

Bilokopytova N. Social and political parallels of Turkic and Persian society.

Address key social political aspects that characterize the modern period of Turkic and Persian sociality. The need for such studies due to the philosophical problem of social management. The author defines the basic axiological system constants describing the world of values Turkic and Persian life in general: economic, political, religious, cultural; identifies general and specific features of the concept in the Turkic and Persian worldview that are the manifestation level contextual meanings.

***Key words:* concepts of values, the ratio of the Islamic and Western, category «value» clustering of the economy, the structure of society, the Iranian regimen, secular tradition of Turkey, ruling elite of Turkey.**