

Research Article

THE CONCEPT OF VALUE IN THE FIELD OF HUMANITIES AND SOCIAL SCIENCES RELATED TO THE PROTECTION OF CULTURAL HERITAGE

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ABSTRACT

As one of the basic concepts, value has different interpretations and the synonym expressions with this word are the most complicated concepts in various sciences. In the modern world of protecting cultural heritage, the issue of value protection as an important field consistent with physical protection in the field of protecting historical monuments represents the importance of recognizing value as one of the basic and fundamental concepts in this field. In this regard, recognizing different sciences related to the protection field as well as their consideration based on value is very important for achieving the basic meaning of value-related protection. Hence, this article compares the meaning of value from the viewpoint of human and social sciences in relation to protection science (psychology, sociology, philosophy, culture and ideology); the sciences which are somehow related to cultural domain and recognizing addressees, and play an important role in protecting cultural heritage. Results indicate the closeness of the meaning of value in these fields even though they have different principles. Although there are some differences in viewpoints and perceptions, a special consistency in this field may be seen. In the following, an inter-relational model between social sciences and human sciences is made considering the protection of cultural heritage in the field of value concept. The obtained results show that humans and their cultural situation are the most important factors in making a relationship between human and social sciences and protective sciences, and the concept of value is formed in relation to these 2 factors in society.

Keywords: *Value, Conservation, Psychology, Sociology, Philosophy, Culture*

INTRODUCTION

Nowadays, value has a special place in different sciences and all fields of study. Although this subject has been mainly studied in human and social sciences (psychology and sociology), it is one of the important subjects in philosophy, mysticism, culture, architecture, protection, economy and even politics, and the philosophers of different fields have studied this subject. Accordingly, value has a multi-dimensional reality and has different interpretations which are studied separately in different fields .

Value was not taken into consideration in the past, but by the emergence of the modern world and novel discussions, the concept of value became an important issue. Therefore, the issue of value in modern world is one of the thinkers' concerns in many different sciences and protecting cultural heritage is one of these fields. In the classic era, protection was based on physical protection, but in the modern world, value protection is one of the key concerns (Munos, 2005). Accordingly, one of the determinant factors of validity and importance in special subjects related to protecting cultural heritage is value and because this concept can be placed in different fields related to protection science, it has to be studied in different fields and views and until this action is not completed, a response for value in this field will not be achieved .

In this research, we have tried to review the meaning of value in different viewpoints. The concerned questions are as follows: which sciences might be related to protection science? Which criteria are effective in choosing these sciences? How is the relationship between various sciences and the protection science in terms of value? Is the concept of value different from what exists in protection science? It is worth mentioning that no comparative study has been done in different sciences related to protection

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science and this article tries to study this approach. The methodology is a theoretical-fundamental one, using logical reasoning. The analysis has been done qualitatively.

MATERIALS AND METHODS

Methodology

Literal Meaning of Value in Persian and English

In English, the words “Value” and “Significance” have been used for this concept. Accordingly, we can state their meaning in this way:

Value: 1-Price, cost, rate and significance 2-Principles, values, criteria and rules

-1 Meaning and definition (Haghshenas *et al.*, 2003)

Significance: 1- Definition, meaning 2- Importance, validity and value (Haghshenas *et al.*, 2003)

In addition to these concepts, other words like “account, quality, weight, rate, etc. are used, too. But in Persian, Value is defined as fitness, qualification, suitability, etc. (Dehkhoda, 2003).

In Moien Persian Dictionary, this word is defined as 1-value, price, cost 2-valuation, qualification and (Moein, 1996). The term “value” in Persian is the infinitive of valuableness and has these meanings: qualification, capability, appropriateness, suitability, elegance and ability (Khonarinejad, 2004). Generally, it can be said that the literal meanings of value in Persian Dictionary are very close to each other.

Values are resulted from what is called morality, and are accepted among humans in the form of an implicit agreement. Values could be updated using traditions, religions, legends and also archetypes (Falamaki, 2004). It is obvious that value in society is an equivalent of norms which could be made by traditions.

