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Abstract

This article provides information about the importance and history of individualism formed in the West. It also analyzes the conclusions about the functions and role of the universal family institution. Views on the penetration of individualism into the East and its impact on values in the process of today's globalization are studied. Analytical materials are also presented on the fact that individualism and egoism are completely different concepts.

Keywords: individualism, family institution, family relations, Eastern philosophy, Western philosophy.

Introduction

The institution of family and family relations in Eastern and Western societies have been developing gradually for several thousand years. In this regard, many factors have influenced the development of society and the implementation of values. One of such factors is social individualism. What is the general and specific impact of individualism on the modern status of the institution of family in the West? Is the social individualism that is entering today's Eastern society relevant? This article provides a comprehensive assessment and analysis of such issues.

It can be said that when we say the West, we think of the United States on the one hand and European countries on the other. We can learn how family relations are developing in these countries through the scientific conclusions and views of several historical figures. In this regard, it is important, first of all, to analyze the views of the oldest Western thinkers on family relations. In the philosophical and pedagogical views of the ancient Greek philosopher Socrates, the expected goal of family education is to achieve knowledge of a person, to make him highly moral. In his teachings, he defines the concepts of courage, wisdom, temperance, and justice. According to Socrates, courage is the overcoming of fear, wisdom is the observance of the laws of society, temperance is the restraint of one's emotions, and justice is the teaching of ways to do good. According to Socrates' teachings, a person must first of all master the general standards of morality, the qualities that are sacred to man. Another philosopher, Plato, also presented several conclusions regarding the formation of values in the family. According to him, the family is a social phenomenon. In later periods, Thomas Aquinas, Rene Descartes, Benedict Spinoza, Immanuel Kant, Hegel, Karl Marx, Friedrich Engels, August Comte and other prominent philosophers and scientists have also made critical conclusions about the family and family relations in society.

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We know that the family is an important part of society, which performs several functions, which are:

- The reproductive function of the family;
- The educational function of the family;
- The economic function of the family;
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- The communicative function of the family;
- The social control function of the family;
- The recreational function of the family;
- The sexual education function of the family;
- The regulatory function of the family;
- The relaxation function of the family;
- The emotional function of the family;
- The felicitological function of the family¹;

In analyzing the functions of the family, it can be said that the family is an important mechanism for solving many problems in society. In particular, the question of what the essence of individualism is, which is becoming popular in the West, and especially in the East, affecting the educational and communicative functions of the family, is also a topical issue. The doctrine of individualism was first put forward by English philosophers, the purpose of which was to reduce the pressure of society on the individual. According to the scientist Adam Smith, who coined this term, a person who thinks about his own interests can bring more benefit to society than a person who consciously realizes his desire to bring good to society. Scientists who are supporters of socialism have been comparing individualism with egoism.

In their opinion, individualism begins to form in childhood. In society, we can increasingly see families consisting of two adults and a child or one adult child. This is a nuclear type of family. If earlier a traditional family lived together for several generations and was considered a household, today nuclear families instill in children the principles of independent life. In this case, parents expect that after adulthood, the child will stop living with them and begin to manage a separate household. There is also nothing shameful in the expectation of minimal communication with relatives. Raising an independent child, parents in every possible way encourage the desire to earn extra money, and pocket money is considered the property of the child alone. The Western system has also contributed to the development of individualism. In modern society, there is no provision for guardianship of the new generation, so it is necessary to develop independence and adaptability in the child. The main focus of modern youth is not on establishing long-term relationships, but on achieving set goals. In society, it seems more natural for an individual to openly express himself and then defend him from the opinion of the crowd. It is worth noting that highly qualified specialists are increasingly inclined to individualism.

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Individualism in psychology. As mentioned above, individualism means that a person is focused on his own needs and goals. Psychologist Harry Triandis proposed to define such a person by calling him idiotcentric. Such individuals adhere to individualistic views and strive for self-improvement, putting their own beliefs first. When conflict situations arise, such people do not seek to avoid them, but defend their own beliefs.

Even if a person with such views works in a team, he leaves all team goals in the background. However, when working alone, individualists can show very good results.

Personal space is very important for individualists, and they do not allow anyone to violate it. Such individuals themselves treat other people's boundaries very responsibly and respectfully, not allowing anyone to cross the permissible line.

