess impact of changes on social justice, individual rights, solidarity and responsibility. Research aim is to receive deeper understanding of how moral values and civil society evolve in a rapidly changing world and how this is reflected in social reality.

**Keywords:** social change, globalization, social movements, digitalization, ethical standards, responsibility, social reality, values and norms, global challenges

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## Преобразование гражданского общества и моральных ценностей

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**Аннотация.** В статье рассматривается трансформация гражданского общества в контексте глобальных изменений и ее влияние на моральные ценности. В условиях стремительных изменений в политической, экономической и социальной сферах гражданское общество становится важной темой для обсуждения. Эволюция этого феномена затрагивает политические, экономические аспекты и ценностные ориентиры, формирующие новую социальную реальность. В статье анализируются изменения в подходах к коллективной ответственности, правам личности и социальной справедливости, а также роль гражданских инициатив и общественных движений в переосмыслении моральных норм. Рассматривается, как новые вызовы – от глобализации до цифровизации – влияют на моральные ориентиры общества, формируя альтернативные модели взаимодействия граждан и институтов. Анализ изменений в гражданском обществе и связанных с ними нравственных ценностей позволяет выявить ключевые тенденции в современном обществе и направить усилия на решение таких проблем, как защита прав и свобод личности, укрепление социальной справедливости, повышение ответственности за будущее планеты. **Целью статьи** является исследование процесса трансформации гражданского общества в контексте глобальных изменений и его влияния на моральные ценности, понимание того, как гражданское общество и моральные ценности развиваются в быстро меняющемся мире и как это отражается в социальной реальности. Ставится задача проанализировать, как изменения в политической, экономической и социальной сферах влияют на моральные ориентиры современного общества, определить, какие новые моральные нормы и ценности возникают в ответ на актуальные вызовы времени, выявить взаимосвязи между развитием гражданского общества и изменением моральных ценностей, анализировать влияние глобализации, цифровизации, общественных движений и экономических преобразований на социальные нормы и этические стандарты, рассмотреть новые форм гражданского активизма

и их роли в переосмыслении моральных ориентиров, оценить влияния изменений на социальную справедливость, права личности, солидарность и ответственность.

**Ключевые слова:** социальные изменения, глобализация, социальные движения, цифровизация, этические стандарты, ответственность, социальная реальность, ценности и нормы, глобальные вызовы

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Civil society, as an important institution regulating relations between individuals and the state, is actively adapting to these changes, which in turn leads to a transformation of moral values. Human rights, issues of social justice, environmental responsibility, equality and solidarity are becoming central to public debates and social practice. The role of civil initiatives, social movements and activism has increased significantly, which emphasizes the need to rethink moral guidelines for the formation of a new social reality.

**Objectives of the article** define civil society main characteristics in historical context, its role in modern social systems, including interaction with state and market.

Analyze factors influencing the transformation of civil society, such as globalization, digitalization, economic and political changes, new social challenges.

To explore the impact of the transformation of civil society on moral values, including changes in the perception of individual rights and freedoms, social justice, solidarity and responsibility.

To assess the role of social movements and civil initiatives in the formation of new moral guidelines and in rethinking traditional norms in modern conditions. Analyze changes in moral values in the context of global challenges such as environmental issues, migration, human rights and social justice.

Explore the interaction of moral values and new technologies, including issues of ethics in the digital environment and the impact of information technologies on moral norms. Develop forecasts regarding the future of civil society and moral values, taking into account current trends and possible changes in the social, political and economic spheres.

These tasks are aimed at a comprehensive study of the process of transformation of civil society and analysis of its impact on moral values, which will help to better understand the dynamics of social development and develop recommendations for optimizing social processes in the context of modern challenges.

#### **Research methods used in article:**

**1. Historical and analytical**—helps to understand how civil society developed and how moral values changed in different historical periods.

Application:

- Consideration of the evolution of civil society, from its first forms in antiquity to modern changes.

- Analyzing key historical stages such as the industrialization, globalization and digitalization to see how they influenced moral guidelines.

- Comparison of different stages of transformation of civil society and moral values depending on political, economic and social factors.

**2. Method of social analysis** – helps to explore changes in civil society from the perspective of social processes and interactions.

Application:

- Analysis of current changes in social life: development of activism, social movements, increasing role of the Internet and social networks.

- Consideration of new forms of interaction between citizens and government institutions, informal organizations and media.

**3. Comparative method** – Comparison of the impact of economic, cultural and political factors on civil society and moral values in different parts of the world.

Application:

- Exploring differences in approaches to justice, solidarity and responsibility in different countries.

- Analysis of examples of successful reforms, such as improvement of human rights in countries after revolutions or the fall of totalitarian regimes, as well as an assessment of negative consequences, for example in countries experiencing crises.

**4. Prognostic method** – helps to assess future trends in the transformation of civil society and moral values.

Application:

- Forecasting further changes in civil society in response to global challenges such as climate change, demographic processes, and technological development.

- Forecasting possible new moral guidelines that may arise as a result of new social, political, and technological changes.

- Assessing the future impact of technology and social media on citizens' moral values and behavior.

#### **Civil society concept:**

Civil society is social life sphere independent from state and market, in which citizens unite to protect their rights, interests, and values, as well as to implement various social goals [1, p. 701–706]. It includes a wide range of non-governmental and non-profit organizations, such as social movements, NGOs (non-profit organizations), trade unions, cultural and educational institutions, the media,

as well as active citizens who take part in social and political processes.

#### **Civil society main features:**

**Independence from state and market.** This society operates autonomously, and its activities are not subject to direct state intervention or commercial interests. It is a space of free initiatives where people can express their ideas and fight for their rights.

**Versatility and diversity.** Civil society includes various groups and organizations that can work in a variety of areas, from protecting human rights and the environment to cultural initiatives and developing education.

