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DEVELOPMENT OF THE AUTOMATED STUDENT TESTING SYSTEM USING PYTHON AND NLP METHODS

Abstract*: This article is devoted to the development and analysis of models for automatic assessment of students' short open answers to questions in Russian. The possible structure of a web service that can integrate such models into itself has been designed. On the basis of the structure, the application in the Python language is implemented, possible ways of improvement are given, and testing is carried out on students' answers.*
Key words*: natural language processing, automated evaluation, short responses, web-service development.*
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РАЗРАБОТКА СИСТЕМЫ АВТОМАТИЧЕСКОГО ТЕСТИРОВАНИЯ СТУДЕНТОВ С ПРИМЕНЕНИЕМ МЕТОДОВ NLP НА ЯЗЫКЕ PYTHON

Аннотация*: Данная статья посвящена разработке и анализу моделей для автоматического оценивания кратких открытых ответов студентов на вопросы на русском языке. Спроектирована возможная структура веб-сервиса, способного интегрировать в себя такие модели. На основе структуры реализовано приложение на языке* Python, *приведены возможные пути улучшения и произведено тестирование на ответах студентов.*
Ключевые слова*: обработка естественного языка, автоматическое тестирование, краткие открытые вопросы, разработка веб-сервиса.*

Введение

Natural Language Processing или NLP - направление искусственного интеллекта и машинной лингвистики, занимающееся проблемой понимания компьютером человеческого языка. Задачами данного направления являются:

- распознавание и синтез речи;
- анализ и генерирование текста;
- машинный перевод и т.д.

В данной статье будет уделено внимание такой отрасли NLP, как автоматическая оценка кратких ответов - ASAG (Automatic Short Answer Grading). Применение систем ASAG в процессе обучения имеет ряд преимуществ над традиционными методами оценивания. Во-первых, позволяет значительно снизить нагрузку преподавателя в части оценки тестов вручную. Во-вторых, максимально сокращает время между прохождением задания и его оценкой. В-третьих, подобные системы позволяют полностью исключить из тестов вопросы с несколькими заранее заданными вариантами ответов, что делает невозможным случайное угадывание студентом правильного ответа.

Методы NLP

За свою историю задача ASAG прошла через множество исторических этапов, характеризующихся принципиально разными подходами к оцениванию ответов. Менялись как алгоритмы обработки естественного языка, так и системы, использующие эти алгоритмы. На сегодняшний день трудно считать какой-либо из методов лучшим или универсальным, однако на фоне всех остальных особенно выделяются модели с использованием алгоритмов машинного обучения, получивших в последнее десятилетие особое внимание как со стороны исследователей-лингвистов и специалистов в области искусственного интеллекта, так и разработчиков функциональных инструментов для компьютерной реализации этих алгоритмов. Среди основных этапов развития ASAG выделяют следующие [1]:

- Concept Mapping - методы отображения концепций;
- Information Extraction - методы выделения информации;
- Corpus-Based Methods – методы, основанные на корпусах;
- Machine Learning - методы машинного обучения;
- Evaluation – методы оценивания.

На сегодняшний день наиболее популярными и продвинутыми являются методы из последней группы. В отличие от остальных, они не характеризуются каким-либо конкретным подходом к оцениванию, а отличаются наличием открытых обширных датасетов для тестирования ASAG систем, а также проведением регулярных соревнований по их разработке. Эти факторы позволяют точно оценивать эффективность тех или иных подходов и практик, что было труднодостижимо раньше, когда исследования производились на разных данных, и было достаточно сложно производить сравнения между ними. Помимо разницы в подходах к оцениванию, системы можно различать и по методам работы с ними. Выделим некоторые характерные черты различных систем:

- необходимость наличия словаря синонимов; [2]
- необходимость ввода преподавателем нескольких эталонных ответов и дальнейшей настройки параметров модели при инициализации системы; [3]
- использование релевантных документов или интернета для поиска подтверждения правильности ответа; [4]
- постепенное обучение системы; [5]
- построение систем для их использования в e-Learning платформах. [6]

В качестве ключевых требований к разрабатываемой системе были выбраны следующие:

- минимизация работы по инициализации со стороны преподавателя;
- предоставление возможности постепенного улучшения модели;
- максимальное упрощение интегрирования модели в любые приложения.

Лишь небольшая доля существующих систем ASAG была разработана и протестирована на русском языке (см, например, [7]), подавляющее же большинство использует языки германской и романской группы. Более того, многие библиотеки и средства, использованные для разработки этих систем, неприменимы или сложнопереносимы на языки других групп.

Разработка моделей

Для разработки были выбраны следующие три группы моделей:

1. модель, использующая меру Жаккара;
2. модель, использующая косинусное расстояние между векторными представлениями предложений;
3. модель с использованием алгоритмов машинного обучения.

Все они будут разработаны на языке Python с применением библиотеки sklearn, а также вспомогательных библиотек для обработки текста: NLTK, pymystem3, pymorphy2, gensim.

Мера Жаккара

Коэффициент Жаккара - бинарная мера сходства, предложенная Полем Жаккаром в 1901 году.

$$K_J = \frac{c}{a+b-c} \quad (1)$$

где a - это число элементов в первом множестве, b - число элементов во втором множестве, c - число элементов в пересечении множеств. Множествами в данном случае являются два предложения: ответ студента и некоторый эталонный ответ. Элементами множества выступают слова. В качестве трех видов исходных данных используются токенизированный исходный текст с удалением стоп-слов, лемматизированный исходный текст, и текст, прошедший стемминг.

Косинусное расстояние векторизованных предложений

Для модели, считающей косинусное расстояние между предложениями, нам необходим алгоритм векторизации этих предложений. Для векторизации используем три различных подхода:

- вектор частот слов (применяя модель bag-of-words);
- вектор значений меры TF-IDF;
- векторизация Word2Vec.

Для двух первых подходов необходим свой корпус, на котором будет построен векторизатор. Он будет собран из ответов студентов. Для векторизации Word2Vec понадобятся корпуса слов русского языка с их векторным представлением. На сайте RusVectores [8] присутствуют три самых популярных: НКРЯ, Википедия и Тайга. Вектор предложения представляет собой усреднённый вектор слов в предложении. После построения трех различных векторизаторов рассчитывается косинусное расстояние между ответом студента и некоторым эталонным ответом. Этот показатель является мерой схожести - степенью правильности ответа.

$$similarity = \cos(\theta) = \frac{A \cdot B}{\|A\| \cdot \|B\|} \quad (2)$$

Методы машинного обучения

В качестве входных данных для методов машинного обучения используются векторные представления слов, полученные на предыдущем этапе. Для оценки ответов студентов применяются следующие алгоритмы классификации:

• логистическая регрессия;
• SVM;
• случайный лес.

Для поиска оптимальных параметров для моделей используется метод grid-search.

Проектирование веб-сервиса

Веб-сервис был смоделирован с расчетом на то, что его разработка будет вестись на языке Python, однако полученная схема легко может быть транслирована и на другие языки программирования с учетом их ограничений и ограничений языка Python.

Среди основных структурных элементов можно выделить:

• frontend;
• backend;
• реляционную базу данных для работы с пользователями и тестами;
• NoSQL базу данных для хранения обработанных значений в виде JSON объектов;
• обработчика асинхронных задач и связанного с ним брокера сообщений;
• внешнего API.

Frontend занимается общением с пользователями и передаёт всю информацию в backend. Backend выполняет основную работу: формирует запросы на создание объектов в базу данных, обрабатывает запросы пользователя, манипулирует сессиями. Одними из самых популярных фреймворков для backend'а на языке Python являются Flask и Django. У каждого из них есть свои преимущества. Отметим лишь, что они вполне подходят для поставленных задач. Единственным их минусом является отсутствие нативной поддержки продолжительных асинхронных задач, которые понадобятся для оценки ответов и регулярного обучения моделей. Чтобы обойти это слабое место, воспользуемся дополнительным обработчиком асинхронных задач, которым может выступать, например, фреймворк Celery, который отлично интегрируется с Flask и Django. Тогда для связи backend'а и обработчика задач также потребуется очередь сообщений, в которую первый будет отправлять задачи на выполнение, а второй - забирать их оттуда и приступать непосредственно к выполнению. В качестве входных данных в алгоритмы выступают не сами исходные ответы, а результаты их обработки токенизаторами, лемматизаторами и т.д. Эти результаты представляются в языке программирования в виде объектов и списков, которые также желательно не высчитывать каждый раз, а сохранять в базу данных. Ввиду особенностей реляционных баз данных, подобные структуры неудобно хранить в исходном виде. Существует два пути решения этой проблемы. Первый - использовать конвертер объектов языка в бинарные файлы для их дальнейшего хранения в базе данных. Второй - использовать нереляционную базу данных. В нереляционных базах данных сущности могут хранится в виде JSON объектов, что исключает необходимость их конвертации в бинарный формат, снижает нагрузку на основную базу данных и позволяет передавать объекты в обычном HTTP ответе. При использовании первого варианта важно поддерживать взаимно однозначное соответствие между объектами двух баз данных. Обработчик асинхронных задач при очередном запросе на оценку ответа сначала проверит наличие в нереляционной базе результатов его обработки и только в случае их отсутствия выполнит запрос к реляционной базе данных, произведёт предобработку ответа и занесёт её результаты в NoSQL базу данных. Завершающим звеном станет внешний API, при помощи которого можно будет интегрировать полученную систему в другие приложения, как например: десктопные программы, приложения для мобильных устройств, боты для известных мессенджеров и другие. Полная схема веб-сервиса представлена на рис. 1.

