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Nature as a value promoted among adults

“Values are foundation which not only decide about life,
but also defines the lines of conduct and strategies which build life in society.
It cannot separate personal and social values”

Jan Paweł II

Values play a huge role in the human life and all of its aspects, because even the smallest human activities have source in regard of the fundamental things. Values of our lives are multidimensional and have many categories. The world of values is an important part of the culture in which people live, with reality being a reference point. Values stimulate and shape awareness; motivate to activity; determine objectives of the actions, integrate people and merge the society; stimulate, orient and stabilize development (Dyczewski, 2001). People live in a world of values which are part of their personality and surround them, but our personal attitudes towards values varies. This is one of the fundamental problems of human existence, which evolves throughout history and cultures.

Values are dealt with by different areas of science, therefore, they are defined in many ways. Philosophy may serve as an example. According to it, “a value is something that is valuable, and more precisely, that is worth something in the attributes of the entity data”. In terms of psychology the definitions are closer to man, more understandable and useful. Milton Rokeach – theoretician and practitioner in the field of values - defines value as “a persistent belief that the conduct or the ultimate goal of life is individually and socially more attractive than other ways of behaving and other life goals” (Lipiec, 2001). The most practical statement is: “values are the norms and the rules of conduct, which enable human development and let him achieve satisfaction in life” (Dziewięcki, 1998). Thus, the definition of value is not easy to state. It is generally accepted that the concept of value is the primary category of axiology (the science of values), and according to Łobocki (1993) that means “all that is considered important, valuable and desirable for the individual and society is combined with positive experiences and is also the goal of human desires”. Everything that is an object resulting from the needs hopes and aspirations of man, which is the object of his desire can be called value. All three components are found in them, just like in the attitudes: cognitive, emotional and

impulsive. Values provide mainly an incentive for action, as people want to achieve them. They become the basis of norms and arouse emotions. They generate and select ways of behaviour. People know what they want to achieve, they are hoping for it, become angry, sad and they also enjoy. They wonder what they aspire to is socially approved, as well as make various efforts to achieve a certain value.

A person as a rational and conscious being is striving for specific values, which include and regulate all dimensions of life. They refer to physical, mental, spiritual and social spheres. They provide criteria for attitudes and decisions in all of those spheres which enable integral development and the realization of people's aspirations in life. Values define our attitudes towards people and things thus they interfere with emotional states and affect self-esteem.

Tomaszewski (1984) writes that "values are implemented so that an individual can achieve "the fullness of existence", "physical and psychological well-being". The value becomes what is needed for human life, physical comfort and mental health, development of activity, a sense of "being needed and happy". This is also everything that defines human identity and place in the surrounding world". Values are a factor in shaping human personality. Exploration and pursuit of values makes human existence better. Living by values makes life good and reasonable. They regulate social life, affecting relationships between people, as well as between people and the environment. They are an important part of culture, which is their co-creator defining their character, influencing the direction of development. Life without values is impossible because they are the criteria for making all decisions.

We primarily follow the values we learn at home, but we should talk about them and put them into practice also in kindergarten and in school. Koźmińska and Olszewska (2007) argue that schools teach us construction of arthropods and do not teach how to be a decent human being, make the right choices and build good relationships with people. There is something significantly distinguishing teaching values from education in other fields: the most important element of this study is an example of adults. What appeals to young people and children the most is not theory, but the behaviour of parents and teachers, their system of values in action. We have to be very attentive to make the values practiced by us in our daily lives, which young people see and infallibly interpret, consistent with those we preach.

One might ask whether a world without moral values would work normally and if life could have turned out without hindrance? The increasingly acute shortage of values in society can be noticed. There are more and more violations of moral norms in the contemporary world and social acquiescence of such behaviour at the same time. Betrayals and divorces, corruption, theft, violence, addictions, drug trafficking, promiscuity, etc. They are frequent topics in the media and subject of discussions at home. Some people speak about relativism of values and chaos in the sphere of values. It is difficult for children to figure out what is good and what is bad, as even adults lose themselves in that.

The only completely effective way to control a human is self-control. Only a strong internal system of moral values is capable of persuading a person to act morally in all circumstances. Therefore, you should propagate and teach moral values from the earliest years, because a lack of them constitute a threat to the world. They uphold life and its quality. They are needed not only in social dimension: they bring unquestionable personal benefits to those who practice them. They:

- give life a meaning, which is the source of our happiness and self-fulfillment,
- build relations with people and are an important part of good interpersonal communication,
- facilitate making the right decisions and facilitate achieving success,
- prevent immoral behaviour,
- protect from external demoralizing influences,
- build harmony in life (Kozłowska, Olszewska, 2007).

Moral values lead us to behaviours which are good for everyone and does not hurt anyone.

One of the values that occur in human life is nature. It constitute the biological, contemplative, social, political and economic value for people. These values correspond to the fields of the human relationships with nature: symbiosis, work, contemplation (Ślipko, 1988).

