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Abstract. *What is kindness in understanding society? This is a person's desire to help, but not expecting or asking for anything in return. But this is certainly not a complete description. Kindness is a very high and powerful feeling, about which thousands of books have been written and hundreds of films have been made. In all fairy tales, legends and epics, good wins over evil. It is the basis of all religions. But for some reason it is decreasing in the world... New ideal and outlook, new time. Now kindness is not a profitable investment at all: neither publicity, nor popularity, nor money. How can you bring this quality back into people's lives and be kind yourself? This article is about this topic.*

Key words: *concept, kindness, concept of kindness, concept of kindness in society.*

INTRODUCTION

The soul has such a quality that it does not allow you to remain indifferent to the problems and misfortunes of others. For example, kindness and compassion are the basis of the character of many Russians who seek to help even an unknown person. It is a kind attitude towards people and relatives, it is a gentle attitude towards animals.

Kindness is a type of behavior characterized by caring for others without expecting praise or reward in return.

Kindness is a topic of interest in philosophy and religion. Kindness was one of the main themes in the scriptures. Nietzsche considered kindness and love to be "the most healing herbs in human relationships."¹ Kindness was considered one of the virtues of chivalry.

Kindness is active help, kindness towards one's neighbor. There is a Christian and secular interpretation of this concept. Similar in appearance, these feelings arise from different motives.

MATERIALS AND METHODS

Mark Twain, from the point of view of mercy, believed that "kindness is a language that the deaf can hear and the blind can see."² "Much of Shakespeare's opus can be

¹ Nietzsche, Friedrich Wilhelm. "On the History of Moral Feelings, " Human, all too human: a book for free spirits. Aphorism 48. [Original: Menschliches, Allzumenschliches, 1878.] Trans. Marion Faber with Stephen Lehman. University of Nebraska Press: First Printing, Bison Books, 1996.

² Lorette M. Enochs. [Seeds of Recovery: A Journal of 101 Mental Health Reflections](#). AuthorHouse, 21 November 2016 — 76-bet.

considered a study of human kindness."³ Robert Louis Stevenson believes that the essence of love is kindness.⁴

In October 2011, Life Vest Inside posted a video called Boomerang of Kindness. It shows how an act of kindness can flow seamlessly from one person to another and boomerang back to the person who made it happen. Orly Wahba, founder of Life Vest Inside and director of Kindness Boomerang, explains that each scene is based on a real-life experience she's had.⁵

Singer Harry Styles has been promoting kindness since at least 2017 with the slogan "Treat people with kindness."⁶

DISCUSSION AND RESULT

In modern society, kindness is considered a burden, and finally people have invented myths to stifle conscience and find excuses for inaction.

Myth #1. Kindness is simplicity.

Kind people are often the targets of manipulators, but their victims are narcissistic beauties, bastards, famous guys, romantic girls and suspicious young ladies of Balzac's age. No one is safe in this world. Therefore, kindness does not mean simplicity. Sometimes it is very difficult to spot a liar, even for the most suspicious and cautious people. Myth #2. Kindness is optimism.

Everyone shows a kind person as an open, sincere, intelligent person. But in life, as a rule, Other people come to help. For example, confused Natalya Ivanovna, who always chases and scolds the children in the yard, but helps one of them when she falls into a puddle. Often a closed, gloomy person comes to the rescue, positive and cheerful people pass away. The inner content of a person is not always immediately visible, so you should not judge him only by his behavior.

Myth #3. Kindness is humiliation.

In today's world, profit has become the main goal of many people's lives. What does kindness mean in modern society? It began to be perceived as something derogatory. In the minds of many, there is a terrible "Weak Push" program that needs to be changed immediately. Everyone should learn not to push, but to pull, to save from the abyss. This is the act of a kind man, and unlike the cowardice that has cost more than a thousand lives, it cannot be discriminatory.

Myth: Kindness is weakness.

³ Lagrette Tallent Lenker, *Fathers and Daughters in Shakespeare and Shaw* (2001) p. 107

⁴ Robert Louis Stevenson, *Virginibus Puerisque* (London 1909) p. 35

⁵ Archived at [Ghostarchive](#) and the [„Kindness Boomerang“](#). [YouTube](#)/Life Vest Inside. 2011-yil 21-noyabrda asl nusxadan [arxivlangan](#). Qaraldi: 2016-yil 14-yanvar.: [„Kindness Boomerang“](#). [YouTube](#)/Life Vest Inside. Qaraldi: 2016-yil 14-yanvar.

⁶ [„TED Talk — Kindness — Orly Wahba“](#), YouTube/TED Conferences. Retrieved January 14, 2016

There is such a stereotype in society that if you do good, you will be attacked, there is even a saying that "They do not seek good from good." The ability to regret, regret, share grief, sympathize is equated with weakness. But in fact, it is this person who is waiting to be stabbed in the back, and always thinking about profit is weak. It wastes energy. Vigilance does not save him, and he remains alone without help and without a good word, but his caution and suspicion of the world will remain with the view.⁷

CONCLUSION

You should not deny your humanity and believe in myths, forget selfishness and always try to sympathize with your neighbor and help him in difficult times - this is kindness in its true meaning.

When you think about it, the whole world relies on expressions of love and selfless service to people in one way or another. Each of us wants to feel needed, wanted. Without this need, we would not know what another person feels, we would not come close to understanding the immutable truth: Sincere self-giving rules the world. Words of kindness have lasting meaning and are of great importance.

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⁷ <https://uz.vogueindustry.com/17234792-what-is-kindness-her-portrait-in-modern-society#menu-1>