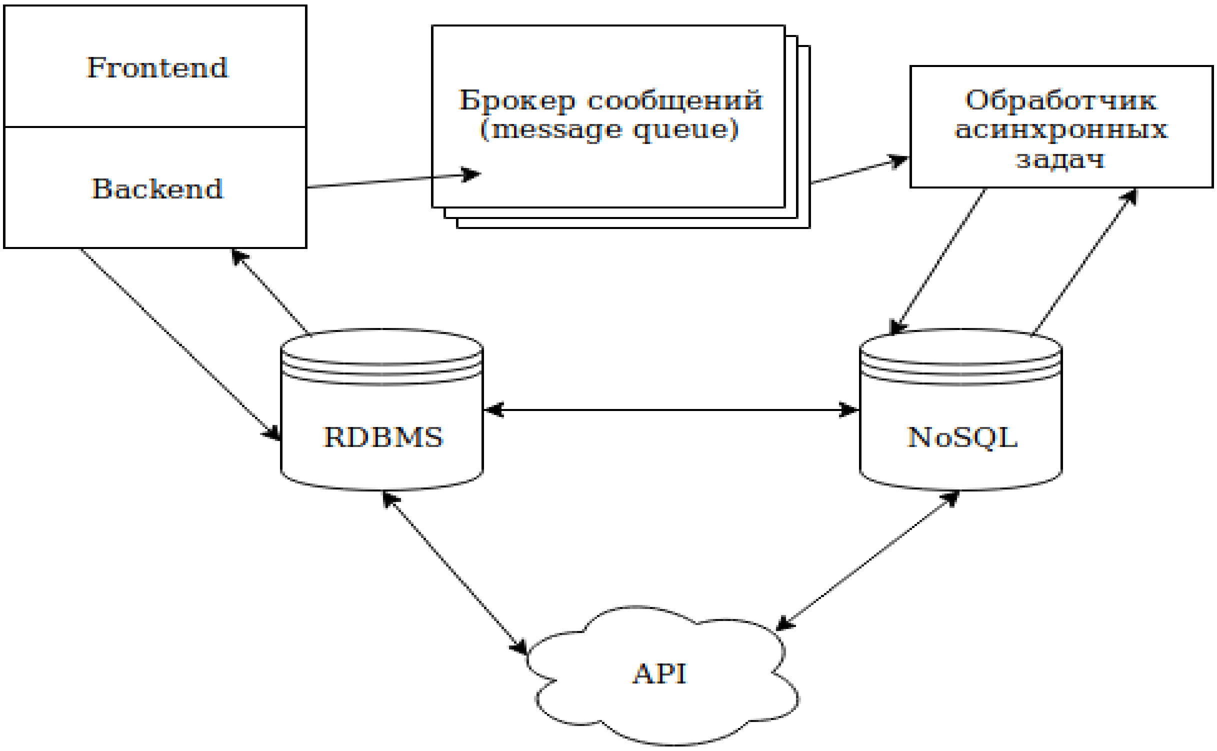

Рис.1: Схема веб-сервиса

Результаты

Для тестирования было собрано 26 тысяч ответов на вопросы по физике. Данные были извлечены при помощи парсера с образовательного портала Санкт-Петербургского Политехнического университета Петра Великого. 20 тысяч ответов было размечено, из них 10 тысяч было оценено дважды двумя разными множествами студентов (по несколько академических групп в каждом). На этой выборке производилось обучение и подсчет показателей: в первых двух моделях из неё случайно выбирались эталонные ответы, а показатели считались по всей генеральной совокупности, в третьей модели 70% ответов использовалось для обучения и кросс-валидации, оставшиеся 30% для расчета показателей. В качестве метрик оценивания моделей были выбраны:

- доля правильных ответов;
- F1-мера; [9]
- Каппа Коэна. [10]

Результаты в Табл. 1 получены в ходе использования границы схожести, которая равна 0.5 при сравнении только с одним эталонным ответом. По значениям F1 и Каппы лучше всего себя показала модель, использующая стемы.

Таблица 1: Показатели первой модели (граница 0.5)

Вид предобработки	Accuracy	F1	Kappa
Токенизация	0.69	0.31	0.15
Лемматизация	0.65	0.35	0.19
Стемминг	0.65	0.36	0.20

В Табл. 2 приведены результаты, полученные при использовании разделяющей границы, равной 0.2, и нескольких эталонных ответов. Видно, что при росте числа эталонных ответов растет точность системы, однако применение такой низкой границы приводит к высокому числу ложноположительных результатов. Проанализируем лучшие и худшие результаты данной модели.

Таблица 2: Влияние числа эталонных ответов на качество первой модели (граница 0.2)

Число ответов	Accuracy	F1	Kappa
1	0.84	0.49	0.40
3	0.79	0.52	0.42
5	0.76	0.57	0.49

В Табл. 3 приведены максимальные и минимальные значения. Из них видно, что на некоторых вопросах система показывает очень высокий результат, однако она совершенно непригодна для других. Было отмечено, что чем выше вариативность ответа, тем хуже работает данная модель.

Таблица 3: Лучшие и худшие показатели первой модели на конкретных ответах

	Accuracy	F1	Kappa
Максимум	0.99	0.85	0.90
Минимум	0.67	0.12	0.09

В Табл. 4 приведены результаты работы второй модели. Доля ложноположительных ответов здесь ниже, а точность выше. Лучше всего себя показала TF-IDF векторизация. Однако стоит также обратить внимание на Word2Vec векторизацию, которая показала неплохие результаты, несмотря на то, как грубо была получена аппроксимация вектора предложения.

Таблица 4: Результаты второй модели

Вид векторизации	Accuracy	F1	Kappa
Count Vectorizer	0.84	0.45	0.36
TF-IDF Vectorizer	0.90	0.48	0.42
Word2Vec	0.86	0.47	0.40

По Табл. 5 видно, что с ростом числа эталонных ответом слегка растут показатели F1 и Каппы Коэна, но снижается доля правильных ответов. Однако число ложноположительных ответов здесь по-прежнему не так высоко, как в первой модели.

Таблица 5: Влияние числа эталонных ответов на качество второй модели

Число ответов	Accuracy	F1	Kappa
1	0.90	0.48	0.42
3	0.88	0.53	0.45
5	0.84	0.58	0.52

По Табл. 6 и Табл. 7 видно, что алгоритмы машинного обучения показывают наилучший результат среди разработанных моделей. Однако для их разработки потребовался достаточно большой корпус ответов.

Таблица 6: Результат работы классификаторов при использовании TF-IDF векторизации

Классификатор	Accuracy	F1	Kappa
LogReg	0.95	0.82	0.79
SVM	0.96	0.85	0.82
Random Forest	0.97	0.86	0.84

Таблица 7: Результат работы классификаторов при использовании Word2Vec векторизации

Классификатор	Accuracy	F1	Kappa
LogReg	0.92	0.63	0.59

SVM	0.93	0.69	0.65
Random Forest	0.93	0.71	0.67

Заключение

В статье были описаны результаты разработки различных моделей для оценивания кратких ответов на русском языке, а также предложена возможная схема для построения веб-сервиса на основе этих моделей. Было произведено тестирование разработанных моделей. Полученные результаты при правильном построении информационной системы вполне удовлетворяют выдвинутым требованиям. Для вопросов, ответы на которые варьируются минимально, модель, использующая меру Жаккара, вполне подходит и показывает хорошие результаты. Для более сложных вопросов стоит использовать косинусное расстояние и TF-IDF векторизацию. А при наборе достаточно большого корпуса ответов - алгоритмы машинного обучения. На основе схемы веб-сервиса было разработано приложение [11], которое в данный момент улучшается и дорабатывается. Среди наиболее перспективных путей развития моделей оценки хочется выделить применение векторизации Word2Vec, которая, несмотря на достаточно грубую аппроксимацию, смогла показать достойные результаты.

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ALLAMAH SA'DUDDIN AL-TAFTAZANI: PROMINENT SCHOLAR OF THE HANAFI-MATURIDI SCHOOL

Abstract: *This paper explains the works by an encyclopedic scholar Saduddin Taftazani such as 'Sharh al-Aqaid al-Nasafiya', 'Kitab al-Maqasid', 'Sharh al-Maqasid', 'Kitab Rad al-Fusus' and 'Al-Takhzib fi al-Mantiq wa al-Kalam' written on Maturidi teaching. Especially, it gives us information about the structure of these works, commentaries and super-commentaries to them and their authors as well.*

Key words: *Kalam, manuscript, logic, Usul al-Fiqh, sharkh (commentary), hashiya (gloss), source.*

Language: *English*

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Introduction

Hanafi jurisprudence and Maturidite teaching were widely spread and had an official status in Maverannahr in the 14th century [10:465]. Sa'duddin al-Taftazani was one of the great representatives of the Hanafi School of that time.

Sa'duddin al-Taftazani's full name is Mas'ud bin al-Qadi Faxruddin Umar bin al-Mavlo al-Azim Burhanuddin Abdullah bin al-Imam al-Rabbani Shamsulhaqq Shamsuddin al-Qori al-Samarkandi al-Haravi al-Taftazani al-Khorasani al-Ajami al-Hanafi [1:190; 4:241; 3:734; 15:471] (722-792/1322-1390). This blessed scholar was born in the village of 'Taftazan' in Naso, the city of Khorasan region (currently Ashgabat, Turkmenistan). A famous historian and scholar Yakhut al-Hamavi (574-626/1179-1229) describes 'Naso' as a city with fresh air and moderate climate. Naso was the city that situated in Khorasan Region[12:281-282]. And, 'Taftazan' was the name given to a big village that was just behind the mountains of the city[13:35].

Materials and Methods

Sa'duddin at-Taftazani was a great scholar in the fields of Nahv (syntax), Sarf (morphology), Balagat (rhetoric), Usul al-fiqh and Furu' al-fiqh (both Hanafi and Shafii), logic, Aqida (Islamic belief), Tafseer (interpretation of the Holy Quran) and others[1:190]. His appellation was 'Abu Sa'id'[5:304] and he is not only well known with names like 'al-Sheikh Sa'duddin'[14:389-390], 'al-Ustaz'[5:223], 'al-Imam al-Kabir', 'Ustaz al-ulama al-mutaakhirin (scholar of last period), Sayyid al-fuzalo al-mutaqaddimin, Mawlana sa'ad al-milla va-d-din, Mu'dil mizan al-ma'qul va-l-manqul, Muftih ag'san al-furu' va al-usul'[6:303-304], 'al-Imam al-allamah'[4:241], 'Sa'ad al-millah va ad-din', 'Sa'ad al-imam al-allama al-faqih al-adib al-hanafi', 'Alim al-Mashriq', 'Hibr al-umma, shams al-aimma'[8:446], 'al-Allama as-sani' in the Islamic world, but also he is considered as a savant who made a great contribution to the world science with many encyclopedic works relating to exact and social sciences like geometry, mathematics, philosophy, logic and literature.

Sa'duddin at-Taftazani has written forty books relating to theology, syntax, rhetoric, logic, and other fields of the classification from which people can take a benefit. It should be noted that his main works were created in Maverannahr. Five of his works were dedicated to the science of Kalam and they are very important sources on Maturidite teaching.

The first book by him on the science of Kalam is named as 'Sharh al-Aqaid an-nasafi', that a commentary of 'al-Aqaid an-Nasafi' by Abu Hafs Umar an-Nasafi (d. 537/1142). It is considered as the most famous and important commentary. It was written in Sha'ban 768 / on April 1367 in Khorezm region.

Sa'duddin at-Taftazani said that the purpose of writing a commentary for 'al-Aqaid an-Nasafi' was commenting short phrases, difficult issues, themes and interpreting hidden meanings[9:4a]. However, the practical aspect of the matter was to prevent Muslim belief from controversy that emerged because of the activities of some sects that developed before that time and refute some of the false doctrines like Khawarijites, the Mutazilites, the Qadarites and the Karramites on basis of Koran and Sunnah. Also, Sa'duddin at-Taftazani tended to provide mental or textual evidences against philosophical sects like Sophistry [7:377], cited in 'al-Aqaid an-Nasafi', that tried to interfere with in the Islamic faith with their false views. The scholar paid attention to the teachings of some other religions, such as Hinduism and Brahmanism and cited their ideas related to the subject and refuted them based on simple mental evidences.