**Civic activism.** Civil society encourages citizens to participate in political and social processes, such as through elections, volunteering, or other forms of participation in public life.

**Personal rights and freedoms.** Civil society helps protect human rights and freedoms by providing an independent platform for expressing opinions and discussing pressing public issues.

**Social trust and solidarity.** One of the foundations of civil society is trust between its members and the ability to show solidarity, especially in times of crisis or when joint efforts are required to solve common problems.

In the modern world, civil society plays an important role in ensuring political and social stability, supporting democracy, protecting human rights, and creating conditions for social progress.

#### **Civil society Definition in the historical development context:**

Civil society as a concept has deep historical roots and has evolved over several centuries. In different historical periods, its content and functions changed, depending on political, social and economic conditions. Let us consider its development in the context of key stages of history.

1. **Ancient World and Middle Ages:** In ancient times, especially in Greece and Rome, in Armenia, the concept of civil society did not yet exist in its modern form. However, there were already forms of public life in which citizens participated in political and social processes, example: Athenian democracy. The idea of “civitas” developed in ancient Rome – a civil community based on law and civic activity. However, in antiquity, civil society was limited to only a certain part of the population (only free citizens).

In the Middle Ages, with the strengthening of the role of the church and feudal structures, civil society was associated mainly with religious and feudal institutions. The idea of citizens' independence from the power of the state

or feudal lord was poorly developed, and social roles were strictly defined by castes and estates.

**Age of Enlightenment (17<sup>th</sup>–18<sup>th</sup> centuries):** In the 18th century the idea of civil society began to acquire a more modern meaning. Thinkers such as John Locke, Immanuel Kant, Adam Smith, Jean-Jacques Rousseau developed theories that argued that citizens should be free from despotic power and have the right to participate in political life. During this time, civil society idea start to be associated with human rights, individual freedom, and the concept of a social contract, which created the basis for the formation of democratic institutions.

**New Era: 19<sup>th</sup>-20<sup>th</sup> Centuries:** In the 19th century, with the development of capitalism and the Industrial Revolution, civil society became increasingly differentiated [2, p. 449–487]. During this time, political parties, trade unions, organizations protecting workers' rights, and various cultural and educational institutions were formed independently of the state. Important stage was the development of the theory of civil society in the Georg Wilhelm Friedrich Hegel works, who viewed civil society as private interests sphere in which people interact through the market, family and other private institutions.

In the 20th century, civil society became an integral part of democratic regimes, with an increasing role for social movements, non-governmental and human rights organizations. Confrontation with totalitarian also authoritarian regimes, the fight for human rights, the fight for freedom of the press – all this made civil society an important element of democratic changes in different countries.

**Modern civil society:** Today civil society continues to evolve. Globalization, the development of digital technologies and social networks have changed the forms and methods of citizen participation in public life. Modern civil society includes not only traditional forms (NPOs, social and political movements), but also new forms of participation (for example, online activism and digital platforms).

Thus, civil society has come a long way from the limited forms of citizen participation in ancient times to a multifaceted and dynamic phenomenon that covers all spheres of society. It is based on the ideas of freedom, human rights and individual responsibility, which continue to evolve in response to new challenges of the time.

#### **Civil Society Role in Social Life**

Civil society has a key role in social life, performing functions that contribute to democracy strengthening, human rights protection, social justice and stability maintenance in society.

Find important aspects of civil society role in Fig. 1.

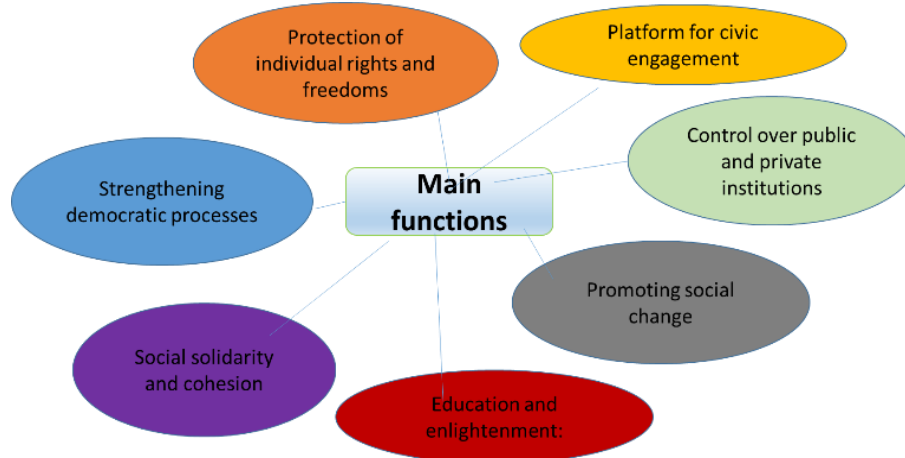


Fig. 1. Important aspects of the role of civil society

Civil society role in the formation of a just, stable and democratic society is indispensable. It promotes the development of social relations based on mutual respect, contributes to the solution of social problems and helps to ensure a balance between individual interests and public needs.

**Transformation of civil society** is a process of changes that occur in the structure, functions and role of civil society in response to various internal and external challenges. These changes can be caused by both global and local factors: political, economic, social and technological. Transformation of civil society affects its relations with state, market, as well as changes in social and moral reality. Let us consider the key aspects of this process:

**Globalization and its impact on civil society**

Globalization has had a profound impact on civil society, changing the forms of interaction and expanding the space for social movements and initiatives. Global issues such as climate change, migration, international security and human rights require coordination of efforts at the international level. Civil society organizations now operate not only at the national level, but also at the global level, creating international networks and alliances [3, p. 61–70].

**Digitalization and new forms of civic engagement**

The development of technology and the Internet is radically changing the forms of citizen participation in public life. The emergence of social networks, online activism, electronic petition platforms and other digital tools significantly expands the opportunities for citizen participation in political and social processes. Such tools give citizens the opportunity to quickly organize protests, campaigns and activist movements, as well as effectively con-

vey their point of view to a wide audience. Digitalization also facilitates more open and accessible exchange of information, which can increase the transparency of the actions of public and private institutions.

