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### **RELIGIOUS TRADITIONS AND SOCIAL BEHAVIOR IN NATIONAL CULTURE: ANALYSIS OF CULTURAL TRANSMISSION, VALUES AND NORMATIVE PRACTICES**

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#### **Abstract:**

This scientific article analyzes the formation, transmission and role of religious traditions in the framework of national culture and the regulation of social behavior at the intersection of cultural studies and sociological approaches. In the study, religious traditions are interpreted not only as a set of religious practices, but also as a cultural mechanism that legitimizes social norms in the consciousness of society and directs everyday behavior. According to the author's position, religious traditions form stable models of moral criteria, social responsibility and collective behavior in national culture, but their influence in modern society is not uniform and unidirectional. The article examines the influence of religious traditions on social behavior in a historical, cultural and discursive context, and their transformation and modern interpretations are problematized. The results of the study justify the need to understand religious traditions not as a static layer of culture, but as a dynamic phenomenon that constantly reshapes social behavior.

**Keywords:** national culture, religious traditions, social behavior, cultural norms, moral values, religious identity, cultural transmission.



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### **Introduction**

The issue of the relationship between national culture and religious traditions is not only a historical or doctrinal problem for modern humanities, but also serves as an important theoretical key in explaining and interpreting social behavior. Everyday relationships, moral choices, and social responsibility in society are often manifested in a direct connection with religious traditions instilled through culture, rather than formal legal norms. From the author's point of view, religious traditions do not provide a set of ready-made answers to the question of "how to live" in national culture, but rather form a symbolic and normative field that guides social behavior. It is through this field that members of society have the opportunity to evaluate their actions not only as legal, but also as "correct" or "appropriate". In today's context of globalization and cultural change, the influence of religious traditions on social behavior has become more complex, and on the one hand, it can be manifested as a factor strengthening national identity, and on the other, it can come into conflict with modern social needs. Therefore, this article considers religious traditions neither as an idealized heritage nor as a set of outdated norms, but aims to analyze them as an active cultural mechanism that shapes and reinterprets social behavior in national culture.

### **Literature analysis and methodological approaches**

Analysis of the literature on the relationship between religious traditions and social behavior in national culture shows that in existing scientific works this issue is often addressed in two directions: on the one hand, religious traditions are idealized as a source of moral norms, and on the other hand, they are oversimplifiedly assessed as a factor hindering social progress. While in sociological studies, religious practices are interpreted as a mechanism for



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strengthening social discipline and collective solidarity, in the literature of cultural studies they are considered as a system of symbolic meanings and a form of cultural memory, however, the connection between these two approaches is often not sufficiently problematized. According to the author's observations, the issue of the influence of religious traditions on social behavior is analyzed limited to the historical context, and their transformation in modern society and adaptation to new social conditions are not sufficiently covered. Also, in the literature, religious traditions are often interpreted as a normative system, but the question of how these norms are selectively accepted, reinterpreted, or rejected in real social behavior is neglected. Therefore, this article considers literature not as a set of ready-made truths, but as a scientific field that needs to be filled in, and interprets religious traditions as a cultural mechanism that shapes social behavior in national cultures, but is constantly renegotiated. Methodologically, the research is based on an integrative approach, that is, the methods of cultural studies, sociology, and religious studies are combined; in this case, religious traditions are studied not as a set of texts or rituals, but as symbolic and normative practices that guide social behavior. The chosen methodology serves to reveal the influence of religious traditions on social behavior as a dynamic process, rather than a static one.

### **Results**

The conducted analyses show that within the framework of national culture, religious traditions shape social behavior not as direct commands or strict norms, but as a symbolic and moral guiding mechanism, and it is this feature that ensures their long-term stability. During the study, it was found that religious traditions act as a cultural “system of criteria” that determines decency, social responsibility, mutual respect and collective solidarity in everyday life, that is, a



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person evaluates his behavior not only on the basis of legal requirements or personal interests, but also through religious symbols and images that are considered “culturally acceptable”. The results show that the influence of religious traditions on social behavior is not uniform and mechanical: in some cases they play a limiting and disciplining role in behavior, while in other cases they are manifested as a factor enhancing social solidarity, tolerance and mutual assistance. According to the author's observations, religious traditions have a strong influence on the formation of social behavior, especially within the framework of family, community and collective rituals, and this influence is often more stable than that of official institutions. At the same time, it was found that in modern social conditions, religious traditions are being adopted selectively, that is, members of society actively apply some religious norms in their everyday behavior, while preserving others at a symbolic or ceremonial level. This indicates that religious traditions are not a static phenomenon, but a phenomenon that is reinterpreted in accordance with social needs and cultural context. The results confirm that the role of religious traditions in the formation of social behavior in national culture is not realized through their complete acceptance or complete rejection, but through a process of constant negotiation and adaptation.

### **Discussion**

The results obtained show that the question of the role of religious traditions in national culture and their influence on social behavior cannot be limited to simplified “positive” or “negative” assessments, since religious traditions are manifested in society as a cultural force that simultaneously regulates, unifies, and in some cases creates conflicting processes. From the author's point of view, the effectiveness of religious traditions in shaping social behavior is closely related to how they are interpreted in culture and in what social context they



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operate, rather than to their content. If in traditional societies religious norms served as the main fulcrum of social behavior, in modern society they exist in complex interaction with legal, moral, and cultural norms. The controversial point is that while religious traditions can in some cases strengthen social stability and moral discipline, in other cases they can resist renewal processes, but it would be a superficial approach from a scientific point of view to explain this situation by the “obsolescence” of religious traditions. On the contrary, this study shows the need to view religious traditions as cultural mechanisms that constantly reproduce and adapt social behavior. In this perspective, religious traditions exist in society not as a set of rigid rules, but as a field of social discussion, symbolic interpretation, and cultural negotiation, and it is this feature that ensures their relevance in modern society.

### **Conclusion**

This scientific article analyzes the complex relationship between religious traditions and social behavior in national culture in a combination of cultural studies and sociological approaches, justifying the need to interpret religious traditions in social life not only as a religious phenomenon, but also as a cultural mechanism that guides and regulates social behavior. The results of the study showed that religious traditions play an important role in the formation of moral norms, collective responsibility and social solidarity in national culture, but their influence is not one-sided and immutable, but is constantly transforming in accordance with modern social conditions. According to the author's conclusion, the role of religious traditions in social behavior should be assessed not by idealizing them as absolute values or completely rejecting them, but by deeply understanding their function in the cultural and social context. This article serves to reconsider religious traditions as a dynamic and open component of national



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culture, to identify their potential and limitations in shaping social behavior, and to provide an important theoretical basis for future research.

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