Above, the main texts in old manuscripts of 'Sharh al-Aqaid an-nasafi' were highlighted in the different colors (red, black and gray) in order to separate them according to reviews. However, in fact, they were not divided into chapters and seasons in terms of the structure. Sa'duddin at-Taftazani wrote the preface before commenting on the work[1]. However, the basic texts are given in brackets, dash, parentheses, and using various forms, such as writing with capital letters in the old and modern publication copies. In some editions, the main themes of the text are shown in the contents.

A Method of commenting in the work is original. Once the scholar said 'I have tried to explain the brief treatise so as to give the details of its general principles and clarify the intricacies of the subject, to straighten out the involved things and reveal those that are concealed, while at the same time keeping the record concise, clearly calling attention to its purpose. The verification of the problems is a result of their statement. The detailed application of the proofs is an effect of their presentation. The interpretation of the doctrines comes after proper introduction. The values of the work are manifold in spite of its conciseness. I achieved this end by ridding my commentary of tautology and wear is omens, and by striking the happy medium between brevity and tediousness. Allah is the guide to the path of those who are led, and of Him, we seek preservation from error and guidance to the goal. He is my sufficiency, and the excellence is the Guardian'[9:6b-7a]. Words, sentences, phrases and terms of the main text were commented to its lexical meanings and usages; sometimes, a specific issue was studied is the first evidence that the power transmission and mental lit and the status of this issue wrong, and current flows along with the other teachings of Islam and religious leaders, as well as the names of their views. Sometimes, certain issues brought on behalf of a third party comments on this issue, 'he said', 'read' and 'said' passive ratio. However, these opinions available to anyone, although it brought attention to the fact that these views will be revealed by a particular party or person said. This condition is due to face a lot of work during the study. In addition, the 'us' in the form of opinions. Sometimes, some scientists believe that the matter of the scholar scientist's name and work side-by-side format.

Otherwise commented on the issue on behalf of a third party. To illustrate the idea of the place of the scientists conclude, 'our', 'us', 'answer' format. In general, the text Sa'duddin at-Taftazani compact form review the main focus, and the evidence is strong and credible so that his works will be published again and again studied hard in different regions of the world today.

Sa'duddin at-Taftazani 'Sharh al-Aqaid an-nasafi' wrote the preamble of the first 'word' origin of the term, the stages of the formation of the Greek philosophers, the reasons for his books to be translated into Arabic, Islamic philosophy and theology to integrate cutting aspects of the causes of the various streams, Abul Hasan al-Ash'ari (260-324/873-935) and Muhammad bin Abdul Wahhab al-Jubbai (d. 330/941) talk briefly departed from his Mutazila.

Sa'duddin at-Taftazani described in the knowledge of this written work, as follows: 'The word is the beginning of knowledge of the legal provisions on the basis of religious knowledge and Islamic doctrine because he was the most honored of science. The purpose of his is religious and worldly happiness[9:6b-7a].

This work is given creedal matters such as the theory of knowledge, the causes of knowledge, the parts of the concept being, things appear, the Creator of the world, a monotheistic faith, Allah's attributes, grave, paradise, hell, the Prophets, saints and the caliphate. As well as he cited the legal issues such as the drinking of nabidh, the wiping on the inner shoes and prayers for the dead, which caused variety of conflicts.

It began as follows:

بسم الله الرحمن الرحيمالحمد لله المتوحد بجلال ذاته وكمال صفاته المقدس في نعوت الجبروت عن شوائب النقص وسماته والصلوة على نبيه محمد المؤيد بساطع حججه وواضح بيناته وعلى آله وأصحابه هداة طريق الحق وحماته وبعد....[9:3b]

This commentary of 'Al-Aqaid an-nasafi' is the most important and famous by Sa'duddin at-Taftazani. For this reason, the scholars of the Hanafi School have taken into consideration 'Sharh al-Aqaid an-nasafi'' and written commentaries, super commentaries and glosses. In addition, this work of Sa'duddin at-Taftazani widely used medieval system

[1] Note. It has been described on the basis of the manuscript under number № 175 stored in Depository of Sources in Tashkent Islamic University.

of school education as a textbook. Below, some well-known commentaries:

The supra-commentary of Ahmad bin Musa al-Xayali (d. 860/1456) on 'Sharh al-Aqaid an-nasafi' known as 'Hoshiyat al-Xayali'. He is a scholar of the Hanafi School who lived in close period to Sa'duddin at-Taftazani. He studied under many scholars of that cycle. In particular, he studied under Mawlana Hizirbek bin Jalaluddin (d. 863/1459) who was a teacher of the madrasa 'as-Sultani' in Istanbul, and became his assistant.

Ahmad bin Musa al-Xayali previously excelled at knowledge and worked in a number of schools as a teacher. He taught many famous students such as Kamoluddin Ismail ar-Rumi known as 'Qara Kamal'. Kamaluddin ar-Rumi wrote a gloss on 'Hashiya al-Xayali'.

Ahmad bin Musa al-Xayali is the author of dozens of works such as 'Hashiya ala Sharh al-Aqaid an-nasafi', 'Hashiya ala hashiya sharh at-Tajrid', 'Sharh nazm al-Aqaid', 'Tafsir al-Qazi' and 'at-Talvih'. His 'Hashiya ala Sharh al-Aqaid an-nasafi' is different with lucid and language fluency from the others.

Ramadan bin Abdu-l-Muhsin Bihishti al-Rumi al-Hanafi al-Maturidi (d. 979/1571) is a one of the great scholars of the Hanafi School, known as 'Maulana Bihishtiy'. He was a guide of Sufi, also wrote a number of works such as 'Hashiya al-hashiya ala Sharh al-Aqaid an-nasafi', 'Hashya al-Mas'udi', 'Ta'liqot ala sharh al-Miftah' and 'Divan'.

Muslihuddin Mustafa al-Qastalani (or al-Kastali, d. 901/1495) is a one of the great scholars of the Hanafi school and a guide of Sufi, known as 'Khaja Zade'.He studied under great scholars of his time, such as Mavlana Hizirbek bin Jalaluddin. He wrote many works such as 'Hashiya ala Sharh al-Aqaid an-nasafi', which clearly and easily distinguished.

Ramadan Muhammad (d. 1025/1616) is the one of the great scholars of the Hanafi School and a guide of Sufi, known as 'Ramadan Afandi' and was born in the province of Edirne. He is author of dozens of works such as 'Sharh ala Sharh al-Aqaid an-nasafi', 'Ta'liq ala sharh al-Miftah', 'Hashiya adabal-Mas'ud'. 'Sharh ala Sharh al-Aqaid an-nasafi' is clear, easy to use and understand.

It is known as the name 'Sharh Ramazan Afandi' and published in 1327/1909 in Delhi and in 1308/1891 in Istanbul. In addition, he quoted from 'Sharh al-maqasid' of Sa'duddin at-Taftazani while commenting on 'Sharh al-Aqaid an-nasafi'.

The hadiths of 'Sharh al-Aqaid an-nasafi' extracted by Imam Abdurrahman bin Kamal Jalaluddin Suyuti (849-911/1445-1505) and Ali bin Muhammad Qari Makki (d. 1014/1616). Ali Qari called his work as 'Faraid al-qalaid fi Takhree jahadisal-qalaid'.

'Sharh al-Aqaid an-nasafi' has been used as a textbook for educational institutions in the Islamic world, like 'Al-Azhar', and has been translated into many foreign languages.

Sa'duddin at-Taftazani's second book on the Science of Kalam is 'Kitab al-Maqasid'. Its full name is 'Maqasid at-Taliban fi usul ad-din', which was completed in Samarkand in 786/1384. It began as follows:

بسم الله الرحمن الرحيم حمدا لمن تفوح نفحات الإمكان بوجوب وجوده ... [2:1780].

The scholar wrote this work as a short text. So, he commented on his own, and called it as 'Al-Maqasid fi ilm al-kalam'. Moreover, Haji al-Khalifa said that Sa'duddin at-Taftazani named it as 'al-Jizr al-asam'. This is the great work of his on the Science of Kalam, which was completed in Samarkand in 786/1384. He has begun as follows:

بسم الله الرحمن الرحيم نحمدك يا من بيده ملكوت كل شيء وبه اعتضاده ومن عنده ابتداء كل حي وإليه معاده ... [10:153].

This work consists of an introduction and six chapters. In other words, the scholar allocated the creedal matters to six 'parts' (maqsad). The first chapter is about the Science of Kalam, the second is creedal general issues, the third is about 'a'raz' (accident), the fourth is about 'javhar' (substance), the fifth is about 'theology' and the sixth is about 'sam'iyat' (the unseen world).

Soon later, the work of the scholar has been widely spread and known. This is an important work relating to the Hanafi-Moturidi Schools; along with that it is major source to study of the doctrines of sects and to refute to their untrue teachings. In addition, this is also important to study the theory and history of medieval philosophy. It is thought that the source always been the focus of attention of scholars, and they wrote commentaries, super commentaries and glosses. The scholars may be mentioned as the following:

Hizir Shah Bin Abdullatif al-Muntashavi ar-Rumi al-Hanafi (d. 853/1450) is a Hanafi Scholar and the author of many works such as a super commentary on 'Sharh al-Maqasid' of Sa'duddin at-Taftazani and a gloss on 'at Talvih' of the scholar and 'al-Mawaqif' of Sayyid Sharif Jurjani.

In addition, Ahmad bin Musa al-Xayali wrote a gloss on 'Sharh al-Maqasid'.

Elias bin Ibrahim as-Sinabi al-Bursavi al-Hanafi (d. 891/1486) is a one of the most famous Hanafi scholar, known as with the name 'Haji Zada'. He was a teacher in the madrassa of 'Sultoniya' in the city of Bursa. The scholar was a skillful calligrapher, so, he copied 'Mukhtasar al-Quduri' in a day and 'Sharh ash-Shamsiya' of Sayyid Sharif in one night. As-Sinabi wrote a commentary on 'al-Fiqh al-Akbar' of Abu Hanifa (r.a.) and a gloss on 'Sharh al-Maqasid'.

Vajihuddin bin Nasir al-Alawi al-Kujarati al-Hindi (911-998/1505-1590) is a Indian scholar who educated, lived and died in Gujarat. He wrote several works in Arabic and Persian languages such as glosses on 'Sharh al-Aqaid an-nasafi'' and 'Sharh al-

Maqasid' of Sa'duddin at-Taftazani, 'Tafsir al-Bayzavi', 'at-Talvih' and 'al-Mutavval' and a commentary on 'Risala dar ilm al-hay'at' of Ali Qushchi in the Persian language.