It is really hard to determine its place in the hierarchy of values of a certain person. Many people say that they appreciate nature and what it entails, but is it enough to put it higher than career, money or even friendship? In the age of technological progress, rapid development and modernization one may be tempted to separate such place for the nature-ecological values. Consideration of such values in the current reality is justified by dominance of technical achievements which detach people from their natural environment and also create threats through their actions.

People break laws of nature since their very first days on this planet. Equipped with reason and free will they transform the world around them and change themselves as well. People have to make choices imposed by the force of social, technical and scientific progress. They want to have authority over the world and impact on reality. They ignore the nature (Potyrała, Kornaś, 2013).

Under the presence of contaminants devastating wildlife and posing threat to the survival of many species of plants, fungi, animals and other organisms which play significant roles in the functioning of various ecosystems, treating environment as a cherished object becomes a necessity. Measures to support the nature must be therefore considered as an anti-values of action that destroy it. One should cherish all the elements (subjects) which co-create animate and inanimate nature, and also all activities for its protection, support, prevention of its destruction and pollution. These values are effectuated by the messages and experiences, which are widely understood socialization.

The most significant effects of socialization are those occurring in the early stages of life, which are the task of parents, grandparents and other family members. Socialization must be continued throughout a person's life. It should rely on promoting natural values. This task is given primarily to adults, so that young people and children would be able to appreciate what is most important.

Active roles in promoting environmental protection require the investment of considerable finance. Poland, as a member of the European Union has the opportunity to use Community funds, which added to national funds provide big opportunities of action. Thanks to the activities of various institutions and non-governmental organizations there are numerous ongoing projects related to conservation of nature, preservation and enrichment of biodiversity, or environmental education, and still new ones are created. So what actions are being taken to enhance the "value" of nature? Looking at the activities of adults, there are noteworthy projects, such as:

- festivals: e.g. derenia in Baletaszyce, garden festival, apple festival,
- creation of Natural Museums, natural monuments, nature reserves and parks,
- organization of: World Day of Water, Day Forest, Days of Biodiversity, the World Day of Environmental Protection, Open-Air Painting, Open Air Photography which show the beauty and uniqueness of nature, and also Day of Fauna, Flora and Natural Habitats, the European Car Free Day, Day of the Sea, the World Birds Day, European Day of Protest Against GMO and many others,
- organization of competitions and events promoting nature not only among children but also among adults,
- participation in community service, for example afforestation and floweriness of green areas, care for gardens, animal feeding provided even by Forest Service and Hunting clubs, afforestation, lawn care, design of flowerbeds, organization of parks and every works on behalf of protecting nature which shows how nature is important for us and how valuable is it,
- organisation of trips of Kielce and other cities on trails covering most important natural urban places - nature which reveals a value of variety of biotic and abiotic nature,
- participation in research in the field,
- publishing nature journals, for example: Aura, Focus, Animal land, Flowerbed, gardening and any other articles about changes in environment published in daily press,
- science education of adults - the aims of this education is to increase knowledge of proper waste management and prevention of its production, selective waste collection and recycling, as trash is an anti-value in relation to nature,
- efficient management of such organizations as: Nature Conservation League, Polish Ecological Club, Green Federation, Society of Conservation of Nature 'Salamander',

- organizing programs, projects, workshops, actions, competitions and many other undertakings.

Our lives are a process of realization of values. People are free to choose them on their own. They choose what is most important and valuable for them, what is worth sacrificing, what will be their goal. A person's own value system impacts on their personality and adds meaning to their existence. By forming a proper system of values, a person takes a step in the direction of being a better human being. During evaluation of one's own value system a person should renounce superficial values and turn to higher values. One of them is nature. There is a huge interest in a variety of nature-related issues. In spite of the present situation of the world and human influence on environment, nature is still an important value for all people.

There is a number of activities which give opportunity to expose the unparalleled treasure of nature. This promotion is related to: ecology, environmental protection, morphology of the terrain, flora, fauna, water relations and climatic conditions. In recent years or even months, we can see clear progress in this area and an increase in environmental awareness of adults. All activities which aimed at keeping natural beauty of the environment show that nature could be a value on its own.

Environmental protection at the local and global dimension is becoming a sphere of human action and activity which is connected with European construction - integration which was created as a result of necessity for common management of cultural and natural heritage. These issues started to be more important because of knowledge and community sensitivity to ecological concerns in the context of progressive degradation of environment.

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Abstract

Nature is an integral part of every human life and is valuable to them. Every human being has influence on their development and because of that the protection of people is one of the most important priorities of environmental development. Nature as a value was appreciated by economy, politics, development and popularized in education. The value of nature in life is becoming more and more conscious. People more often undertake environmental activities, which is the best expression of efficiency of promotion of nature among adults.

Key words: nature, values, people

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