“Value” Schools of Thought

So far, there has been existing 3 schools of thought related to value: 1.subjectivism, whose followers state that valuable good means the intellectual state of intellect creatures that have perception, 2.Objectivism; its followers believe that although values must have a relationship with humans, their essence is independent. 3. Rationalism; its followers believe that the value existence assumption is based on practical intelligence.

There are substantial differences between intellectual and concrete values, instrumental and exponential values, innate and external and the final or structural values. Also, there are some differences between different kinds of value, including moral and aesthetic values (Rafipoor, 2009). In addition to subjectivism, objectivism and rationalism schools, there are other schools for studying and recognizing value. One of these schools is Existentialism (the followers of existence philosophy). They believe in a view that “there is no value in the world”. Value is created by humans and it is totally subjective (Hasani, 2004).

This attitude of values which could be the created by human is representative of the issue that in axiology, the sciences related to human are very important. Knowing humans and their cultural conditions in the society is very important in what is called value.

So, value is formed by human’s perception and we can also say that human has a special position in protection domain. Generally, values as the most basic factors have considerable roles in forming an individual’s intelligence, action and also his social life (Sarukhani, 1998).

When a large number of values exist in a relational network, they in fact show a kind of relationship, connection and transposition (Rafipoor, 2009). Therefore, sciences related to the condition of forming human relationships will play an important role in the protection domain. Consequently, the issue of value development will be formed with cultural diversity (Hideger, 1989). In this regard, sciences related to cultural and anthropology domains are very important in forming values and protecting cultural heritage.

Consequently, regarding different views and groups which encounter value, different schools are formed which are the bases of value system. The attention and identification of intellectual schools could form the societies’ view points toward value, and this study in protection domain related to cultural and anthropological domain may be very important.

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RESULTS AND DISCUSSION

Value in Different Sciences

As mentioned in the introduction, the term “value” could be studied and considered in various sciences and have many applications. It is one of the most important phenomena for human sciences researchers. Harold (1959) states: “the issue of values is one of the most important questions in our era and it might be said that it is the most important question, because it is still one of the most complicated issues we encounter” (Mohsenian, 1990).

In order to study this concept, it is better to study its origin. The term “axiology” in Greek language is used for general and theoretical study of value. This theory includes the origin of nature, the classification and place of value in our world. In these studies, morality usually refers to the study of values in human behavior, and aesthetics is used in the form of studying values in reality and in relation to beauty and art. Morality and aesthetics are the special domains of studying values (Jamshidi, 2002). Furthermore, axiology is a science about values and the term “Value Science” is sometimes used instead of that (Kelark and Reymond, 2008). In general, identifying and studying value in science is partial, because the term value is a word which has the richest, most complicated and most difficult meanings (Beyro, 1997) but this should not cause the issue to be neglected.

When the issue of protecting cultural heritage is proposed, one of the most important subjects is to study the addressees and addressee recognition, because addressees of a historical event behave it based on their attitudes and its protection is justified for them. Also, the issue of concerning addressees is one of the novel discussions in modern protection (Hazen, 2009). Accordingly, anthropology-related domains (sociology, psychology, culture and ideology) can be regarded as some basic parts in protection. Furthermore, we can refer to philosophy which is considered very important in this domain, so that we have observed the important presence of philosophy in modern protection. For example, the Critical Analyses of Alois Riegl have provided the basis of the primary cohesive basics for the theory of modern protection (Brandi, 1963). Also, based on protection movement, Riesgel classified the works according to value criterion (Adineh and Razani, 2008). These theories imply the special position of philosophy in protecting cultural heritage and its role in forming the concept of value. In chart 1, value- related sciences are shown and in this article, 5 domains related to recognizing addressees and protecting cultural heritage would be studied.