Mullah Nuruddin Abu-l-Hasan bin Ali bin as-Sultan Muhammad al-Qari al-Haravi al-Makki (d. 1014/1606) is the one of great scholars of the Hanafi School and the author of about three hundred works on the various fields of Islamic science. Seventeen of them are related to Tawheed knowledge and, a commentary on 'Sharh al-Maqasid' is one of them. In addition, Ali al-Qari used of quotations from 'Sharh al-Aqaid an-nasafi', 'Talvih fi haqaiq at-tanqih' and 'Sharh al-Maqasid' while commenting creedal issues based on the Hanafi school on 'al-Fiqh al-Akbar' which called as the name 'Minah al-Ravz al-Azhari'.

Hisomuddin Mustafa bin Hisamuddin Hussein bin Muhammad bin Hisam al-Bursavi ar-Rumi al-Hanafi (d. 1035/1626) is a one of savants of the Hanafi School known as 'Hisam Zada'. He wrote glosses on 'Sharh al-Maqasid', 'Talkhees al-Miftah' and 'at-Talvih' of Sa'duddin at-Taftazani.

Abu-l-Abbas Ahmad bin Muhammad bin Muhammad bin Ya'qub Dalaiy Maknasi (d. 1128/1716) wrote a commentary on 'Sharh al-Maqasid' of Sa'duddin at-Taftazani in 1120/1708, called as the name 'Ashraf al-Maqasid fi Sharh al-Maqasid'. The commentary was published in two volumes in 1935 in Cairo, Egypt.

Malik Ahmad al-Malik Bir Muhammad al-Faruqi wrote a commentary on chapters 'Ilahiyat' and 'Sam'iyat' of 'Sharh al-Maqasid'. It was written on the basis of the Hanafi School.

Abu Abdullah Valiyuddin bin Mustafa al-Qanstantini (d. 1151/1738) is scholar of the Hanafi School, known as the name 'Jarullah ar-Rumi al-Hanafi' and author of several books such as 'Hashiya ala Tafsir al-Bayzavi' and 'Hashim Ala Sharh al-Maqasid'.

Nuruddin Ahmad bin Muhammad Saleh Ahmedabad al-Kujaroti al-Hindi (d. 1155/1742) wrote a commentary on 'Sharh al-Maqasid', called as the name 'Sharh al-Maqasid' and 'Sahih al-Bukhari', called as the name 'Nur al-Qari sharh Al-Sahih al-Bukhari' and a gloss on 'Tafsir al-Bayzavi'.

Muhammad bin Muhammad ar-Rumi al-Amasi al-Hanafi (d. 1187/1773) is a one of the scholars of the Hanafi School. He is the author of many works such as 'Hashiya ala Risalat al-istiara' of Isomiduddin, 'Mukhtasar al-Mawaqif' and 'Mukhtasar Sharh al-Maqasid'.

Shamsuddin Abu Abdullah Muhammad bin Muhammad ad-Dilaji al-Uthmani al-Hanafi (860-947/1456-1540) shortened 'Sharh al-Maqasid' and called it 'Sharh Maqasid al-Maqasid'. He finished writing this work in 917/1511.

One of the most important works of Sa'duddin at-Taftazani is 'Ar-Radd ala Zindiqa bin al-Arabi'. This is called as the names 'Risala fi Vahda al-Vujud' and 'Kitab Radd al-Fusun' and a refuting to 'Fusus al-hikam' of the founder of the theory Muhiyuddin Abu Abdullah Muhammad Bin Ali al-Hatami at-Ta'iy (560-637/1165-1240). It began as follows:

بسم الله الرحمن الرحيم الحمد لله المتعالي عما يقول الظالمون علوا كبيرا والصلاة والسلام المتوالي على نبينا الصادع بالحق بشيرا ونذيرا وعلى اله عترته الحافظين لشريعته وصحابته الناصرين لدينه وملته وبعد ... [2:1780].

According to the sources that at the beginning bin al-Arabi was a chief of scholars and sheikhs, and his last position became as chairman of the mulhid. 'Vahdat al-vujud' of bin al-Arabi is a contrary to the belief of Ahl as-Sunnah. His work has been printed (lithographic) and modern means.

In this respect, it should be noted that, along with Sa'duddin at-Taftazani and also, some Hanafi-Moturidi scholars wrote refutation to the work of bin al-Arabi. In particular, Mulla Ali al-Qari al-Hanafi wrote a refutation to it, called as 'Ar-Radd ala al-qailin bi Vahda al-vujud', and it has been published several times.

Allamah Sa'duddin at-Taftazani's another important work is 'at-Tahdheeb fi al-mantiq va al-kalam' written in 789/1387 in Samarkand. This is his last work about Kalam. The work in the form of a text, the eminent scholar Haji al-Khalifa said that creedal part of the book is short form of 'Sharh al-Maqasid'[2:1780]. It began as follows:

بسم الله الرحمن الرحيم الحمد الذي هدانا سواء الطريق وجعل لنا التوفيق خير رفيق والصلاة والسلام على من ارسله هدى هو بالاهتداء حقيق ونورا به الاقتداء يليق وعلى اله واصحابه الذين سعدوا في مناهج الصدق بالتصديق وصعدوا في معارج الحق بالتحقيق وبعد ... [16:3].

'At-Tahdheeb fi al-mantiq va-l-kalam' divided into two parts, the first part is about logic consists of four seasons and the second part is about Kalam consists of seven chapter, eleven seasons and conclusion.

This work is widely read and popular books of all time. It is therefore written comments to it at different times by many scholars.

Ubaidullah bin Fazlullah al-Xubaysi (d. 1050/1640) wrote a commentary to it called it 'At-Tazhib' and on this commentary was written glosses by Muhammad bin Ahmad bin al-Arafa ad-Dusuqi (d. 1230/1815) called as 'at-Tajrid ash-shafi Ala Tazhib al-mantiq al-kafi', Muhammad bin Ali bin Said al-Hajar (d. 1119/1707) called as 'Tahrir al-tazhib li kitab at-Tahzib' and Sheikh Abu-s-Saadat Hasan bin Muhammad al-Attar ash-Shafii al-Misri (1190-1250/1776-1834).

In addition, this work was commented by Jalaluddin Muhammad bin al-Asad as-Sadiqi ad-Davvoni (d. 907/1502), and also Sa'duddin at-Taftazani's great-grandchildren Ahmad bin Yahya, Najmuddin Abdullah bin Shihobuddin Hussein al-Yazidi ash-Shahabadi (d. 981/1573), Ubaydullah bin Fazlullah al-Xubaysi, Zainuddin Abdurrahman bin

Abu Bakr (d. 893/1488) and Muhiyuddin Abu Abdullah Muhammad bin Sulayman bin Sa'd bin Mas'ud ar-Rumi al-Kafiji al-Hanafi (788-879/1386-1474).

Conclusion

In conclusion, it should be noted that, Sa'duddin at-Taftazani is the one of the great scholars of the Hanafi-Maturidi School, and his works on the science of Kalam are important sources relating to teachings of the Moturidi School. In addition, they are significant to study the views and history of sects and refute to them, based on science. The same time, his legacies are still in use by today's scholars. In this case, research and scientific use of them is the one of the most important tasks.

According to some of the latest scientific researches, Sa'duddin at-Taftazani is mentioned as 'philosopher'. Expressing their opinion about the scholar has no scientific basis. On the contrary, it looks through his creedal works, the scholar refused on the based on mental and textual evidences to teachings of 'philosopher' such as the world. The same time, Sa'duddin at-Taftazani divided Islam Belief from the philosophical teachings in his works. That is why the scholar's sense of the word 'philosopher' would not be appropriate to say.

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USING THE SCIENTIFIC INFORMATION ON THE "CHEMISTRY HISTORY" COURSE LESSONS

***Abstract**: This article contains the scientific data on the history of chemistry and industry of Uzbekistan, its present state and prospects in the Fergana valley. Besides, it gives the information on the presence of macro and microelements in Uzbekistan and their effects on the human body, dye and medicinal herbs.*

***Key words**: microelement, dye, extract, copper, manganese, lead, cement.*

***Language**: English*

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Introduction

The "Chemistry History" course is included in the curriculum as a subject of study in chemistry-technology and chemistry faculties of higher educational institutions of the Republic of Uzbekistan and higher educational institutions, which train chemistry teachers. "History of chemistry" should play a connecting role (integrative) in the system of chemistry subjects. This course is designed to establish links between natural sciences and humanitarian subjects. [1-2]

Based on interviews with students, we have come to the conclusion that the course will be of great interest to future specialists.

Knowing the history will equip them with modern knowledge and will help them to understand the modern chemistry consciously. In the recommended textbooks and manuals [1] on this course, the scientific data about the past and present of the chemical science and industry of Uzbekistan are not sufficiently given.

There are roots of chemistry history in the Fergana Valley. Archaeologists have discovered the remains of the Stone Age and other eras. Older manuscripts, scientific and religious sources have a lot of interesting information.

The Fergana Valley is a naturalized region of the world, surrounded by mountains on all sides. The caravans of the Great Silk Road passed this land, and travelers from China, Spain and other countries wrote a lot about it.

Materials and Methods

In the past, the town of Axsikent was compared to Afrasiyab settlement in Samarkand. Ferghana, Andijan, and Namangan emerged after the destruction of the ancient city of Ahsikent and they were its successors. Many architectural designs of the old settlement, the availability of a bath, the water supply network, and the metropolitan construction methods have shown that the intellectual potential of the people living there is very high. [7]

There are an abundance of data concerning the valley's mining resources. The Chinese gold seekers wrote that the foothills of the Fergana valley were rich in gold, silver metals, iron ores, rare earth elements, and mercury extraction was a special measurement in this time. We have included this information into the subject of "History of Chemistry".

The Fergana Valley's plants require giving the sanctuary status to it because of its heritage, diversity, rarity and protection. Plants are taken food with minerals. Recent scientific publications and references have provided a load of information on the study of chemical composition of medicinal plants and food products.

Despite the fact that today there are many high-performance synthetic drugs, great attention is being paid to the study of medicinal plants, in particular, the study of the macro and microelement content of plants.

The presence or absence of macros and micronutrients affects the human body and vital activity. Therefore, the important task is to determine their microelement content. We studied the paint and medicinal plants of Ferghana and Namangan regions, and also focused on negative impacts according to ecological trends.

The results of the research show that many natural plants can be used in dyeing and dyeing of various fibers. The dyeing can be made entirely by the plant organs, as well as with aqueous or organic extracts. That is why, the researches have been conducted in this direction. When the extract is taken from plant organs, 3 times less than the copper, 60-80% manganese, 40-60% lead, 20% nickel, 22-28% of iron remain, that is, it is clear that these elements are extracted and dyeing occurs in the presence of these metals and demonstrates the presence of these metals in the extract.

The carpets that are painted with natural dyes are now gaining the attention of art lovers.

The presence of water-soluble metal compounds in extracts increases the medicinal properties of plants, which can be clearly seen in the use of valerian root.