**Social movements and their evolution**

Civil society transformation is connected with the social movements development, which has important role in struggle for rights and freedoms, social justice, environmental issues and other pressing issues. Unlike traditional forms, such movements are often more decentralized, use new forms of communication and mobilization, their actions can be aimed at both local and global problems. Modern social movements are often a response to the injustices and inconsistencies of existing systems, and they can demand radical changes in the social, political and economic spheres.

**Civil Society Role in Democratic Processes**

Civil society transformation closely linked to the development of democratic processes. With the strengthening of authoritarian and totalitarian regimes in some countries, civil society is becoming an important tool for protecting democratic values, human rights and freedom of speech. This happens through the creation of independent NGOs, media, participation in elections, peaceful protests and other forms of civic participation. Transformation of civil society helps to more effectively resist political repression and actively participate in decision-making processes at all levels.

**Problems and challenges of transformation**

The transformation of civil society does not always proceed smoothly.

Problems and challenges mentioned in Fig. 2.

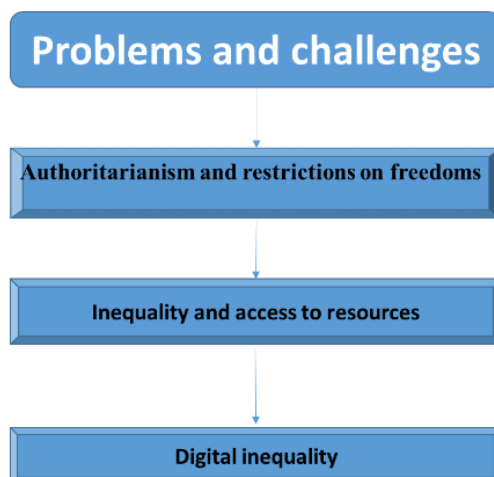


Fig. 2. Problems and challenges mentioned

### Civil Society Transformation Prospects:

Civil society future is linked to its ability to adapt to new challenges, effectively use new technologies and tools, and interact with various institutions, both locally and globally. An important aspect is the development of civic responsibility and engagement, which contributes to more active participation of people in public life.

The transformation of civil society is a complex and multifaceted process that encompasses changes in its structure, functions, and interaction with state and market institutions. Globalization, digitalization, the development of social movements, and new challenges require adaptation and flexibility, which allows civil society to remain an important element of democratic life and social justice in a rapidly changing world.

### Definition of Moral Values

**Moral values are a set of generally accepted principles and norms that determine what is considered right, fair, virtuous or worthy in society. These values are formed on the basis of universal, cultural and religious traditions and are a guide for assessing people's behavior in various social situations.**

Moral values serve as a kind of standards that guide people's behavior and help them navigate difficult situations where they need to make a choice between right and wrong, good and bad.

Moral values in modern civil society are the most important element determining the moral guidelines of citizens and institutions. In the context of changes occurring in the world, these values are subject to transformation, but remain the basis for creating a fair, inclusive and sustainable society.

Moral values such as freedom, equality, justice, tolerance, solidarity, responsibility serve as a guide for solving social problems, protecting human rights and achieving harmony between people and the environment.

### Moral Values in Modern Civil Society

Moral values play an important role in the civil society formation and functioning, as they determine the behavior and relationships of its participants [4, p. 296–310]. In the context of globalization, accelerated digitalization, political and social changes, moral guidelines become especially important, as they help regulate relations between people, institutions, and the state. In modern civil society, moral values influence many aspects, from personal relationships to global initiatives.

### Moral Values and Civil Movements

Modern civil movements that actively advocate for social change, such as the women's rights movement, anti-racist protests or environmental initiatives, are based on moral values that may be different, but are always connected to the idea of justice and equality.

**Human rights movements.** One of the most important moral values is the protection of human rights, which has become basis for many civil movements aimed at combating political repression, racism, discrimination based on gender, race or sexual orientation.

**Environmental values and sustainable development.** In recent decades, environmental values have become central to many social and civil initiatives.

This is due to the growing awareness of the problems of climate change, environmental pollution and loss of biodiversity. Environmental movements promote the idea of sustainable development, in which society should care about the future of the planet, and not just about short-term interests.

### Transformation of Moral Values in the Context of Globalization and Digitalization

Moral values in modern civil society are undergoing significant changes in the context of globalization and the rapid development of information technology. The interaction of people from different cultures and regions, as well

as the growth of digital communications, affect the perception and priorities of moral norms.

- Global values and cultural diversity. In the context of globalization, the influence of international standards and universal values, such as human rights, equality and environmental protection, is increasing. However, this also gives rise to issues of cultural clashes, where some moral values accepted in one part of the world may be perceived differently in other countries. This process stimulates the emergence of global moral discussions and the need to develop common approaches to issues of migration, gender equality, women's rights and climate change.

- Digital morality. Internet and social media influence led to the emergence of moral issues new area, such as ethics in the digital environment, privacy, as well as problems of manipulation and disinformation. The problems of

online aggression, cyberbullying, fake news and abuse of social media raise new questions about morality and ethics in a digital society.

- Commercialization of moral values. In some cases, moral values are commercialized and marketed, which calls into question the sincerity of their implementation. For example, such important values as environmental protection and support for human rights are sometimes used by large corporations to enhance their reputation, which can lead to the substitution of real actions with superficial advertising campaigns.

**The role of moral values in social interaction:**

Moral values play a vital role in establishing normal and harmonious relationships between people in society. Without moral guidelines, social interaction would be chaotic and destabilizing. Let's look at several key aspects of their role at Fig. 3.