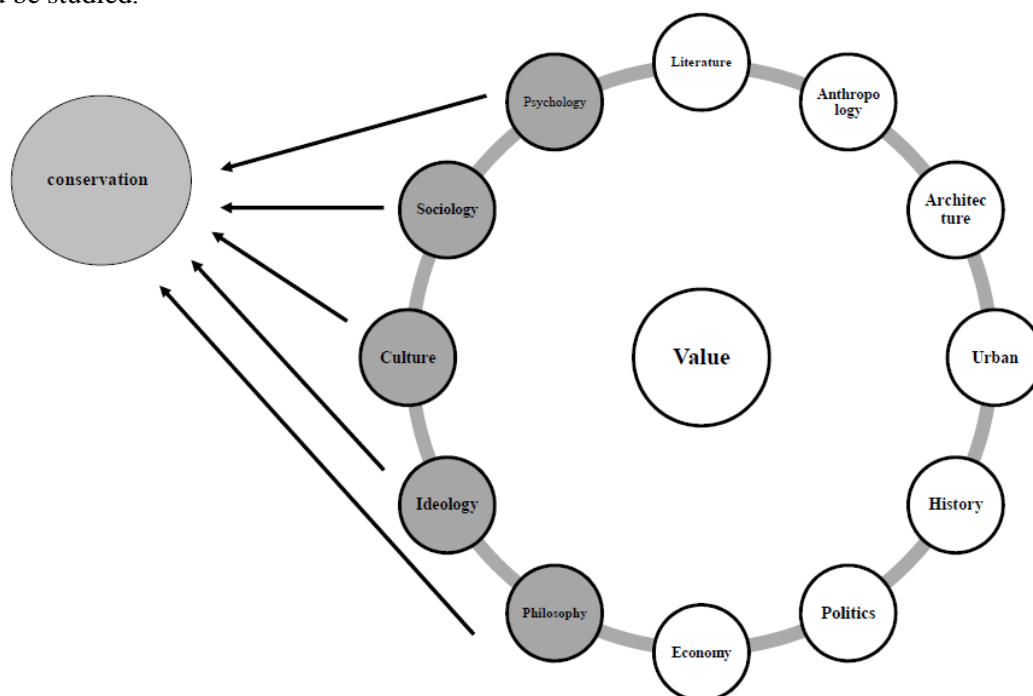


Chart 1: Different sciences in the field of value theory-making (source: Authors (source: Jan, 2000))

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The Concept of Value from the Viewpoint of Human Sciences (Psychologists)

Some psychologists have considered value as the synonym of need. This attitude is based on human needs, especially their natural ones and the system of human selection is based on this definition. Therefore, human needs and values are classified into 2 primary and secondary groups. The primary needs and values are based on human natural and basic needs while their secondary needs are based on the social manifestation of these needs in the group and society .

The theories of psychologists about value in modern world go back to 20th century. In psychology, Rokeij considers value as the persistence belief in which an individual prefers a special behavioral method rather than an ultimate method or form which is the opposite of the selected form and that form is personal or social (Sepidnameh, 2012). Hence, in psychology, value could be considered as a reaction. As value is very important in addressee recognition, we can consider it as a reactive factor toward the environment. Value is represented as the individuals' reaction and interest toward issues and events (Mohammad, 1999).

The Concept of Value from the Viewpoint of Human Sciences (Philosophy)

Historically, the axiology of an artwork has always been a preference. In philosophy, the term “axiology” means the science (recognition) of values. An artwork has a special position in philosophical hierarchy and some philosophers consider it as valuable (Plotinus) while some others valueless (Plato). Actually, not only the artwork is valuable (i.e. it has some values like beauty and commercial value), it is also a value, spontaneously (because humans consider an artwork as having values like “good work” and “true work” (Savaneh, 2010).

According to regular and logical studies, value has 2 complete different positions in philosophy and based on tradition and records, philosophers are classified into 2 general groups: those who believe in this type of studying and those who know it useless (Razavi, 2000).

Generally, we can study the viewpoints of philosophers about value in some groups. Some philosophers such as Plato and his followers believe that the reality of value coincides with its existence. That is, the degree of value's reality corresponds to its excellent existence (Aristotle, 1999,1003). In some others, value is an empirical and researchable reality.

It means that the quantity and quality of different values as well as selecting among them, or preferring some of them to others, could be the subject of scientific studies like every experiential reality.

