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Introduction. In modern society, moral values play a crucial role. Among them, altruism is recognized as a concept that expresses people's kindness, willingness to help, and selfless behavior in social relations. Altruism is characterized by an individual's understanding of social responsibility, renunciation of personal interests, and striving to meet the needs of others. This article examines the role of altruism as a value and virtue, its significance in society and personal life, and the process of its formation and development in education.

Abstract. This article explores the essence of the concept of altruism and its manifestation as a human value and virtue. Furthermore, it discusses the impact of altruism on social relations and methods of fostering it in the educational process. The study aims to explain the role of altruism in personal development and societal progress.

Keywords. Altruism, moral values, virtue, humanism, social responsibility, education, society.

ALTRUISM AS A VALUE

Altruism as a value is closely related to concepts such as humanity, compassion, and generosity. Throughout human history, altruistic values have played an important role in social development. These values are not only crucial in personal life but also in ensuring the well-being of society as a whole. Ancient religions and philosophical teachings have considered altruism as an essential element of human perfection. Additionally, altruistic values have been embedded in various national cultures.[1]

The manifestation of altruism as a value is an inherent part of human nature. People establish strong social connections through mutual assistance and support. For example, parents' selfless love for their children in families and volunteer activities in society are vivid examples of altruistic values.

ALTRUISM AS A VIRTUE

Altruism as a human virtue encompasses characteristics such as self-sacrifice, willingness to help, and selfless kindness.[2] Altruistic individuals set a positive example in society, inspiring others to engage in noble actions. Psychological studies have proven that altruism positively affects human happiness and mental well-being.

As a virtue, altruism is a significant aspect of personal development, contributing to an individual's moral maturity. Many historical figures have stood out for their altruistic virtues. Leaders such as Mahatma Gandhi and Albert Schweitzer dedicated their lives to helping others. Even today, altruistic virtues are highly valued and contribute to mutual respect in society.[3]

ALTRUISM IN SOCIETY AND EDUCATION

Developing altruism in the educational process is crucial for societal progress. Educating students based on altruistic values in schools and higher education institutions positively influences their future social activity. The promotion of altruism in education should be carried out through humanitarian lessons, social projects, and volunteer activities.[5]

Instilling the concept of altruism in students at schools contributes to their moral development. For example, involving students in group work, designing projects to support disabled children or the elderly, and organizing volunteer services help foster altruistic virtues.[6]

By developing altruistic values in educational institutions, it is possible to create a humane society. Various international organizations implement social projects aimed at educating the younger generation in the spirit of kindness and humanism.[4]

CONCLUSION

Altruism plays a crucial role in societal progress and the consolidation of human values. It enhances people's compassion for one another and strengthens social unity. Additionally, altruistic virtues positively influence personal growth. Therefore, promoting altruism through the education system remains a vital task.

The role of altruism as both a value and virtue in society is invaluable. This concept enhances social solidarity and contributes to societal stability. Promoting altruism across all layers of society helps improve the quality of human life.

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