Peculiarities of values commodity control

Artyukh Tetyana, Indutny Vladimir, Tyutchenko Elvira

Abstract: the article deals with the problems of expertise evaluation of values, that are very specific goods; their consumer value is defined first of all, by scientific, historical and cultural meaning, art value that goes back to traditions of their usage.

INTRODUCTION

Commodity expertise is one of the main instruments of market economy and when it is connected with the forecasting of value, it promotes the formation of modern civilised market relations, protection of State interests and customers rights.

Solving of state problem of preventing of coming-out from Ukraine items of national-cultural value, their registration and statistical accounting in the Museum Stocks, antiquarian shops and Customs service envisages the formation of complex systems of measures for compulsory expertise evaluation, coding and prognosis of insurance and evaluative cost of these items. Antiquarian items, art items and items of collection, unique relics of Museum Stock values, are special and unique goods consumer value of which is determined first of all by scientific, historical and cultural meaning, art value that goes back to old traditions of their usage.

Values as goods perform different functions depending on the sphere of their usage. On one hand they are the unique relics of the Ukrainian Museum Stock and they are listed in State Registry and they are used for the development of education, science and culture; they also stimulate the population to overtake the national and world historical and cultural heritage; they are used for exhibition and restoration abroad under the guaranties of the State that accepts them.

On the other hand they are antiquarian items, art items of collection that are being sold in antiquarian shops, salons, auctions, specialised exhibitions. Different functions of values, their orientation to satisfy the demands of certain groups of customers require qualitative expert estimation of these goods, definition of level of their price, insurance value, documentary figuration, social protection that makes it necessary to create uniform methodological basis concerning such expertise.

Topicality of this problem is explained by the absence in Ukraine normative and legal base of expert activity and values insurance, terminology, classification methods and methodologies of definition of evaluation criteria and their indices. Inconsistency of these questions on governmental level causes the appearance
of problems in getting licence to trade rarity, statistical problems, problems in museum registration and insurance of values and also in coding values in the Customs.

**EXPERIMENTAL**

Analysis of modern methodics of values expertise that are carried out by different specialists-experts in art, gemmology, experts of probe supervision testifies to the fact that they do not solve the problems of complex evaluation of values because of certain aim restrictions and proper criteria that forms consumer cost of values.

It is well known that evaluative cost of values is a social category of definition of goods quality and thus it must clearly show all information about the consumer characteristics and quality of goods and it must be defined by certain historically formulated terminology that by itself is a consolidated expression of social thought.

In order to determine the sense of evaluation of values (and this first of all is a variety of logic operations, comparison) it is necessary for an expert to know that every item of expertise should be viewed as one of palette of similar items and if this condition is not observed, then a qualitative expertise is absolutely impossible. [2] Absolutely unique item (object) that has no analogue as to its consumer characteristics is not open for expertise and it is impossible to investigate its consumer characteristics. Thus the aim and the sense of commodity expertise of values is in the determination of expert criteria that defines consumer cost of values and in prognosis of its cost on the basis of analogy with other similar as to the way of usage, values. It is necessary to remember that not any expressed sign of an object can be used in the process of determination the value of a concrete object. The object as the values can be defined only when its main standards are observed:

1. be a symbol of beauty, epistle that stimulates the development of imaginative picture and mental work of people with the help of which they try to add the idea to surrounding subjects and their own life, express the sense and harmony of nature laws and, the main, to show and to distinguish their own personality and individuality;
2. be a valuable gift and express forms by which the ceremonies of giving gifts are performed and which are peculiar for historical and cultural traditions of certain social groups, peoples, nations and states;
3. be artefact or a historical relic that tells about significant events and peculiarities of the past.

The basis of fulfilment of the above mentioned standards is the operation of combination and comparison of complex of images about the subject of expertise with the system of abstract images about values as a whole.
This logic operation is called analogy and envisages the availability of one or several “objects-archetypes” and thereafter “objects-analogues”. Thus, the first step in values expertise -- is to find their archetypes, the second – is to compare them with their archetypes, the third is to chose the proper scheme of evaluation. Let’s look at this problem. The concept of values as well as of other kinds of subjects-symbols appears at the time when a man starts thinking and this concept becomes unseparable part – equivalent of studied generalisation of “significance” of these or those subjects on the whole. The latter is the main idea of values.

So, the values existed in people’s life during the whole history of civilisation. For example, men’s and women’s values, ornamental arms, normal table-ware made of silver and gold at a certain historical period; paintings of famous artists or drawings of paleotic man, utility subjects, that belongs to famous persons, fragment of basalt on which the first in the history of mankind cuneiform symbolic texts were preserved. Thus, values are both subjects and certain historical-cultural or general social events, bearers of the most significant cultural, scientific and historical information.