Therefore, studying value is totally scientific and its recognition is just a scientific issue. The next group are doubters. Although doubters do not discuss value separately, their criticism includes all forms of cognition and denying human's ability to achieve them and the issue of value is included, too. The other group is made of those who consider value unrecognizable for some other reasons. This group believes that because values are just some emotional reactions toward the environment, they have no meaning and could not be studied.

Existentialists and the followers of Anglo-Saxon school whose empirical attitudes are an explanation for the value theory have many similarities. Finally, the last group includes those who consider values as secondary phenomena, which are just some reflections, so they could not be studied. Basically, different values are just some signs of psychological moods for some people and just some reflections of social basis for some others. So, their productive reasons and conditions are the subject of scientific studies, not themselves .

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The Concept of Value from the Viewpoint of Social Sciences (Sociologists)

In sociology, values are our obligations. They are a reflection of what is good and what is not good and are also some criteria for individuals' judgment about their own and others' actions. They tell us what people have to search for and what is necessary, what is forbidden, what is honest and what is shameful, what is beautiful and what is ugly.

Sociologists emphasize the social aspect of value as a basic element of social action. In this view, social values are those desires, criteria and evaluating factors which are accepted by the majorities of people in a society and are transferred from one generation to another. So, the concept of values' sociology is different from the concept of value in other approaches (Rafipoor, 2008).

Value in sociology is defined as good or bad, desirable and undesirable for a group or an individual (Geadens, 2010).

Sociologists use this term as a social concept, but value has different meanings in anthropological and philosophical studies. Wright had represented the mentioned differences: The basis of psychological, scientific, philosophical and sociological schools in general moral domain is based on desired events, primary necessities, intelligence and habits (Jean, 2000).

The Concept of Value from the Viewpoint of Culture

In sociology, there's a special view toward addressees, and culture is one part of their entity. Culture- one of its sub-systems is value- makes a distinction between societies and improves the cooperation and relationship between individuals. The culture and values are common in some individuals of a society and are transferred from one generation to another. Sociologists believe that the social role is the best justifying mechanism and symbolization of values (Mohseni, 2000). Geadens believes that culture influences the values and values are opinions which are under the influence of culture. He also believes that value is partial. He believes that different values are representatives of basic aspects of diversities in human culture and what is important for the individuals is under the influence of their special culture in their lives. The history dynamism is based on human's thoughts and his social actions which have a relationship with culture, and culture is based on a reality named symbol. A symbol is the strengthening part of a culture and the basic part of human behavior and the infrastructure of a civilization. Generally, symbol is the representative of a value or a meaning, so the value and the meaning of a symbol are not dependent on its physical form or its substantial nature.

Value from the Viewpoint of Ideology

Usually, values on which ideology depends are represented in "we". Values exist in an ideal system and are not related to concrete issues and events (Price *et al.*, 1996).

Ideology refers to the intellectual and special system of a society (a group, a class, a nation, a race,) originated from that society's values and influences the thoughts and behaviors of that society. It justifies the current condition and motivates its members to act. That is, in addition to justifying the current status, it would criticize and assess it and leads to motivation in people. Therefore, in contrary to the viewpoints of some theoreticians, its outlook is toward the future (Fahimi and Mashhadi, 2011). Consequently, we can say that one of the characteristics of ideology is the formation of "We" mass phenomenon, and usually values which are based on ideology are represented in "We" form. The values exist in an ideal system and are not related to real issues and events. In the following, we would study different theories in the related fields to protection (Table 1).

