

УДК: 37.01

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**KINDNESS IS A SPRING OF PRAGMATIC, NOBLE HEURISTIC
KNOWLEDGE OF SOCIO-ECONOMIC PHENOMENA IN THE
WORLD AND MODERNITY**

Abstract: The article highlights important aspects of human kindness. Kindness has always been considered one of the most valuable qualities. Only a strong-minded person can do good deeds without expecting to receive anything in return. For him, kindness is a natural quality inherent in his nature. Those who only try to look kind, as a rule, are not fully so. Anyone can become kinder, but for this you will have to work hard on developing spirituality and positive thinking.

Key words: kindness, person, personality, society, ethnos disinterestedness, benevolence.

Introduction

Everyone understands the meaning of the word "kindness". But even an educated person is likely to get confused if you ask him to formulate in comprehensive words what kindness is. Therefore, today we will talk in detail about what it is, how it manifests itself and by what signs it can be determined, as well as find out how to become kinder [1].

Kindness is a positive quality expressed in a benevolent attitude towards people and all living beings in general. An important feature of this quality is that such an attitude is selfless, based on sincere feelings, and not on the desire to benefit or demonstrate oneself from the best side. Simply put, kindness is when you do good for the sake of good, without having any other motives at all.

Kindness can manifest itself in such forms as: caring for someone; attentive attitude; the ability to sincerely sympathize; selfless help on their own initiative; benevolence towards all living beings; mercy.

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Materials and methods. This includes empirical methods such as: scientific fact, modeling, observation, experiment; as well as methods of theoretical knowledge such as: analysis, synthesis, abstraction, induction, deduction, hypothesis, formalization, historical method, logistic method, scientific foresight. The research materials are: scientific facts, the results of previous surveys, experiments and tests; means of abstracting, idealizing, rationalizing and materializing scientific imagination.

The first thing we encounter from birth is maternal kindness. We remember this feeling and throughout our lives we need to experience the kindness of loved ones and show it to those who are nearby, in the community with us. But circumstances do not always allow for kind and sincere relationships, even between close people, communities and ethnic groups. Therefore, the attitude towards kindness changes over time, and not everyone, it is not always possible to keep this grateful quality in themselves.

A kind person can be recognized by such signs as: attentiveness and responsiveness towards all people; politeness and good manners; tolerance; selflessness; lack of tendency to negative emotions; calm attitude to constructive criticism of one's own address; ability to listen to any interlocutor; lack of bias

and a tendency to divide people into "friends" and "strangers" or "good" and "bad"; the ability to defend one's beliefs even in the face of danger; independence from other people's opinions.

The range of human kindness is limitless, and examples can be given endlessly. Let's consider some of the most obvious manifestations such as: volunteering and charity; assistance to seriously ill people; assistance to refugees affected by unfair wars, the hardships of drought and famine; assistance to stray and homeless animals; care for the environment; kindness in communication; help to neighbors if in need [3].

Results and discussion:

Anyone has the ability to bring both good and evil into this world. The problem is that good requires investment of effort, time and other resources, and evil often becomes a side effect of actions aimed at obtaining benefits. Being kind is most hindered by such character and personality traits as: selfishness; arrogance [7]; envy; greed; malice; resentment; inferiority complexes [6]; moral degradation; personality cult; racism; Nazism and chauvinism [2].

Kindness implies selfless care for other people. An egoist is usually "fixated" on himself, so it does not even occur to him that he can do something good for someone else. Thus, sincere kindness is peculiar only to those who have managed to cope with all these negative qualities and feelings. A person who actively works on himself and gets rid of flaws, simultaneously cultivates kindness in himself [4].

A truly kind act is considered to be one in which a person does not expect any benefit. In reality, he always gets something in return. Here are a few lines about the positive effect of kindness on the moral state of a person: a kind act brings a sense of joy; goodness multiplies exponentially; goodness always returns; kind people live longer; kind people remain beautiful in old age; kind

people are not lonely and attracts other people around them, and mostly the same kind [5]; kind people are more successful.

Benevolence helps to find mutual understanding with anyone. While an angry or envious person spends his strength fighting those whom he considers competitors, a kind and sincere person finds new partners and builds trusting relationships with them.

In order to do good deeds, no effort is needed. If kindness is inherent in a person, it manifests itself. Real goodness is not aimed at receiving gratitude, creating appearances, or atoning for guilt. Therefore, it is important to pay attention to your own actions, trying to understand how others perceive them [6].

Another important principle says: "All great things begin with small things." Simply put, big things start with small actions. If you do not have enough resources to organize a charitable foundation or build a shelter for homeless animals, this is not a reason to give up. Every day, each of us has many reasons and opportunities to perform small acts of kindness [6].

Conclusion:

Remarkable in this regard are the arguments of the famous ancient Chinese philosopher Confucius (551-479 BC), who taught: "When you go deeper and explore the principles and principles of actions, then judgments about good and evil (moral knowledge) reach the last stage of perfection. And when judgments about good and evil (moral knowledge) reach the highest degree of perfection, then desires will become pure and sincere. And when desires are pure and sincere, the heart becomes both truthful and direct. And when the heart is truthful and direct, then a person corrects himself, becomes better. And when a person corrects himself and becomes better, then order is established in the family. And when the family is in order, then the nations are well governed. And

when nations are well governed, then the whole world will live in peace and beautiful harmony" [8].

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