Our scientists have a great contribution in increasing the fame of our country. Regarding this, there are a great number of scientists in creating and developing miraculous science in our country. On the eve of the 11th anniversary of independence of our country, by the decree of the first president of Uzbekistan, a group of late leaders of our state, who made a great contribution to the science, were awarded due to their Great Services. Among them there was the great scientist and skillful person, founder of the bioorganic chemistry school in Uzbekistan, academician ObidSodikov. [8] Scientific, pedagogical, social and organizational activities of O. Sodiqov are admired well by the scientific community of our country. In 1966, the teacher was a member of the Academy of Sciences of Uzbekistan, a correspondent member of the Academy of Sciences of the former Soviet Union, and 1992 as an academician. O. Sodiqov worked at the Academy of Sciences of the Republic of Uzbekistan during this period in order to maintain an intimate relationship between science and production. In 1966-1984 a number of new research institutes were established in the Academy of Sciences, including the Department of Electronics, Biochemistry, Archeology, Thermophysics, Bioorganic Chemistry Institute, Cybernetics Scientific Production Association, Polymer Chemistry and Physics Institute and others. O. Sodiqov paid a great attention to the comprehensive study of cotton and cotton waste. It has proven that it is possible to get food acids and biological stimulants from the cotton plant. As a result, the production of protein-vitamin supplements for livestock began to emerge from cotton plants. Under the guidance of the scientist, more than 50 million sums have been earned. Under the guise of O. Sodiqov, the inexpensive way to get itaconic acid has made a great contribution to the development of the artificial silk manufacturing industry.

Obid Sodiqov, the founder of the world-famous Uzbek science bioorganic chemistry school, is always alive. [5]

Yunusov S. - Academician of the Academy of Sciences, Doctor of Chemistry, Professor, author of more than 600 scientific articles, over 100 inventions, more than 10 monographs. He has mentored more than 10 doctors of sciences, more than 100 Candidates of Science. In 1969, he was awarded the title of Hero of Labor. He was awarded with the gold medallion named after I. Mendeleev.

In 1959, S.Y.Yunusov was awarded the title "Honored Science and Technician of Uzbekistan" for his great services. In 1962, S.Y.Yunusov was elected as an academician of the German naturalists at the Leopold Academy. In Uzbekistan, there are more wild plants than any other country, but not all of them have been fully studied from chemical viewpoint. In 1959, on the basis of the Laboratory of Alcohol Chemistry, the Institute of Plant Chemistry of the Academy of Sciences of the Republic of Uzbekistan was established in order to address these issues in full. [2]

I.R.Asqarov graduated from the API (1949), a teacher of the general chemistry department of ADU (1970-72), a scientific worker at ToshTI (1972-75), and a Ph.D. (1975). He was a researcher at Moscow Institute of Chemistry of Elements of Organic Connections (1980-82), Science Doctor (1990), honored inventor and rationalizer in Uzbekistan, professor of ADU. Asqarov I is an author of more than 400 works, 58 methodical manuals, secondary textbooks for 7,8,9 grades. He has mentored 18 PhDs, 2 Doctors of Science, is a head of 10 Food companies. He has been working on organic chemistry, classification and certification of chemicals.[1]

Y.T.Tashpulatov. Yo'lchiTashpulatov was one of the "The Thirteen Swallows". He was the first doctor of technical sciences among the Uzbek people. Although not long-lived, he made a significant contribution to the development of science and technology.

In 1939, he conducted his PhD thesis on "The effect of Portlandcement on glinosis on its salt-resistant properties." The scientist has worked on obtaining fresh and saline water resistant cement based on burned soil and portland cement. In order to be resistant to sulphurous water, Portland Cement has a very large amount of content (up to 70%) naturally burned - instead of gilding, Ahangarankaolinit has been developed with Portland cement, which is resistant to sulfuric water, based on soil and ordinary portland cement. The new product is called glinit-portlandcement. Glinit-portlandcement is distinguished by its technical advantages, frost-resistant and strong. The cement created by the scientist soon began to produce at the Bekabad cement plant on an industrial scale. He was an author of

"Glinitportland-cement" monography and more than 50 scientific articles. [3]

We have been using these resources to conduct lectures and seminars.

Thus, the following words of D. Mendeleyev are worthy of note: "Knowing ready conclusions easily without information how to make them may lead to confusion". These words fully explain the essence of an integrative approach to the study of chemistry. [4]

Conclusion

The abovementioned conclusions show that the issues of the history of chemistry should be based on the use of scientific information, specific chemical phenomena, and aggregation. In addition, the introduction of historical knowledge into the teaching of specific sciences will help to improve the quality of education.

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SECTION 30. Philosophy

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THE PHILOSOPHICAL CONCEPTUAL ANALYSIS OF THE SPIRITUAL SOCIALIZATION OF YOUTH IN UZBEKISTAN

Abstract: *In this article presents the author's views on the philosophical conceptual analysis of the young people's spirituality, its theoretical foundations, the scientific and practical examples and views of foreign and national scientists, the reforms carried out on the spiritual development of the youth in our country and the researcher's proposals on the solution of the existing problem.*

Key words: *Forms of teaching, methods, time and space, social and religious environments, territory, adaptation of the child to family, production or profession, legal culture, phenomenon of globalism, social capital.*

Language: *English*

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Introduction.

Any process consists of a series of legitimate steps to achieve its results. The most important outcome of the educational process is the formation of a comprehensive personality. This process requires a two-way organization, and both the leadership and the educated person themselves. Because, it develops the program of implementing the general goals of education, and selects and implements educational forms, methods and methods. Reforms of any society and state in the upbringing of youth are first of all spiritually mature, competent, and cultivated profoundly competent cadres who meet modern requirements and needs. This goal does not lose its relevance in time and space, neither in the territory nor in a socio-religious space.

Research methods:

The issue of socialization of the younger generation is logical, and it is logical that the whole process, from the birth of the child, to the self-consciousness of the family, the motherland, the motherland, the evolution of the country, and the future of the nation, coverage. In a narrower sense, the adaptation of the child to the family means the student's adaptation to preschool and schooling, higher education, production, or occupation. While social cohesion is directly related to the ability to develop material and nonviolent material around the person and its surroundings, this activity is not indispensable to the individual's ability to act alone because in this process, all members of society, the natural environment and the social environment have a major influence play. Modernization of a person is especially directly connected with the reforms carried out by the state and the created conditions, especially the spiritual social processes.

From the very first days of independence, a large-scale work on raising the legal and political culture of the population is being carried out. Necessary legal and normative base was created in this direction. In particular, the Decree of the President of the Republic of Uzbekistan "On improving the legal education, improving the legal culture of the population, improving the training system of legal personnel, studying the public opinion", "On the organization of the study of the Constitution of the Republic of Uzbekistan", approved by the Oliy Majlis the National Program on Enhancing Legal Culture, and others. The state of legal culture is the main quality indicator of the full formation of the legal system of any state.

The active development of society in legal culture is a mirror. It covers all major areas of society's legal life: legal creativity and law; application of legal awareness and law; subjective rights and obligations of citizens; legal and political institutions; governmental and civil society institutions. In order to determine the extent to which the legal culture influences the formation of civil society, it is necessary to understand the legal culture as a social phenomenon. At first glance, legal culture is entirely applicable to jurisprudence. However, if its content is deeply studied, it will determine its superficial and unilateral approach. This is because the nature of any act of natural rights acts as an act of action or inaction which, at least, is closely related to common law. Of course, there is no single idea between the scholar and the scholar. Legal culture plays an important role in the socio-cultural life of society. Where there is a high level of legal culture, a free and prosperous state is formed on the basis of civil society, democratic demands.

Any civil society at the same time is formed “secretly” where it develops “in a transparent environment” as individuals, and all of its civic qualities are formed by joining democratic associations, public associations and movements of society. We can conclude from this that the formation of civil society depends not on government intervention, but on the development of these two industries. The reason is that the state and civil society are in need of one another, and as a result of their mutual influence, they fill each other and create a relationship between the state and society. Any state should create the necessary conditions for the freedom and initiative of the individual, while the civil society should simultaneously have a role in society and develop a sense of responsibility for society, and should support the democratic institutions of the community. Here it is appropriate to define the results of this process. We consider the human and civil rights and freedoms, the level of legal culture of every member of society.

The extent of civil society is explained by the share of active citizens who are able to influence the political, economic, and social life of society. The acceleration of the globalization process is influenced by the laws of interdependency and interactivity on the basis of science, culture, and even the character of the people, which in turn can not be attributed to the social responsibility of the individual. It is no secret that globalization is inextricably linked to the rapid development of modern science, technology and international information exchange. Ever since the 1960s, computers have been switched to televisions that have attracted the majority of audiences as one of the greatest discoveries in the 20th century, the radio and electronic media, and the media for two decades. A large-scale phenomenon, often called “informationalism” by most researchers and the general public, is one of the components of the phenomenon of globalism. Of course, the advancement of science and technology in the human way of life has increased the enthusiasm of people in science and technology. However, along with the positive achievements of science-technical development and the favorable conditions created by it, there are problems and problems, which also entail adaptation of the youth to the life of the society and its negative socialization. We see this as a result of the youths' lack of interest, artistic interest in works of art, increasing the conscious imagination, increasing their technical impressions, and their imagination, creativity, and intellect.

Australian scientist Konrad Lorenz, who has studied the mechanism of relationship between man's spiritual state and daily practice, has shown that frustration in the social consciousness is manifest in the practical work of people in despair, indifference, indifference, aggression [1, p.46].

Another important factor in shaping a person's consciousness of freedom and social responsibility is that social environment. As a result of the social environment, young people have a sense of responsibility and vice versa. It is well known that when every person experiences the spiritual support of people around his abilities and human qualities are the result of growth, development, self-realization. In this respect, the social environment plays an important role in the implementation of social training. If the social environment surrounding the person is distorted or unhealthy, then the person becomes a person who does not benefit from the benefits of the community and operates in the interest of his or her own. Italian dancer Dante says, “It is a man who teaches a human being, and sometimes you wonder how often a person is ruined” [2, p.57].

As long as we want to build our own future in a enlightened world, a developed country, it is important that we preserve the inviolability of the spiritual world of our younger generation. For this purpose, the integration of the science and education system into science and education with the world science and education system, and the philosophical analysis of global science and education processes are one of the challenges ahead.

Nowadays, education serves as a civic (economic, humane, and cultural) function, a social institution, and it must educate the accumulated scientific knowledge, skills, abilities, and creative personality [3, p.22].

The philosophical interpretation of this is that as a society is renewed as a complex system, it is essential that it is the key element of its organizational structure - to adapt to the new environment and to fulfill its mandate to meet its requirements. Depending on the development of society, learning methods and knowledge transfer are changing.