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Table 1: The theories in different fields and related to protection in value domain (source: Authors)

Different areas	Theorists	Views	Results of views
Psychology	Wilson	Values and roots as an incentive or motive expressed	1. Values of the subjective and objective knowledge, although they manifest the works. 2. Within the values and the values and other elements of culture and social system is a hierarchical structure. 3. Value in terms of importance, gender and level can be divided into different types. 4. Absolute value does not belong to a single value. But in different degrees.
	McLelland	Value as a driver knows that the motives are closely related.	
	Perry	Value as interest and respond to the issues and events around	
	Allport	The value of an individual's desire and response to environmental and other groups.	
	Ferton	Value is interest and the desire or interest	
	Rvkych	The value is incredible, lasting belief that the person relying on the ultimate behavior of a state chooses. The value is an attitude.	
Sociology	Parsons	Criteria for the selection criteria defined by the ideal situation of the different options that are unconditional by an individual or group will be accepted	In a society that values human life in its social obligations to the community He is the reflection of good and bad behavior. Ideas, norms and social interactions with the following material objects, ideas and feedback gathered around it a favorable psychological and social value is based on positive experiences.
	Bruce Cowan	South feel deeply rooted values that members of the community to share the actions set	
	Jan Kaznv	Beliefs, norms, recognition, techniques and material objects that opinion is formed around it	
	Olson	Values to a set of basic assumptions of what is desirable to know	
	Giddens	Human values and beliefs that individuals or groups about what is desirable, proper, good and bad,	
	Chalmers Johnson	Social model knows values of their acceptance by a group of people, creating a basis for common expectations and criteria to provide guidance and regulation of behavior.	
Philosophy	Horton	The value of the ideas about the customs and even thoughts and actions are right or wrong. In a broad view, value is a good or bad	Value is not the same philosophy. It is the rational mind to do something that has no place in a fun and profit.
	Plato	Value of Plato, human movement toward excellence	
	Aristotle	The value is in compliance with mediocrity. In his view, the true happiness that person is relieved of any shackle live with virtue, and virtue in moderation.	
	Kant	All that we ask is about the desire to have a limited and conditional value and worth knowing. The only creatures with so much wisdom and their absolute value and meaning and purpose to their desired	
	Nietzsche	Philosophy is nothing but value and the true philosopher who has an affair with the man looks philosophy and man is the only creature that is worthy of respect and value creation.	
	Carl Gustav Jung	Capacity of human desire and wish that all the objects, ideas and experiences, content distribution, the value is called.	
Culture	Lapyyr	The value of the concepts that are favorable and unfavorable.	Culture refers to the values that are members of a given group. It will follow the norms and material goods that they produce.
	Ardyk Goud	Value is what a culture of ethical aspects are considered as good or bad	
Ideology	Gay Roche	Valuable way of being or acting as an individual or collective aspirations knows	It is based on ideology and values that they rely on us to crystallize and become manifest.

The Concept of Value from the Viewpoint of Protection

Everything we do to protect the cultural heritage, including identification, protection and introduction, are not only for the values belonging to cultural heritage but also using these values and their priorities would make it possible and justifiable to perform these actions (Jukilheto and Fielden, 2007). In the world of modern protection, value is one of the important and challenging issues. Prioritization and axiology of

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monuments in the field of protecting cultural heritage are very important. But after the emergence of this theory, value protection was considered in addition to practical protection. Accordingly, value became important and external values would form in relation to cultural-social domain and are a reason for monument protection (Avrami *et al.*, 2000).

The basis of protection movement is to recognize the cultural diversity and the partiality of values. Also, the definition of cultural heritage, whether physical or non-physical, is based on opposite judgments for value. Modern protection is basically following an advertising process and is developed by humanity endeavors and usually is formed by collecting historical objects and artworks (Jukilhto, 2008). So, the main issue in modern protection is values. The concept of value has changed and Michel Foucault believes that “Value could not be defined based on a general system of equality and the capacity of objects; value is not a sign anymore; rather, it is a product” (Jukilhto, 2008). Therefore, recognizing value and its interpretations and the protection- related sciences are very important.

In general, the position of value as one of the key concepts was proposed in 20th century. The initial professional discussions for this issue are those in 1972 Convention. In this convention, the issue of heritage is intangible and the considering the values have proposed. Afterwards, non-physical values have formed which were important in the physical form of that artwork. Along with the publication of Burastatement, value issues were in the center of attention and finally in the published charters and rules, they were discussed professionally.

