

**POLITICAL AND SOCIO-CULTURAL FACTORS AND THEIR
INFLUENCE ON THE VALUE HIERARCHY¹**

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***Abstract:** The aim of this paper is to trace and analyse to what extent values and their hierarchy are influenced by external factors. Values are considered as an element of culture. Hence, culture as a complex and dynamic system changes under the influence of various factors, leading to corresponding changes in the value hierarchy. A brief overview of the influence that technical innovations have on the value model in modern societies is done. Milton Rok each's views and research on the 13-year change in values in American society are presented. The transformations of values are also included but in a cross-cultural perspective through the research of Ronald Inglehart. The article also analyses the transformations of the value model in Bulgaria. The society in Bulgaria is seen as a complex example of the influence of political and economic transformations on the value hierarchy. The article can initiate further discussion concerning notions as sustainability and variability of value models in the period of transition and democracy.*

***Keywords:** values, value hierarchy, value orientations, culture, cultural variability*

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