The role of the education system in social development and in the renewal of the society is widely covered by experts. For example, Francis Fukuyama wrote in his book The Great Space: “In modern societies one of the main sources of social capital is a system of education that is provided as a social value” [4, p.46].

A. Subetto asserts that the main factor in community development is the development of "system intelligence" in terms of quality, flexibility, future creativity, and ability to handle the future [5, p.76].

He believes that this law applies to any development. Any social development, universal historical law, is related to social intellect [6, p.33]. The scientist admits that in the twenty-first century, humanity is governed by the mind and education of society [7, p.45]. The scientist considers that the substance of the social mind is the main force in the reproduction of knowledge and education - the social and individual mind [8, p.33]. However, it emphasizes the need for a comprehensive development of the education system for the implementation of these processes.

Because of the lack of self-sufficiency in minors who have a negative impact on their behavior, they can be frustrated and reassured by others. It is well known that social events have a different effect on the spirit and behavior of every minority [9, p.33]. External socio-psychological impacts can lead to specific changes in mental and mental health of some adolescents, while others do not have a strong impact on external events [10, p.345].

Conclusion

In conclusion, it should be noted that the problem of philosophical conceptual analysis of the young people's socialization in Uzbekistan is one of the most urgent issues of today, although many studies, textbooks and research on youth analysis have been conducted, however, overseas expatriation, fast-growing and easy-to-use, resulting in the effects of different flows and groups. One of the most pressing moments is the failure to understand the benefits and freedoms of the reforms undertaken by the government, the timely access to the conditions created, and, consequently, to remain behind the foreign youth in the interest of life, intellectual and physical growth regrets the mood of the mood. To prevent this, avoiding such situations, creating additional conditions for young people, and arming them with life-threatening news and messages are the most important issues of today.

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PRODUCT MARKETING SYSTEMS: THE CHALLENGE OF POVERTY AND THE CULTURE OF RESISTANCE AGAINST TECHNOLOGICAL CHANGE

Abstract*: Change is a deadly thing, it buries everyone who lag behind. It is precisely the reason why all have to embrace the virtue of continuous development. As for this study, it can be manifested in the form of adopting to the revolution of technology and rapid advancement of scientific inventions that change how agricultural products are developed and distributed along the supply chain. This paper presents the historical development of marketing systems, the challenges to development, and the adoption of technology in among the farmers, and find out whether or not there in fact, resistance in the technology adoption process. The data revealed that, the respondents are resistant to change in the cropping and harvest of farm products, as more farmers are inclined to remain using traditional methods of producing farm products. The agricultural marketing system in the Philippines continuously rely on traditional method despite the availability of modern marketing method. The farming sector is still the poorest sector of the Philippine society, and that the adoption of technological change is challenge by such a gruesome economic condition that continuously pounds the farmer's day-by-day life at the countryside. It is concluded that there indeed an observable culture of resistance to the adoption of technological change in the product marketing system, however, the most intervening factor in the inability of the farmers to adapt to change is the unavailability of resources due to poverty. It is recommended that the agriculture department and other concerned government agencies have to formulate a framework of development and devise means by which government resources are channeled well so as to impose change in the grassroots, and that available technology to those who can afford be afforded to those who cannot.*

Key words*: Poverty, Marketing, Technology, Technological Change, Marketing Systems, Agro-Product.*

Language*: English*

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INTRODUCTION

Farmers are the most significant element of the society since time immemorial. They feed the people, they fuel the economy. This is the reality that can never be denied. However, in developing countries like the Philippines, it displays a very different picture from that ideal sense. Farmers are seen as the least sector of the society, in fact the Philippine Statistics Authority published an article which provides that farmers are the poorest sector of the Philippine economy [1]. Added to the fact that there indeed is an observable delay in the penetration of technology in the Philippine agriculture sector[2], [3].

In this connection, this paper will present the current product marketing systems[4]–[6] attendant in the Philippine agribusiness market. As well as the totality of the technologies used as to the cropping and the harvesting method. The distribution strategies used, as well as the government aids received by the respondent farmers[7], [8]. This paper will also present the presence of resistance among farmers to adopt the available technology in product marketing[9], [10].

Marketing is an encompassing field that harbors the totality of the product life cycle[11]. Product life is categorized into the following: Introduction, Growth, Maturity and Decline. In the development and the prototyping of the product, even idea in itself is considered part and parcel of the marketing management. Product marketing in the context of this study is the production, distribution and the consumption of vegetable consumers in the city of Cebu.

Production of agricultural products in the developing countries such as the Philippines is particularly challenging. The lack of resources and the enough knowledge in the modern technology is a continuing challenge. Added to the fact the Philippines is dubbed as the Typhoon capital of the world, amassing up to the average of 20 typhoons each year. Which typhoon Haiyan, the strongest typhoon, a category 5, to land on a body of soil, the City of Tacloban, just miles away from the locale of this study. This data is to emphasize that growing crops in this particular area are indeed very challenging if not, very difficult.

Part and parcel of that production challenge is the great necessity of the government aid that empowers the grassroots. Through the Department of Agriculture of The Philippines this paper presents the overview of how the government have exerted efforts in aid of the farmers in the midst of very challenging condition worsened by the drought as propelled by the Global Warming Phenomenon.

This paper further looked into the historical and the current product marketing systems attendant in the Philippine agribusiness market.

METHODOLOGY

This paper utilized descriptive method. The data was gathered through a survey method. The respondents were selected through random sampling. The respondents are farmers of 28 mountain villages of the City of Cebu, Philippines. No complex mathematical model was used. The numerical data gathered in this study was tested with statistical software, while textual data was analyzed through themes.

RESULTS AND DISCUSSIONS

It is very significant that no one will be left behind in the quest towards progress. It is a matter of right according to every human, so does the farmers in the context of this paper. At this point, this paper will present the presentation, analysis and the interpretation of the gathered data.

Marketing Systems

Traditional System. This is a kind of system since time immemorial. Characterized by farming manually, using buffalo or cows, delivering through manual carrying of the crops from the farms to the market[12]. In the age of technological advancement such a kind of method should have been faced out already. However, this kind of marketing system is prevalent in the Philippines where farmers plant, harvest, and deliver products in the traditional way[13]. Not only that it is very time consuming, it is also very inefficient[14].

Conventional Supermarket System. This system of product marketing is characterized by traditional brick and mortars stores that heavily relies on actual and free standing stores where the farm products are sold. Conventional supermarket systems are still prevalent today, anywhere in the world. In the United States, Wall Mart is the best example. In the Philippines, Save More Supermarkets, Metro and the like are those that belongs to the group. There is a problem with the supermarket systems, it requires considerable amount of financial capability to operate. It has limited reach, since it is almost always located only in metropolis.

Cluster Farming System. It is a system that aims at sustainability. Bruntland Report, coined that “Sustainable development is a development that meet the needs of the present without compromising the ability of the future to meet their own needs”. Basically, this system is aimed at sustainable agriculture[15], [16]. This system is also used in the southern Philippines in the island of Mindanao. It helped the farmers to earn more without necessarily endangering the environment. Additionally, this system supports the farmers from, production, post-harvest handling, trading, processing, Re-trading, retailing and consumption. Along the way towards the end consumer it is ensured that all elements aligned well so as sustainability is achieved.

Agricultural Marketing Information System. A system characterized by modernity where technology is imbedded in the heart of agribusiness. Farmers in this system are connected with a web server and all information are readily available. In this system, all Seed Sellers, Agricultural Advisories, Administrators are connected to a database[17]. This is also connected to the cloud where data delivery is very fast. Data from this system can also serve as basis for strategic decision making casted by the Agriculture Department. This is also a very expensive kind of system. It has not yet penetrated into the Philippines.

E-commerce System. This system is characterized by modernity where consumers do not necessarily have to go to a market, just a mere tap of the hand, order it online, and the farm products are deliver right on the consumers doorstep[18], [19].

There may be other systems available in the world, but such is too long to mention, this research leave it there. It can be noted however, that among all the marketing system available, the most attendant system is the traditional one.

Cropping Technology

The table below provides information on how farmers plant their crops, as well how they harvest the same. The questions are divided into two aspects, the modern and the traditional methods.

The first six items of Table 1 presents the farmer's use of modern technology for cropping or planting. The data reveal that the farmer does not use tractors at all with the mean of 4.24 which means that farmers do not use tractors in the cultivation of their farms. No greenhouse facilities, no automated harvesting method, they rarely use mulching technology, and only uses water pumps sometimes. The same with the mean of, 4.73, 4.85, 3.41, 2.93 and 3.88 respectively.

Table No. 1 Cropping Technology

	Mean	Std. Deviation	Interpretation	Ave. Mean
1. Tractors are used in cultivating my farm.	4.24	1.132	Never	4.01 Rarely
2. Green house are used for plant protection	4.73	0.782	Never	
3. I use automated planting technology	4.85	0.588	Never	
4. I use Mulching Technology to protect plans from weeds	3.41	1.498	Rarely	
5. Water pumps are used in watering the plants	2.93	1.662	Sometimes	
6. I use drip irrigation in my farm	3.88	1.384	Rarely	1.81 Often
7. Still using carabao in farming	2.45	1.525	Often	
8. Plants have no protection, rain or shine	2.15	1.469	Often	
9. Still utilize Manual planting of my crops	1.49	0.993	Always	
10. I use upland spring for water source	1.79	1.917	Always	
11. Manual watering of the plant	1.54	0.986	Always	
12. Weeding is still manual using bolos	1.43	0.917	Always	

**1-6 Modern, 7-12 Traditional methods*

On the second part of Table 1 shows the cropping technology using the traditional method. The data reveal that farmers still use Carabao, manual planting, and spring as a water source, manual watering, and weeding using Bolos. With mean of 2.45, 2.15, 1.49, 1.79, 1.54 and 1.43 respectively.

With the available data, the average mean can be derived to represent the entire respondents' responses in this context. Table 1 presents the average mean in both traditional and modern methods of cropping. The table also presents the mean comparison between the modern and traditional method of cropping. The data reveal that the farmers are still using traditional methods of cropping. This means that the farmers are unable to arrive at the maximum potential of productivity due to Equipment Constraints and the methods used in the planting products. Farming equipment deeply affects productivity [20]

Harvest Technology

Without investing in modern post-harvest equipment and methods the farmers will continue to suffer from losses, sometimes great losses that can cause tremendous financial backlogs for farmers. This is because the greatest value loss suffered by farmers are in the post-harvest period in the cropping season. With the data, it can be assumed that farmers are suffering from loss of value of the product they produce due to the absence of the post-harvest system. Corporate Document Repository of the Food and Agriculture Organization estimates that the loss in the post-harvest period can climb up to a stunning 30% of the plant harvested.

Table 2 presents the methods of harvest used by the farmers in the conduct of their farming activities. The questions are divided into two categories modern methods and traditional method.