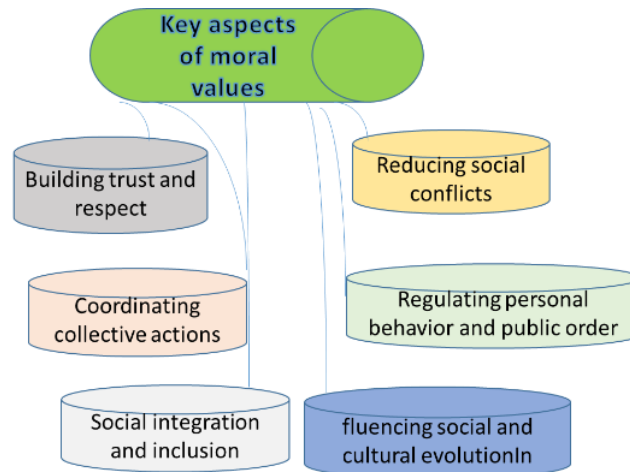


Fig. 3. Some key aspects and their roles

Moral values are not just a set of abstract principles, but vital guidelines for interactions between people in any society. They help to build trust, reduce conflicts, coordinate actions, maintain public order, and facilitate the integration of people by respecting their individuality and differences. Without moral values, there can be no sustainable and just civil society in which each person can feel important.

**The Impact of Civil Society Transformation on Moral Guidelines: Individual Rights, Justice, Solidarity, Responsibility.**

The transformation of civil society, taking place against the backdrop of globalization, digitalization, and political change, has a significant impact on moral guidelines. Moral values such as individual rights, justice, solidarity, and responsibility are changing in response to new challenges and societal needs, reflecting the changing social reality. These

ideas were accepted as of 15 basic principles adopted by Universal Declaration on Bioethics and Human Rights <sup>1</sup>. Let us consider how the transformation of civil society affects these key moral guidelines [5, p. 136–151].

Today we talk more about human rights, but we forget about responsibilities and obligations.

1. Individual rights are a fundamental moral guideline that defines the value of each person, their right to freedom, dignity, personal security and autonomy.

In recent decades, attention to individual rights has increased in the international arena, which is associated with

<sup>1</sup> The Universal Declaration on Bioethics and Human Rights and the UNESCO work in building capacity for ethical review. International Round Table. Biomedical Research in Developing Countries: the Promotion of Ethics, Human Rights and Justice. 15–16 December 2008. [https://unicri.org/sites/default/files/2019-11/1\\_HENK\\_TEN\\_HAVE\\_Presentation.pdf](https://unicri.org/sites/default/files/2019-11/1_HENK_TEN_HAVE_Presentation.pdf) (accessed: 16.04.2025)

the active promotion of human rights standards. The transformation of civil society contributes to strengthening the value of individual rights and freedoms on a global scale.

One of important points of human rights is Personal integrity which is ability not be subjected to scientific, medical and other experiments without persons' consent [6, p. 10–13].

Digitalization and new challenges to individual rights. Digitalization and technological developments pose new challenges to individual rights, such as the protection of personal data, right to privacy on the Internet and the prevention of online manipulation. The emergence of new forms of communication and the intensification of social media are changing the ways in which people can protect their rights and also opening up new risks for the violation of individual rights.

## 2. Justice

In the context of civil society transformation, justice is being rethought [7, p. 6–26].

- Recently, justice has increasingly been associated with equality and access to equal opportunities for all citizens, regardless of their social, economic or ethnic background. The moral compass of justice in the context of civil society transformation includes the fight against social, economic inequality, discrimination and marginalization.

- Economic crises, global climate change and political conflicts emphasize the importance of justice in the redistribution of resources and access to basic benefits such as health care, education. In this context, justice becomes not only a moral compass, but also an important element of social policy aimed at reducing inequality.

## 3. Solidarity

In the context of civil society transformation, solidarity meaning is changing significantly.

- Globalization leads to the strengthening of solidarity at the international level, which is manifested in various forms, for example, in the form of international humanitarian organizations also global initiatives concerning poverty, climate change, hunger problems.

- In the digitalization and mass online communications context, new forms of solidarity are emerging, such as online activism and crowd funding. People unite in digital spaces to fight social injustice, organize charity events or support those in need.

## 4. Responsibility

- In the light of global challenges as climate change, economic crises, pandemics, responsibility question becomes central. People and states must be aware of their role in solving global problems such as protecting the environment or fighting poverty. The transformation of civil society contributes to a greater awareness of collective responsibility for the future of the planet and the future of generations.

- Digitalization also puts forward new demands for responsibility, especially with regard to online activity. Issues related to ethics on the Internet, the spread of fake news, cyberbullying and violation of privacy require a rethinking of responsibility at the level of individual and institutional behavior in the digital space.

## Rethinking of Traditional Moral Norms in the Face of New Challenges

Traditional moral norms, which were formed on the basis of centuries of historical experience and cultural traditions, have long served as the basis for social order and regulation of human behavior. However, in the context of rapid changes in the world, such as globalization, digitalization, social and economic crises, traditional moral norms are being rethought and adapted. New challenges that appear at the level of global and local processes require updating moral guidelines and revising old standards.

### 1. Globalization and its impact on traditional moral values

Globalization has led to increased interdependence between countries and cultures, as well as a large exchange of knowledge and values. As a result of this process, traditional moral norms clash with new ethnic, cultural and social practices.

- **Conflict of values and cultural integration.** One of the main challenges is the conflict between local and global values. Traditional moral norms, such as certain views on family relations, role of women in society or human rights, may contradict international standards. Rethinking moral norms involves finding a balance between respect for cultural traditions and the need to adapt to global humanitarian principles, such as equality and freedom.

- Ethics of global citizenship. Globalization also gives rise to the concept of “global citizenship”. Moral values such as tolerance, solidarity and respect for cultural diversity are becoming important aspects in the new reality of a global society [8, p. 49–57].