During different periods of time they modified, showing different cultural styles and rarities of different epochs, accepted other sense, improved and developed.

Certain evolitional changes happened concerning the image of beauty. We, now, think of “beauty” as of an open palette of images about something glorious that exists only in the conscience of a concrete bearer and the limit of which is fixed only in associative and semantic contrasts.

Real values are open to the observer – their symbolic sense is easily read. Because of that, Greek marble statues of the antique epoch we view as something beautiful; their authors did not use paint and let us enjoy pure forms, hyperbolising their nature.

From ancient times precious stones and metals were symbols of power, honesty, wealth, sanctity, mystery, apanage of different holidays.

It is very difficult to imagine old ceremonies, process of appearing different religions, social and cultural environment and imaginative art of any people of the world without symbols made from natural stones.

Precious stone can not be “new” or “artificial” if we use it to create allegoric images in jewellery because there is no mature equivalent to these notions in historical-cultural respect and in human conscience. So, artificial rubies that cost 2-4 USAS for one gram do not differ from famous natural Burma rubies concerning their physical characteristics and colour, though Burma’s rubies cost up to 200 000 USA $ for 1 carat (1 carat is 0,2 gr.).

The difference in above mentioned stones is only such: words “synthetic” or “artificial” are inconsistent with the notion of beauty or their meaning as symbols. Besides, values traditionally were made of gold, silver, platinum, and
other metals that can be much more expensive but are not considered precious. Thus jewellery from vanadium and zirconium are not less attractive for their colour firmness to oxidation, shine and they are also very expensive, but the absence of developed traditions of usage of these metals for making values does not permit us (nowadays) to view them as precious stones. Traditional image of precious stones and metals is rather conservative, symbolic, historically and culturally specified. Taking into consideration the fact that values are not only subjects but certain historical and cultural events at the same time, the evaluation of such values may be rather objective at a certain historical period of time. As criteria of evaluation of jewellery from precious stones and metals we can use the following common notions: mastership of performance, new style, expression of art image, elegance, fashion, attractiveness, personification, national colouring and so on. The more we receive positive aesthetic impression the more beautiful the thing is.

It is useful to remember that people buy and create values, for example, jewellery mainly for giving presents while they celebrate marriage, child birthdays, majority (coming of age) jubilee, coming to the throne, successful finishing of an important deal, appointment to the position and so on. Art works and values are appreciated for their imagery and symbolic integrity. Many people think that their values can bring them luck, happiness, can change historical events, influence the outness. But such thought have no sense. There is only the result of artificial transformation of images as to the ceremony of giving presents. Thus a well-known phrase that jewellery made from violet amethyst that reminds the wine colour can protect from intoxication should be perephrased like this: it reminds the danger of intoxication. And it is particularly important when giving presents to clerical and state persons. Some values, the main idea of which is the function of protection are very important to many peoples of the world. Here we speak about amulets and talismans. Speaking about allegories that appear in expert conscience when he investigates the values, we understand that they are necessary because they perform the function of transformation of subconscious images into sensible. For customers such allegories permit to make the ceremony of giving presents worthily. Historical relics and rarities of science are information epistle from the depth of history and they are the most complex for understanding and evaluation group of values. Their definition has virtual character, when the unusual character of a subject is defined by means of abstract images and symbols that do not exist in real world.

CONCLUSION:
Now we can say, that the beauty, quality and cost of values depend on information about them. It means that palette of our images about values cost consists of separate objective, sensible explanation concerning their beauty, unique features, positive characters, practical value and their possibility to be symbols of separate mankind, historical or scientific traditions. The more expressive and different information about goods is, the more expensive it is.

Theoretically the process of understanding the events of the world, investigation of law of nature or doing expertise is connected with the definition of qualitative characteristics of values and forecasting their cost can be done by two ways. First – observing the events and selection of proper mathematical model for approximation by it discovered conformity with law (regularity) (asymptotic approach). Second-is the investigation that is completed by finding the causation and hereditary sense of natural events and give the possibilities to the scientists to create such mathematical model that can describe observation in the best possible way (heuristic approach). The difference between these two approaches is significant but for the paradigm of science is not principal. Asymptotic approach for evaluation of values that are not to trade and that are evaluated with the aim of insurance the evaluation of museum exhibits or family relics is not very good. Thus we can say, that for solving the problems of values cost, the most interesting approach is heuristic when the causation and hereditary sense is much more important when we explain the high cost of values.

REFERENCES