The table also presents the summary of responses by mean in the question of whether or not the farmers use modern methods of farming still remains in traditional methods. The data reveal that farmers never use modern methods and equipment in the harvesting of crops. With the average mean of 4.60, it can be interpreted as 'Never' through the use of the scoring procedure. On the other hand, the traditional methods of harvesting such as the use of Sacks and *Bakat* (Bamboo Crates) still prevail within the agricultural market system in the City. The traditional method has an average mean of 1.85 which can be interpreted as 'Often'. Meaning, the farmers often use traditional methods of harvesting the crops produce on farms.

Table No. 2 Harvest Technology

		Mean	Std. Deviation	Interpretation	Ave. Mean
1.	**Harvested crops are put on trays/cartoon/crates**	4.22	1.23	Never	4.60 Never
2.	**Customized packaging design is used**	4.71	0.762	Never	
3.	**Harvesting is automated**	4.87	0.569	Never	
4.	**Refrigerated storage are used to preserve freshness**	4.87	0.602	Never	
5.	**Harvest are processed before delivery as final product**	4.69	0.871	Never	
6.	**Modified atmospheric packaging is used to prolong shelf life of the harvest**	4.77	0.849	Never	
7.	**Basket and sacks are used for harvested crops**	1.73	1.08	Always	1.85 Often
8.	**Harvest are sent to the city without any packaging**	2.42	1.329	Often	
9.	**Harvesting is done manually**	1.68	1.175	Always	
10.	**Product are sold directly to avoid spoilage**	1.79	1.066	Always	
11.	**What is harvested is considered final product**	1.7	1.062	Always	
12.	**Our harvest cannot be stored very long**	1.84	1.21	Often	

**1-6 Modern, 7-12 Traditional*

Alternative Transport

Table 3 presents the alternative transportation used by the farmers in the delivery of the products to the market and the customers. Paying for the transportation comprises the total 83 responses, or 53.2 % of the total respondents rely on. Selling the products to wholesalers is the second in the rank, of 81 responses or 51.9% of the total respondents rely on. Customers getting the harvest is 39, Selling to persons with transport vehicles at 38, and lastly, the Government provided vehicles at 30, or 19.2 %

Table 3. Alternative Transportation

Alternatives	f	Rank
Pay for transportation from farm to the city	83	1
Sell to wholesalers so that I will not have problem with transportation	81	2
Customers get the harvest from my house	39	3
Sell farm product to those who have transport vehicles	38	4
Use government provided vehicles	30	5

The data should mean to provide the government with an exact message that it should develop more projects about the advancement of transportation in aid of the farmers who do not have personal vehicles. The government is the *parens paterae* of the state should invest more in transportation and other modes to help the farmer's transport products from farm to the customers.

This is because, an improved transportation will encourage farmers to go harder in the rural areas for increased yield, add value to their products, reduce spoilage and wastage, empower the farmers as easily as possessing a positive impact on their productivity, income, employment and reduce poverty level in the rural areas since it will be more comfortable to move inputs and workers to farm as well as products to markets and agro-allied industry (Ajibuye and Afolayan, 2009).

Government policies are also aspects that needs consideration in the study of productivity of farmers in the city. Among these policies are the following: Government Program of Farm Inputs, Farm Monitoring and Method of Farming.

Government Programs on Farm Inputs

The government has established methods of giving aides to the deserving farmers in the City. They have provided relevant farm inputs to the farmers to mobilize productivity. The data revealed that the governmental aides are present and is provided to the farmers in the City of Cebu. The data showed that more than a thousand units or fertilizers were given to the farmers to help them in the production of vegetables in the mountain barangays of the City. Seeds 729, Pesticides 434, Drums 253, Hose 133 and the least is Carabao at three units. The data means that despite limited resources from the government several farm inputs were validly received and had helped the farmers in farming.

The method of allowed farming is very crucial to the outcome and output of farm products. There are several methods adopted by the department of agriculture; it includes the following: Pure organic, the one being pushed at the moment. Pure Chemical the one in the process of extinction for the system. And third, is Good Agricultural Practice which is a substantial combination of the two. Pure organic has a frequency of 16 or 8.7%, Pure Chemical has a frequency of 21 or 11.4 % and lastly, Good agricultural Practice at 119 or 64.7%. The data reveal that more farmers are practicing Good Agricultural Practice which means that consumers of farm products within the City can expect a fresh and safer food out from our farms.

Poverty

The agriculture is the hardest hit sector of the community when dealing with extreme poverty. This case is true not only in the Philippines but also to the world, especially when studying the cases in the third world countries or those that are developing and rising economies. It is apparent that the sector that provides foods to the table are more often the ones left behind.

Statistical data show that among the poorest people on the planet, farmers set on the top (see Figure No. 13). Based on the figure from the Philippines Statistics Authority, fishers and farmers in the Philippines are the most unfortunate people in the primary sectors, with poverty incidence at 39.2 and 38.3 respectively. The said figure is way beyond the national poverty incidence average point of 25.2 points. The same data shows that 2.8 percent of poverty incidence in the fishing, and 0.3 percent in the farming sector. This data statistic means that farmers and fishermen are not only the poorest sectors of our society, it is also becoming poorer and poorer.

Based on the January 2017 Labor Force Survey, the unemployment rate in the country increased to 6.6 percent in January 2017. This is higher than the 5.7 percent recorded in January 2016. The agriculture sector accounted for the second-largest share of employment in the country at 25.5 percent. This means that the sector has shed an estimated 882,000 workers or two-thirds of total employment losses.

Resistance to Change

As this paper provided in the first part of this paper, that change is the only way to go in this very competitive world, this research goes deeper into the very heart of the problem, questioning exactly what hinders the farmers from adopting the modern technology in agribusiness product marketing. Questions were propounded to the selected respondent farmers on the probable reasons, and to determine whether or not there indeed is an observable resistance to change. The data revealed based on the following themes: Ignorance to technological availability, Lack of knowledge, Expensive, Used to traditional way, and Lack of Money.

The primary consideration of as to the reason why the data previously presented is inclined into the traditional way despite of the availability of government aid is the lack of knowledge that such technology is available for use, a respondent says *"Wa koy idea nga naa diay ingon ana nga teknolohiya"* (I do not have any idea that there is such technology). The data implies that there is problem in the farmers' education on the modern technology that are available. If the respondent farm have the necessary tool as may be provided by the government, a respondent added that, *"Di ko kamao mo gamit, or ug mo gamit man gani, mahadlok kay maguba nya, makabayad tas association"* (I do not know how to use it, if we knew, we rather not use it. We are afraid that it might be damaged and we have to pay the price in the farmers' association). The respondents are afraid of using the available technology since they do not own it, and the farmers organization do, and so if the same will be damaged during their use, they have to pay it, and so the best method is not to use it anyway.

Poverty is also a factor as to why these respondents seems to resist technological change, as previously pointed out in this paper, that farmers are the poorest sector of the Philippine society, it also reflected on the respondent response, *"Wa mi ika palit sir, way igong kwarta para mo adap ug bago nga teknolohiya sa pag tanum ug pamaligya, mas importante ang pagkaon"* (We do not have enough money sir, to adapt modern cropping and marketing technologies, food is more important). It can be observed in this response that farmers would rather focus on the provision of food for the family than investing for the farm technologies that they may market their produce at par with industrial farms.

A clear resistance to change was propounded by a respondent, *"Di lang ko mo gamit anang ilang ingon nga unsa na, kay na anad na mi ani among pamaagi, gikan pa nis among mga katiguwangan."* (I would rather not use that modern method, we are used to this way, because we inherited this from our forefathers). In this particular response it can be observed well, that there indeed is resistance to change in the product marketing in agribusiness in Cebu City, although this response may not represent the totality of the entire farmer's population, it should be noted that a great number of the said group shares the same idea about change.

CONCLUSION

It is concluded that there indeed an observable culture of resistance to the adoption of technological change in the product marketing system, however, the most intervening factor in the inability of the farmers to adapt to change is the unavailability of resources due to poverty.

RECOMMENDATION

In line with the UN Sustainable Development Goal of Zero Poverty and Sustainable Community. It is recommended that the agriculture department and other concerned government agencies to formulate a framework of development and devise means by which government resources are channeled well so as to impose change in the grassroots, and that available technology to those who can afford be afforded to those who cannot. This does not work only for the Philippines but for all countries in the world where there is great need to empower to poorest of the poor, in order that distribution of resources be equalized by the propellant power of social justice.

The Universities and Colleges in the Philippines have to aid in the education of farmers in the fulfillment of its mandate to provide extension programs that help uplift the living standards of the community.

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SECTION 13. Geography. History. Oceanology. Meteorology.

PLANTS GROWING IN THE TERRITORY OF ANDIJAN REGION AND PROBLEMS OF PROTECTING THEM

Abstract: *This article discusses the varieties of plants found in the Andijan region, their geographical distribution, their habitat and their use, and the ecologic protection of the environment. The natural and anthropogenic factors affecting the habitat of wild-growing plants in Andijan region are elucidated.*

Key words: *Nature zones, relief, climate, precipitation, valley, oasis, hill, mountain, air temperature, Central Asia, type, species, family, region.*

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INTRODUCTION

The geographical location of our country, the size of its territory, especially the distance from the west to the east, extension of about 1400 km, the existence of several natural zones between these distances, the diversity of the land of Uzbekistan in the formation of such zones, the differentiation of climatic zones and the increase of precipitation from the plains to the mountains cause flora to be colorful.

MAIN PART

Depending on natural and geographical conditions, vegetation varieties will grow richly from the steppe to its valleys and oases, to the hills and mountains. Despite the disadvantages of natural conditions in most of the country's territory, high temperatures in summer, sunny days, low levels of precipitation, about 4500 species of high-yielding plants grow from 166 families, despite the limitations of their flora. The overwhelming majority of these plants, or about 260 species, are representatives of large families, such as families of willow-herb, orach, tulips, clove pink, carnivores, hybrids, Austrian brier.

The appearance of our country's flora, distribution, types, species and general similarity of their families are like the flora of neighboring countries in Central Asia. The flora of Uzbekistan is studied pursuant to areas of steppe, hills, mountains, and meadows in accordance with the laws set by the academician of Uzbekistan Science Academy – K.Z.Zokirov.

Based on these laws, the flora of Andijan region also varies from Ulughnor and Boz districts, regarded as steppe zone, to the east. There are plains, low-mountainous vegetation in the region and are divided into the following: 1. Black Saxaul - white saxaul deserts that are mainly spread in the western part of Ulughnor district - in Mingchinor village and the fish farms and they do not cover a large area. This plant is a plant that grows in the sandy steppe and white saxaul grows between 4 to 5 meters in height on sandy dunes, and black saxauls grow in holes among sandy dunes. In the areas where white saksaul grows, treelike saltwort, chogon, locoweed, and various bushlike plants grow.

There are also tugai and reed tangles in the region, where there are turuncules, pussy willow oleaster, tamarisk, salt cedar, clematis, trailing bindweed coiling trees and bushes, such as orach, bur, as well as sea buckthorn.