### 2. Digitalization and new moral challenges

Digitalization affects all areas of life, including human interaction, work, education and even culture.

**Personal data protection and privacy.** Social media, online marketing and mass data collection have raised questions about the right to privacy, protection of information and responsibility of its use.

**Moral responsibility in social networks.** Social media users, the companies that operate these platforms, and even governments must be held accountable for the dissemination of information. Fake news, insults, cyberbullying, and other negative phenomena on the Internet require a revision of moral standards and rules of interaction in the digital environment.

- **Ethics of online activism and manipulation.** Virtual spaces also open up new forms of social activity that may run counter to traditional moral norms. Issues such as fake news, cyberbullying, manipulation of public opinion and digital disinformation require the creation of new ethical norms that regulate behavior on the Internet and social networks.

Digital accessibility and social inequality

Digitalization opens up new opportunities for learning, working, communicating and accessing information. However, not all social groups have equal access to these opportunities, which raises questions of social justice and ethics.

- **Digital inequality.** Differences in access to technology and the Internet are becoming an important social and ethical issue. In countries with low levels of economic development and among poorer groups, access to the Internet, computers and digital technologies may be limited, putting them at a disadvantage compared to more developed groups.

- **Inclusiveness of technology.** It is important to develop technologies and platforms that are accessible to people with disabilities (e.g. people with disabilities) and take into account cultural and social diversity. Technology companies have a moral duty to create inclusive technologies that are accessible to all categories of users, regardless of their physical condition or social status.

#### Digital Ethics and Legal Aspects

Digitalization requires the development of new legal and ethical standards that will regulate relations in virtual reality and protect the rights of citizens. This includes both the development of legislation and the formation of moral principles.

- **Digital human rights.** It is important to develop the concept of digital human rights, including the rights to privacy, freedom of speech and access to information. Both in real life and on the Internet, every person should have the right to protect their data, security and freedom from discrimination.

- **International regulation.** Global issues as data protection, cybercrime, digital inequality require the development of international standards and ethical norms which will regulate digital technologies use at global level. This implies the creation of international agreements and organizations aimed at protecting the rights of users and ensuring justice in the digital space.

Technologies and digitalization are becoming the main driving forces in the formation of new moral guidelines. The development of technologies necessitates the development of ethical standards that will regulate the use of personal data, issues of social justice, responsibility for the actions of artificial intelligence and security on the In-

ternet. To preserve moral values in the context of digitalization, society must ensure a balance between innovation and the protection of human rights, taking into account the interests of all groups of the population.

### 3. Economic and Social Crises: Rethinking the Values of Solidarity and Justice

Global economic and social crises, such as financial crises, pandemics, poverty and unemployment, have an impact on moral guidelines.

- Justice in the context of inequality. In the context of economic globalization and growing social inequality, traditional norms of justice, such as “pay according to merit” or “to each according to his work”, are beginning to be challenged. Growing inequality in income, access to resources and education requires rethinking the concept of justice, expanding it to include care for the poor and disadvantaged, ensuring social guarantees for all segments of the population.

- Solidarity in the light of social distancing. The COVID-19 pandemic and the associated restrictions on physical communication have shown how important solidarity is in the context of a global crisis. However, solidarity in the context of social restrictions and isolation is taking on new forms – virtual assistance, support through social networks, crowdfunding, online volunteering. These forms of solidarity require a rethinking of traditional norms of mutual assistance, which were previously more local.

### 4. Changing Moral Standards in the Context of Environmental Challenges

Environmental issues like pollution, climate change and natural resources depletion are becoming increasingly relevant for civil society [9, p. 88–101]. These issues require a revision of traditional moral values related to the attitude towards nature and sustainable development.

- Responsibility for the Future Generation. Traditional morality, which is largely focused on personal interests, is faced with the need to take into account the interests of future generations. Rethinking responsibility is associated with the idea of sustainable development and taking into account the long-term consequences for the planet. Moral guidelines should take into account not only the immediate needs of people, but also concern for the future.

- Ethics of consumption and environmental protection. The consumer approach, characteristic of the modern economy, is faced with the need to change towards sustainable consumption and reducing the ecological footprint.

### 5. The Role of Educational Change in Rethinking Moral Norms

Education and cultural change play an important role in rethinking traditional moral norms. In the information society, people become more receptive to new ideas and concepts.



- Transformation of educational systems. Schools and universities discuss issues of inclusion, equality, tolerance and respect for differences.

### **6. Cultural Challenges and the Protection of Traditional Values**

The influence of Western culture on other regions of the world and the interaction of different cultures give rise to moral dilemmas related to the preservation of cultural identity and traditional values.

- Cultural integration and respect for diversity. The impact of globalization on culture leads to a mixture of traditional moral values with new global standards. It is important to preserve cultural diversity and respect for different traditions, which requires a rethinking of moral guidelines in the area of minority rights, respect for differences and intercultural dialogue. This is especially relevant for migrants who are faced with the need to adapt to new cultures and societies.

- Global ethics and local traditions. In the context of globalization, it is important to develop ethical standards that take into account both global and local moral guidelines. Rethinking traditional values in the context of global changes requires respect for different points of view and finding a balance between preserving cultural characteristics and adapting to global norms.

In the context of globalization, moral values are oriented towards protecting the rights of each person, caring for the planet and respecting cultural diversity, creating the basis for the harmonious and sustainable development of world society.

### **Technological advances in artificial intelligence (AI) and automation raise many ethical questions.**

- Responsibility for AI decisions. The question of who is responsible for the actions of artificial intelligence (for example, in the case of errors in decision-making that may lead to harm to humans or society) is becoming increasingly relevant. Who should be responsible for the actions of robots or automated systems: their creators, users, or the machines themselves? This requires the development of new moral standards that would define the ethical framework for the use of AI technologies.

