

UDC: 1

Peculiarities of cross-cultural values research

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Cross-cultural analysts examined over 300 cultures and 700 different cultural objects collected from ethnographic research. Learning another culture, people go through value interaction, which is "a constant process of production and reproduction of the values of a certain socio-cultural system". The main features in the study of cross-cultural values and value orientations found their development in modern anthropology, sociology, psychology and cultural studies.

Keywords: culture, cross-cultural studies, values

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