

## Values

"Values are global beliefs that guide actions and judgement across ~~many~~ a variety of situations"

→ "Values are specific mode of conduct or end state of existence is personal or socially preferable to an opposite or converse mode of conduct or end-state of existence"

→ "Value are constellation of likes, dislike viewpoints, inner inclinations, rational and irrational judgment, prejudices, and association pattern that determine a person's view of the world"

## Nature of value

- 1) Culture's Integral part:
- 2) Learned phenomenon
- 3) Taught
- 4) Social Phenomenon
- 5) Reward for acceptable value