- Ethical issues in the field of employment. With the development of automation, there is a threat of mass unemployment, since many jobs can be replaced by robots and automated systems. This raises questions of social justice and morality: how to ensure the rights of workers who have lost their jobs, and what social guarantees should be provided in the context of the transition to an economy where the role of humans in production processes is decreasing?

Social and political movements are responding to the moral dilemmas of our time, seeking to change established

moral guidelines and establish new principles of justice, equality and responsibility. These movements play a key role in shaping ethical standards in relation to human rights, environmental sustainability, social justice and the ethics of the digital world. In their struggle, they raise important questions about how to preserve moral values in the face of change that will protect the interests of each person and ensure the harmonious development of society.

### **Forecasts about civil society development and its moral guidelines in future**

Civil society future and its moral guidelines will be determined by a number of factors, such as technological changes, globalization, social and political transformations, as well as changes in values, habits and worldviews [10, p. 9–24]. Civil society development of is not static, it reflects the dynamics of changes in public consciousness and adaptation to the challenges of the times. Let's look at some key predictions for this process.

#### **1. Strengthening globalization transnational movements:**

Forecast: In the future, civil society will increasingly focus on global issues such as climate change, migration, human rights and inequality. Moral values will develop in the context of global interaction and solidarity.

Reasons: In the context of globalization, the interdependence of countries and peoples is growing, which leads to the creation of more inclusive and universal moral guidelines. Social networks and international organizations increase the exchange of ideas and experiences, contributing to the formation of a common understanding of moral norms.

Prospects: An increase in the number of transnational social movements is expected, such as environmental initiatives, women's and migrants' rights movements, as well as the protection of the rights of indigenous peoples. These movements will strive to develop universal moral standards oriented towards humanity, human rights and sustainable development.

#### **2. Digitalization and Changing Ethical Standards**

Forecast: The development of technology and digitalization will continue to influence moral values, leading to the emergence of new ethical norms related to the protection of personal data, responsible use of technology, digital law and virtual reality.

Causes: Modern technologies such as artificial intelligence, big data, block chain give rise to new moral dilemmas such as privacy protection, cyber threats and digital inequality.

Prospects: In the future, new ethical standards for the digital society will emerge, such as rules for ensuring the transparency of algorithms, privacy protection and free access to information. There is also a possibility of increas-

ing influence of global corporations in matters of internet and digital technology regulation, which may require the adoption of ethical norms at the international level.

### **3. Strengthening activism and expanding citizen participation in politics.**

- Forecast: Citizens will increasingly participate in political processes through new forms of activism, including online petitions, boycotts, street protests and other forms of expression. These impact moral values such as the right to freedom of expression, participation in decision-making and equality.

- Causes: Digitalization and social media create new channels for expressing opinions and interacting with authorities. Activism is becoming more accessible and effective, allowing citizens to influence political decisions and the fight for social justice.

- Prospects: In the future, political institutions forced to adapt to new forms of civic participation, recognizing the importance of public opinion in the decision-making process. Activism can further develop the values of democracy, justice and social equality.

### **Rethinking Moral Standards in the Context of Environmental Threat**

- Forecast: In the context of an environmental crisis, moral guidelines will shift towards sustainable development, care for nature and ecosystems, and social responsibility for future generations.

- Causes: Global environmental challenges such as climate change, pollution, and loss of biodiversity require a change in society's attitude toward nature and resources.

- Prospects: In the future, moral guidelines increasingly linked to the concept of eco-social responsibility. New ethical standards will likely emerge that emphasize the importance of protecting the environment, transitioning to sustainable practices and technologies, and forming a consumer culture focused on thrift and minimizing harm to ecosystems.

### **5. Changes in moral values regarding human rights and social equality**

- Forecast: With the increase in global migration flows and cultural diversity, moral values will evolve towards greater respect for human rights, equality and inclusion.

- Causes: The culture of diversity, increased migration and interaction between different ethnic and social groups require a reconsideration of traditional norms and the creation of inclusive societies where the rights of each person are respected.

- Prospects: New moral values are expected to develop that support inclusion, minority rights, equal opportunities and the protection of migrants' rights. It will be important to take into account cultural diversity and respect for different traditions, while upholding the justice and human rights general principles.

### **6. Deglobalization, rise of nationalism:**

- Forecast: In some countries, there may be a counter-reaction to globalization and the development of nationalist movements, which will affect the development of moral values focused on patriotism, sovereignty and national identity.

- Causes: In response to the challenges of globalization, such as economic inequality and the loss of national cultures, movements advocating a return to national values and traditions are gaining strength.

- Prospects: In the future, there may be a partial retreat from universal moral values in favor of local moral guidelines oriented towards the protection of national interests, the values of traditional societies and the preservation of cultural identity, especially in the East. This may lead to new moral dilemmas related to the rights of minorities and the attitude towards migrants.

Civil society and its moral guidelines development Forecasts in future demonstrate a dynamic and multifaceted process, where technology, globalization, environmental and social challenges will continue to shape new moral standards [11, p. 24–26]. It is important to note that the transformation of civil society will depend not only on external factors, but also on the ability of individuals and social movements to adapt to new conditions, rethink values and develop effective mechanisms for solving modern moral dilemmas.

### **The Importance of Moral Values for the Stabilization and Development of Modern Society**

Moral values play a key role in maintaining stability and developing modern society, as they are the basis of social cohesion, maintaining law and order, justice and mutual understanding between different social groups. In the context of rapidly changing world, globalization, digitalization and social transformations, moral guidelines are becoming the most important factor that helps societies adapt to new challenges and maintain social harmony. Let's consider several key aspects in which moral values contribute to the stability and development of society.

#### **1. Stability of social relations**

Moral values provide the basis for stable interpersonal and social relations. They regulate people's behavior, setting standards of honesty, responsibility, respect, and fairness. These values create trust between citizens, which is a prerequisite for the normal functioning of social institutions and effective interaction in society. For example, values such as respect for the rights and freedoms of others help prevent conflicts and violence.