The protection of an artwork is not only focused on the maintenance and consistency of that historical-cultural source, but also is emphasizing on the statement and manifesting the values. So, in table 4, the theories of protection intellectuals are studied. The results show that value is representing the potentiality of an artwork for protection and is proposed as a basis in protection, so it has to be studied in sciences related to protection. The issue of cultural condition and addressee of an artwork in protection axiology are very important and is based on the logical relationship between psychological, sociological, philosophy, ideology and the culture issues with protection view in the field of values (table 2).

Table 2: Theories in the field of value form the viewpoint of protection critics and intellectuals (source: Authors)

Critics Restoration	Theory	Results
Feilden	Protection, a multi-purpose and specialized professional fields that included range of concepts, values, aesthetics, historical, scientific and technical diverse and encompass coordinated document.	Given the value of work in the area of protection of important principles that Respected by experts
Brandi	Artistic value and aesthetic value of their work comes first. It must work to maintain the aesthetic values of the structure of subjective perception and how it was analyzed.	Values are checked intuitive understanding. Depending on the audience and cultural context changes.
Hidegger	Be seen as a work of art, when he knows that the effect is due to the fact that its value is preserved. Maintenance work is known only through its effect	Artwork and historical value due to the fact it is maintained
Reigel	Works based on the measure of value divided. He also has two values: the values of the memorial (historical value, old value) and current values (practical value, new value associated with artistic value).	Values represent the ability to protect their works.
Fancheli	Attention to the values expressed in the interpretation of history. Reference to the theories of modern historiography is the argument values	Protection, value and effect as of the date of preliminary

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Comparative Study of Theoreticians Views about Value in the Fields of Human-Social Sciences and Protection

In human sciences and in psychological discussions, value is one of the important issues. Sometimes, psychologists consider value as a stable belief and based on it, the individual would choose a special method or behavior and this belief is accepted among the individuals' demands and requests. The selected values and criteria are non-conditional and have some consequences which show the ideal condition for the actors. These intellectuals believe that the bases of values are not same. Sometimes they place them in a close relationship with ontology and epistemology which exist in human's ideas and tendencies and is defined for trying to achieve the best form and condition. The place of value is not just in physical events, rather it has a special status in spiritual events, but in the view of social sciences, sociologists consider the values as assessing criteria accepted in the society, meaning what is accepted among individuals based on their societies and cultural condition. This term is used as a social concept. In protection science, values are proposed according to the cultural condition and the addressee of each society. When a legacy is studied, the concept of its values would determine its protection priorities. Value is one part of that object's history and is inseparable and is the actions and reactions of individuals during the time. This phenomenon is not merely physical which is recognized by prudent, rather it has some secret values which have to be searched in human self-consciousness. An artistic and historic work is recognized and protected by its valuable reality. The issue of value in protection is one of the concerned subjects in the discussion of modern protection, such that the main issue in modern protection is the subject of values which had been under a group of changes and evolutions. Human's presence and his cultural condition in forming what is called value and also justifying legacy protection by justifying its values and psychological, sociological, philosophy, culture and ideology are those important factors for forming concepts and human's attitude (table 3).

Table 3: Comparing value in different sciences (source: Authors)

Circle of Science	Results
Psychology	Individual stable belief- Means for selecting between wants and needs- Unconditioned selection criteria and Pyamdgra- Individual motivations and reactions
Philosophy	Intellectual affairs and internal - In relation to the ontology and epistemology- The difference in base- Convergence in tangible and intangible- Trying to achieve the best
Sociology	The criteria for judging individual's actions- Demands, standards and evaluation criteria accepted by society- Accepted by the community and cultural context
Ideology	Our ideology is crystallized. Audience and cultural context plays an important role in shaping the ideology of the society.
Culture	Cultural values that a group of individuals with regard to the cultural context of society.
Conservation science	According to the communities and cultural context and audience reception (the Aspects of psychology and sociology)- Part of the history and impact of the work on the ontology (philosophical aspects)- Actions and reactions to events in time

Making a Conceptual Model for Value in Human and Social Sciences Fields Related to Protection

As mentioned, classifying and methodological definition of value and its status in social and human sciences has some difficulties. Some of these difficulties are due to value issues which exist in each field. Understanding this fact is important in protection and protection is not a technical action, rather it's a cultural-social activity. Studying values is a useful method for understanding the condition and social-cultural aspects of protecting cultural heritage.