Relationships built according to this worldview contain fewer prohibitions. For example, today in society it can be seen when a child is given maximum freedom to show initiative, activity and creative abilities. Pressure from authorities and society is not a problem for many modern parents, so they continue to adhere to this worldview, living in harmony with themselves and other family members.

The difference between egoism and individualism. In everyday life, many people often confuse egoism with individualism. In public opinion, there can be mass morality and individual morality in the world. However, the morality of the individual is perceived as selfishness, and the morality of society forces many to perform altruistic actions. Such a situation leads to irreparable harm to the individual. However, in individualism there is also a place for altruism, since a person can voluntarily exalt not his own interests, but the interests of someone else.

If at first glance individualism and egoism seem similar, then it is enough to dig a little deeper. Egoism is a life position of a person who puts his own interests above all else and can harm another in order to achieve his goal. Individualism means defending his own worldview, but at the same time not touching and respecting the feelings of others. Selfish behavior is directly related to infantilism. A person behaves like a baby, perceives everyone around him as a mother who is obliged to give him affection. Of course, the behavior of the people around you does not always correspond to the views of the egoist, so in this case a person begins to demand what he wants, using the available means of influence.

The Eastern world refers to countries in Asia and the Middle East, while the Western world refers to countries in North and South America, Europe, Australia, and New Zealand. There are vast differences between the East and the West in education, work, family, and social relationships, and the following article explains these differences. The cultural differences between the East and the West are mainly reflected in people's behavior and attitudes and are grouped around two concepts: individualism and collectivism. The first term refers to the independence and advancement of the individual, while collectivism refers to individuals who cannot act independently outside of a social group. In the West, individual culture prevails, while in the East, collective culture prevails. This is reflected in society, in the workplace, in the family, and in relationships. In the West, the achievements of an individual who has worked on himself and improved himself are superior to those of the team, a mature person can constantly talk about his successes, which in the East is considered boasting and selfishness.

In the East, family and society are considered more important than the individual, and even a successful person who has lost confidence in himself does not show his abilities to the fullest and does not strive to distinguish himself. This can be attributed to humility, but the work of one person should not be a weapon for others. As for the family, in Eastern culture this concept is highly respected, and when children grow up, they cannot even think of leaving home and building an independent life. This behavior is especially strongly criticized by the elderly, because they need someone to look after them and keep them informed. In the West, this issue is not considered a family obligation, parents and other elderly family members do not feel the need to lock young people at home. In the West, the feeling of love is taken much more seriously, people spend years searching for the perfect partner who is completely compatible with them, because the main factor in choosing a partner is that the second person with whom they can connect their fate in the world should have the same potential, similar interests and hobbies as them. In the East, it is the complete opposite: family relationships are established with people found or recommended by close family acquaintances and friends, and two people are obliged to continue this "agreement-based" relationship for the rest of their lives, even if everything comes to a standstill. The candidate for a bride or groom must also like the family members and meet their requirements.

In the West, all attention is paid to revealing personal achievements and existing abilities. Students are encouraged to care only about themselves, to study diligently, to ask thought-provoking questions in class, and most importantly, to be interested in their chosen field. Students are not just digesting the lecture being read but are also given the opportunity to enrich it with new information and research. However, in the East, the emphasis is on each student achieving equal academic success and completing the difficult tasks assigned to them. Discipline is paramount in all educational institutions, and not the student who fails to master the lesson, but the student who does not follow the established rules, is made the target of warnings and insults.

Conclusion

In conclusion, individualism was studied by scientists in the West in the second half of the 19th century and was introduced into society. As a result, it completely changed the family and marriage relations that had been formed over the centuries. It is worrying that the spread of individualism to the East in the process of today's globalization may repeat the process that took place in history. At this point, it is inappropriate to consider individualism as an expression of only negative factors. On the contrary, it is better to use it productively, to assess the individual in the development of education and technology. However, it is clear that its impact on the most important link in society - the family - does not always give good results. Because the family is a community, it plays an important role in the formation of common goals and the comprehensive development of the next generation. If it puts the interests of certain individuals at the center, it can also lead to changes in universal human values in the family, such as solidarity, trust, mutual love, loyalty, self-sacrifice. At the same time, it is important to study the possibility of forming a child's ego in the family through individualism, increasing his self-



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esteem. After all, personal space is very important for individualism, and they will not allow anyone to violate it. Such individuals themselves are very responsible and respectful towards the boundaries of other people, and do not allow the permitted line to be crossed.

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