- Example: In countries with a high level of trust between citizens, the justice system and social security function more effectively, and conditions created for long-term sustainable development of the economy and social sphere.

## 2. Social solidarity and cohesion

Moral values promote social solidarity by helping to unite people from different social, ethnic and cultural groups within a single society. Values such as justice, equality and respect help overcome social inequality and create conditions for harmonious coexistence of people with different worldviews and interests.

- Example: During economic or political crises, it is important for society to maintain moral guidelines that support solidarity between citizens, such as the values of mutual assistance and support, which helps to overcome difficulties and recover from the crisis.

## 3. Moral Values as the Basis of Legal Order

Moral values underlie legal systems, creating the conditions for the formation of fair and humane laws. Many laws regulating the rights and obligations of citizens based on moral principles, such as the protection of life, liberty and property, equality before the law and the protection of minority rights.

- Example: Human rights principles, such as the inviolability of personal liberty and the right to a fair trial, are a reflection of fundamental moral values and become the basis for stable legal systems in democratic countries.

## 4. Innovation and Development through Moral Responsibility

Moral values, such as responsibility and duty to future generations, play an important role in stimulating innovative and sustainable development.

It is important that new technologies, scientific discoveries and economic strategies not only bring profit, but also take into account moral and ethical standards related to the preservation of the environment, social welfare and human rights.

- Example: In today's world, sustainable development and ethical business practices based on the principles of social responsibility and respect for nature are becoming increasingly important for the successful and long-term growth of enterprises and economies.

## 5. Moral Values as a Means of Conflict Resolution

Moral guidelines help societies resolve conflicts peacefully, through dialogue and negotiations, based on respect for the rights and interests of all parties. In the context of globalization and cultural diversity, moral values such as tolerance, respect and empathy play an important role in reducing violence and in resolving interethnic and interreligious conflicts.

- Example: Moral values such as reconciliation and forgiveness actively used in post-conflict processes, for example, in countries that have experienced civil wars, where the restoration of peace is impossible without respect for moral norms and the rights of all groups of the population.

## 6. Moral Values in Upbringing and Education

Moral values play a crucial role in raising a new generation [12, p. 93–100]. They help to develop in young people the basic principles of moral behavior, respect for society and its norms, readiness for social participation and responsibility. Educational institutions that based on moral values shape the future of society, capable of maintaining stability and moving forward.

- Example: Schools and universities that actively introduce the values of humanism, respect for human rights, tolerance and justice help prepare citizens ready for constructive participation in public life and maintaining stability in society.

## 7. Preservation of cultural heritage and identity

Moral values play important place in preserving identity and cultural heritage, help to preserve important traditions and customs that can serve as a basis for understanding and respect for history, culture and art.

- Example: In societies where traditions and cultural heritage are valued, people have a strong sense of belonging and identity, which helps to strengthen national stability and civil society.

Moral values are an integral part of the social foundation that supports and develops modern society. They influence the stability of social relations, strengthen the rule of law, promote social solidarity and help society adapt to new challenges. In the context of global changes such as digitalization, migration, social inequality and environmental crises, the preservation and development of moral values will play an important role in ensuring society sustainable development and prosperity.

## The importance of further research in the field of civil society transformation and ethics

Transformation of civil society and changes in moral values are continuous and interconnected processes that occur in response to global challenges. In the context of rapid development of digital technologies, globalization and multi-faceted social changes, it is crucial to understand how moral guidelines are adapting and what this means for the future of society.

Further research in this area will not only help us better understand current processes, but also develop strategies aimed at maintaining stability and harmony in a rapidly changing world. It is important that these studies not only address theoretical aspects, but also offer practical recommendations that can support moral values and civic engagement in the face of constant change.

### 1. Need to take into account new challenges

Research should take into account contemporary global challenges such as climate change, migration, inequality, rise of digital technologies and their impact on social relations. It is important to study how these challenges

affect moral values, as well as what new ethical standards should be developed in the context of these changes. Attention should be paid to issues such as the protection of personal data in a digital society, the ethics of artificial intelligence and the principles of social justice in the context of globalization.

## 2. Rethinking Traditional Moral Norms

One important topic for future research is rethinking traditional moral norms in the context of changing social realities. Moral guidelines that previously seemed immutable are being reconsidered in new social and cultural contexts. Research aimed at understanding how traditional values can be adapted to new demands of the times is necessary to maintain social sustainability and coherence.

## 3. The Impact of Technology on Ethics

With the development of digital technologies and artificial intelligence, many new moral dilemmas are emerging that require scientific understanding. These include questions of the ethics of artificial intelligence, genetic modification, autonomous systems, the impact of social media on personal boundaries and moral guidelines. Future research in these areas will help societies develop approaches to the use of technology in a way that serves the benefit of humans rather than destroying their moral foundations.

## 4. Civil Society Role in Moral Evolution

Key topic for further research is civil society role in moral guidelines formation and transformation [13]. How can we stimulate citizen activity and strengthen civil initiatives aimed at solving global problems? How can we maintain ethical standards within social movements, social activism and human rights organizations? These issues require not only theoretical research, but also practical recommendations for citizens, activists, human rights defenders and government bodies.

## 5. Ethics and Sustainable Development

It is necessary to study how moral values can be used to promote the concept of sustainable development. What ethical principles should underlie future political and economic decisions to ensure the harmonious coexistence of man and nature? How can we ensure responsibility to future generations while minimizing the negative consequences of current actions? These and other issues require an integrated approach and new scientific research.

### Practical Recommendations for the Transformation of Civil Society and Moral Values

#### 1. Fostering Inclusive and Diverse Education:

Recommendation: Educational institutions should prioritize teaching moral values such as justice, equality, environmental responsibility, and digital ethics. Curricula should include lessons on social justice, the ethical implications of technology, and the importance of sustainability,

ensuring that students from all backgrounds are equipped with the tools to navigate a rapidly changing world.