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In all the studied groups, human is considered as a substantial factor in comprehending what is called value. Based on its cultural condition, the human would define the value and this action has made different theories from various theoreticians in many fields. In the following chart, the course of studying value concept in relation to human and social sciences and protection field is represented (chart 2).

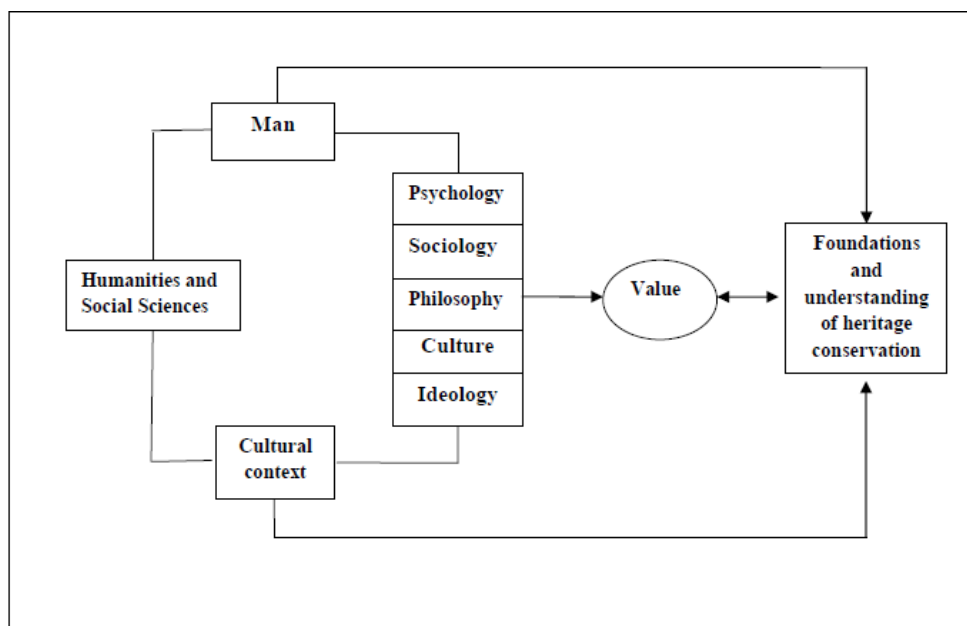


Chart 2: Conceptual model of value relationship with protecting science of cultural heritage (source: Authors)

Conclusion

The differences between the proposed theories about value are the representative of the important place of this issue in different sciences. Based on the studies, the issue of value is an inter-major subject which has many applications in many sciences. Considering the structural meaning and the concept of value, we can study the theories from different points of views to show the meaning of this word. The studies show that though value is proposed in different sciences related to protection and has different interpretations, it has many similarities in general concept. As this issue is proposed in psychological field (human sciences), we conclude that attending values is the result of cultures, the situation of an individual's growth which has stimulated his value backgrounds.

In holism approach, humans are never far from the environment of an artwork and his condition has an important influence on attending the protection issue. In philosophy, value is the emotional reactions of valuator toward the environment. Hiliard believes that value is the emotional reaction of creatures toward the environment. Generally, philosophers consider values in a close relationship with ontology and epistemology.

They believe that values are some intellectual, internal and innate events and are less considered as empirical events. Finally, after studying the theories of protectionists and protection critics about protection issue, we can conclude that their theories about value are the result of their internal philosophy, cultural condition and also their society. It means that when the issue of value is proposed, protection intellectuals state their value views based on their societies. This issue exists in the fields of individual's psychology, sociology, culture, ideology and philosophy. Therefore, in the field of protecting cultural heritage, value recognition is not far from human sciences and has a close relationship with this domain. This opposition has resulted in many related theories. Considering individuals' perceptions of values would justify protection relationship with human sciences and as mentioned, protection theories are not far from human and social conditions of individuals.

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