



DOI: **10.5958/2249-7137.2021.00935.6**

THE SOCIAL NORM IN THE CONDITION OF GLOBALIZATION

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ABSTRACT

In this article, the concepts of social norms, values and social institutions that cause the individual to be a deviant-minded or educated person have been studied and their attachment to them and the resulting form of behavior have been analyzed. At the same time, pluralism is spreading as a new format of sociality, where in the conditions of a variety of positions and opinions, everyone has the right to set their own priorities. The usual social groups are changing — the old ones lose their meaning and content, and the new ones are replacing them. Social institutions are in a crisis situation. If earlier the institutional and organizational format of social reality prevailed, then the network model of public organization seems to be the most relevant in the context of globalization. A person lives by striving for events-something that is dear to him, and when two situations that are dear to him contradict each other, he strives, depending on what is of paramount importance to him.

KEYWORDS: *Social Norm, Value, Social Institution, Deviant Behavior, Crime, Suicide, Drug Addiction, Alcoholism.*

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