Action: Schools and universities should integrate ethics-related subjects into their core curriculum and offer workshops or courses focused on the challenges of global citizenship, human rights, and the ethical use of technology.

#### 2. Encouraging Active Citizen Engagement:

Recommendation: Citizens should be encouraged to engage in activism and advocacy, utilizing digital platforms and traditional means like protests or community organizing. Governments and non-governmental organizations should support these initiatives by providing clear channels for public participation and ensuring the safety of activists.

Action: Governments can create platforms for public debate and participation in decision-making processes, allowing citizens to have a voice in matters of social, environmental, and economic importance.

#### 3. Promoting Digital Literacy and Ethics:

Recommendation: As digital technologies continue to evolve, it is essential to promote digital literacy and ethical behavior online. Educating individuals on topics such as data privacy, the responsible use of artificial intelligence, and ethical digital citizenship can help society navigate the digital world responsibly.

Action: Organizations and educational institutions should create resources, training programs, and campaigns aimed at improving digital literacy and instilling ethical standards for technology use, especially among youth and tech professionals.

#### 4. Strengthening International Collaboration on Moral Standards:

Recommendation: In a globalized world, nations should work together to establish and uphold universal ethical standards that promote human rights, sustainability, and social justice. This involves creating more robust international frameworks and agreements on issues such as climate change, digital ethics, and migration.

Action: Governments and international organizations should invest in multilateral negotiations, ensuring that global treaties and agreements align with shared ethical values. This collaboration can help standardize moral norms on a global scale, addressing challenges that transcend national borders.

#### 5. Creating Platforms for Multicultural Dialogue:

Recommendation: To bridge the gap between diverse cultural values, creating platforms for open and respectful dialogue about moral values and cultural differences is critical. This will help promote understanding and respect for different traditions while fostering a shared commitment to universal human rights and social justice.

Action: Civil society organizations and governments should establish community forums, conferences, and exchange programs where people from different backgrounds can discuss common values, share experiences, and learn from one another.

#### **6. Supporting Ethical Business Practices and Sustainable Development:**

Recommendation: Businesses should adopt ethical practices that consider the long-term impact on society and the environment. Corporate social responsibility (CSR) should be integrated into business models to ensure that companies contribute positively to social welfare, human rights, and environmental sustainability.

Action: Governments and regulatory bodies should offer incentives for businesses that follow ethical guidelines and commit to sustainable practices. Additionally, they should enforce laws that hold companies accountable for their environmental and social impact.

#### **7. Promoting Policies that Support Human Rights and Social Equality:**

Recommendation: Governments should prioritize human rights and social equality in their policies, ensuring that marginalized groups, including migrants, refugees, and ethnic minorities, are protected. This includes expanding access to healthcare, education, and legal protections for all citizens, regardless of their background.

Action: Legislators should pass policies that specifically target issues of inequality and discrimination, such as equal pay, anti-discrimination laws, and protections for vulnerable populations.

#### **8. Supporting the Development of Ethical Technology:**

Recommendation: Research and development in emerging technologies like artificial intelligence, block chain, and biotechnology should prioritize ethical standards. This involves ensuring that these technologies are developed and implemented in ways that protect privacy, promote fairness, and minimize harm to individuals and society.

Action: Governments and international organizations should create ethical guidelines for the development and deployment of new technologies, fostering collaboration between technologists, ethicists, and policymakers to develop responsible, transparent, and accountable systems.

#### **9. Addressing the Environmental Crisis through Moral Responsibility:**

Recommendation: As climate change and environmental degradation continue to threaten the planet, societies must adopt eco-social responsibility as a guiding moral value. Governments, businesses, and individuals should work together to adopt sustainable practices that minimize environmental harm.

Action: Public awareness campaigns, incentivizing green technologies, and adopting carbon-neutral policies

can help drive the shift toward sustainability. Governments should also invest in renewable energy, eco-friendly infrastructure, and promote the concept of a circular economy.

#### **10. Adapting Traditional Moral Norms to Contemporary Realities:**

Recommendation: As societies evolve, it is important to reassess traditional moral norms to ensure they align with modern challenges. This involves questioning outdated norms that may no longer serve societal needs and adjusting them to better reflect current social, cultural, and ethical concerns.

Action: Scholars, religious leaders, and community activists should engage in discussions about the relevance of traditional moral values and consider how these values can be adapted or reinterpreted to meet the needs of contemporary society.

By implementing these practical recommendations, individuals, communities, organizations, and governments can contribute to the evolution of civil society and the development of moral values that are responsive to the challenges of a rapidly changing world. Through collective effort, societies can create a more ethical, inclusive, and sustainable future.

#### **Conclusion**

Overall, the study of the transformation of civil society and moral values is an important and multifaceted process that will have a significant impact on the future of all humanity. In the context of rapid and large-scale changes in politics, economics, culture and technology, (using even Nero technology) it is important to continue research in this area in order to develop optimal moral guidelines that promote social stability, justice and sustainable development. Only through a meaningful and responsible interaction of theory and practice can we create a society in which citizens will actively participate in its development, while adhering to high ethical standards.

Social and political movements are at the forefront of addressing the moral dilemmas of our time, seeking to transform traditional norms in light of emerging issues like human rights, environmental sustainability, social justice, and the digital world. These movements challenge established moral frameworks and advocate for more inclusive, global, and sustainable ethical standards.

The study of moral values and civil society is crucial in the face of rapid social, political, and technological changes. As societies adapt to new realities, it is important to develop ethical frameworks that promote justice, equality, and sustainability. By continuing research and dialogue, we can ensure that moral values remain relevant and effective in fostering a just, stable, and prosperous world for future generations.

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