Foothill and mountain plants (these plants include semi-stepe plants ephemer – ephemeroid). These plants are found in Otchopar area of Andijan district, in foothill areas of Asaka and Marhamat districts and foothill areas of Honobod.

The ephemer and ephemeroid plants, such as sedge, brownhead plant, violet, snowdrop, poppy, ixioliorione, dandelion grow densely in lush in spring in sandy areas of Ulugnor, which is called sandy territory of the region.

Hilly highlands region cover the areas of 400-500 to 1350 meters in hilly areas of Honobod, Sultonobod of Kurgantepa district, Southern Olamushuk, Oyim, Teshiktosh of Jalakuduk district, Manak, Karnaychi of Hojaobod district, Shirmonbulok of Bulokboshi district, southern parts and Polvontosh hilly areas, Asaka hilly areas of Asaka district, 1545 meters in the south of Hojaobod. As the relief rises in these places, the amount of precipitation increases, typical virgin soil is widespread as summer temperature is lower than those of flat country and low desert zones. This feature of the climate is the result of intense and high growth of various herbs in these areas. The bottom of the hill, consisting of depth and dunes, is broken down by the temporary running waters caused by precipitation, while the sides in upper part are steep and mother genital organs are opened. Consequently, the vegetation cover on the hillsides is not covered up well and grows with occasional breaks, because in places where the water is washed out, the mother genital organs are opened and the oreal leaves of the vegetation cover are cut off.

In the hilly region, there are more plant species in the desert than those in steppe and they grow in lush. In some areas, there are about 15-20 species in the 1 square kilometer area. The basis of the herbaceous plants consist of ephemeral and ephemeroid plants, herbage and bushes of many years. Ephemeroid plants, such as brownhead plant, brome of danthonia, chick-pea, ixioliorione, poppy, snowdrop, hollyhock, dandelion grow densely on the hills and keep on their vegetation until June. Besides these plants, mugwort, wild wheat, wild barley, jasmine, bindweed, coral bean, madderwort, common plantain, soapwort grow and treelike plants are found on the upper part of hills.

The highest point of Andijan region is Kirtoshtov mountain located in in the south of Hojaobod district. Its highest point is 1545 meters, the height of Qoratag in Honobod is 1350 meters, besides, although Karnaychi, Manak, Dilkushod of Hojaobod district, Shirmonbuloq in Bulokboshi district, Kora (Black) hill in Marhanat district, Asaka hills and mountains located between Asaka and Marhamat are not so high, there are plants of foothills and mountainous region related to mountains. Although the relief is not so complicated in these highlands, there are hollows and ravines among the range of mountains, the plants in this place are entirely different from those in flat countries and hilly areas. There is a significant difference between the northern part and southern part of the mountains; first of all it is noticeable in different amount of dampness, depending on which there is a difference in the number of plant species, their density and sparseness.

Climatic features also change depending on the relief. The amount of precipitations gradually increases in mountainous regions, the temperature is lower in summer, precipitations fall especially on northern, northern-western sides of the mountains, as a result the soil changes too. Brown soil is found on arid side of the mountains and dark virgin lands and typical virgin soil are found on the side where there is more dampness.

There are mesophytic plants in damp sides – northern and northern-western part of the mountains and on the contrary, there are xerophytic plants in arid sides – southern part of the mountains. Moreover, completely ripe weeds and sagebrush semi-desert plants, trees and bushes with broad leaves grow in foothills and low mountains.

River vallies and estuaries plants, mainly, correspond to developed and cultivated landscapes of the region. Almost cultivated plants grow in these places.

Plant resources and their protection are among the most important tasks since all resources are of practical importance in the development of nature and society, but the vegetative world is not only a natural resource, but also a major tool for maintaining the balance of nature. Regardless of the type of famil or species of plant, it is also important in nature, in the process of carrying out gas, energy exchange, as food, construction material, and as material of medication. Although plants are a good source of moisture, regulating the flow of rivers, preventing soil erosion, strengthening the sand and keeping the air clean, it is also important for people to relax and enjoy the aesthetic pleasure.

Plant resources serve as an important source of nutrition for livestock development, as a pasture for sheep breeding, a major source of hay and forage production.

The plant world is a source of life for the bees, which hold an important place in regenerating human health, preparing medications for its improvement, and play an important role in the development of nature. While collecting nectars from plant flowers, bee pollinates, fertilizes them and serves to cause new species.

Wild plants growing in the region, mainly, as the academician K.Z.Zokirov emphasized, are spread in accordance with highland regions of flat countries, hills, mountains and meadows. This case is characterized with that plants, which have the features of flat countries, hilly, mountainous (low mountains) regions for Andijan region.

Several representatives of plants that grow in Uzbekistan are peculiar to Andijan and they are the followings: sophora, wild grass, hollyhock, common plantain, dog-rose, blackberry bush, timothy, licorice, sagebrush, common wormwood, bur, horsetail, orach, reed, datura and other plants. These plants have many features and are widely used in the treatment of various diseases. In our region there are beautiful flowering plants - tulip, poppy, snowdrop, ixiliorione, dandelion, which give aesthetic pleasure to people's mood in early spring, which are spread in deserts, steppes, hills, foothills, mountains and valleys. They cover the nature in March, April, and May, giving them a beauty.

Today, as in all regions of our country, Andijan region is undergoing major changes and improvements. This development is especially noticeable in the use of nature, especially in the use of land resources, which is evident in the use of soil resources. The sands of Ulugnor district, as well as the soils of the adjacent areas of the region, as a construction material, have changed the natural landscape and cause the plant species to disappear. This leads to the decline and degradation and extinction of wild-growing plant species in the region, resulting in the poorest vegetation. In the process of irrigation works through pumps, the process of land washing and loosening is increasing as a result of the installation of gardens on the terrace for the purpose of development of horticulture and viticulture in the hilly area and changes in landscapes cause many plant species to decline, and their oreales are cut off and the plant species disappear.

CONCLUSION

As the challenge of preserving and increasing the naturally-occurring plant varieties in Andijan, as well as the task of the whole world community, is one of the most important issues to preserve and increase the nature of the present day as a whole of the world community, in order to accomplish this task, we must adhere to:

1. Educate the younger generation with kindness and love for the nature, conduct educational activities on nature-related educative issues in preschool children, give them insight into the uniqueness of nature and its components.

2. In natural science, geography lessons in general education schools, the students should be taught the nature, the love of the motherland, and achieve the ecological knowledge through deep scientific and practical training on natural resources and their importance.

3. Providing students with specialization in higher education, providing knowledge and skills on maintaining unique nature on the basis of local history.

4. In reaching out to the economic interests of the population, it is important for them to take measures to prevent damage to nature (water, soil, vegetation and animal world).

5. The proper preservation of the natural world of the Republic of Uzbekistan, in particular the vegetation world of Andijan region, is one of the most important tasks of today: to stop the illicit attitude towards the flora.

The plant is a unique creature not only for human life, but also for the whole of the world, and it needs to be remembered and constantly treated correctly.

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RESEARCH OF DEPENDENCIES OF STUDENT ACTIVITY AS A DONOR

***Abstract**: This study refers to spheres of data analysis and machine learning. The study was made to find whether there are any dependencies between donations and student associations and other factors. At the beginning of the article the features of donors were found and the classifier defining the type of activity of the donor was designed. Then, the data were collected and analyzed, the model of the donor activity predictor was trained. The predictor's work was tested on new data. The article also describes the results and the analysis of the obtained dependencies.*

***Key words**: blood donation, machine learning, R programming language.*
***Language**: English*
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Introduction

Despite the enormous development of medicine in recent years, there are still a large number of people in need of blood transfusions. Blood donation around the world is one of the most important problems that requires constant attention. In addition, there is even a special holiday, which, incidentally, took place just recently on June 14.

World Blood Donor Day is a special day commemorating non-remunerated blood donors. The main purpose of such a celebration is to raise public awareness of the need for blood donation and to promote respect for donors. [1]

Various campaigns were also created to attract new people and support regular donors. One of them was the "Donor Day" at St.Petersburg Polytechnic University. [2]

This action has been in existence since 2015. However, it has changed a lot since its inception. In the beginning, it was a small action for a small group of people up to 100 people, and it was held once a year. Currently, the campaign is held twice a year (spring and autumn) for 2 weeks, during which more than 1000 people take part. In addition, there are separate visits once a month.

As you can see, the terms of the campaign have changed a lot. First of all, it affected the need to modernize the information system of donor accounting. To date, the new system has already been designed and is being developed.

In the process of modifying the information system, other interesting ideas emerged. The "Donor Day" campaign is developing, not standing still and not lagging behind the technical progress. In this regard, it was decided to introduce machine learning into the donor information system.

What is the point? Every year and every action we receive a lot of new donors. New people are always good, but what percentage of them will come back at least one again? But in order for blood to help people, donors need to give blood again after six months, and in the same blood transfusion unit.

This condition is due to the fact that when donated blood is divided into components, of which the blood plasma must be quarantined in six months. When the donor comes back, his blood is checked. If no infections are detected, the first portion of its frozen plasma is sent to medical organizations for transfusion to patients, and the fresh is laid on the quarantine. [3] Yes, there is also an option to come to the ward and take a routine blood test to check for infections and send a previous portion of the plasma to help people. Are there many responsible people among the one-day donors who think about it? Otherwise, if the donor does not come, the old plasma is simply thrown away and all efforts to help people were in vain. In addition, these donors were wasting the time of doctors, volunteers and maybe more responsible and active donors.

Thus, the problem of inactive donors was identified. In order to simplify the work of the volunteers of the campaign, a system of donor activity prediction was invented, which will be based on machine learning.

The purpose of the article

The purpose of this article is to study the activity of students of St.Petersburg Polytechnic University as donors. We will look for the dependence of donor activity on various factors. After that we will be able to obtain a unique predictor of donor activity based on the data from the study.

The main objectives are as follows

Let us identify the main tasks that need to be performed to achieve the goal:

- To think about and develop indicators, i.e. what the donor's activity may depend on;
- To formulate a hypothesis based on these signs;
- To develop a criterion for determining the degree of donor activity;
- To collect the necessary test sample to teach the predictor model by online survey of students;
- To analyze the data collected and perform the necessary calculations;
- To develop and run a model of the forecast tree on a test sample with the addition of a donor activity class;
- To study of the results, study of the obtained dependencies on the tree of predictions;
- To check of the trained classifier model on the test sample;
- Summing up our research.

Signs for the predictor model

To begin with, let's determine the dependencies on which factors we will study. Our target audience is students of St.Petersburg State Polytechnic University. Accordingly, the main signs will be:

– Gender;
– Presence or absence of work;
– Course number (from 1 to 6 is both bachelor's and specialist's degrees, and master's degrees);
– Accommodation: in a dormitory, rented apartment/room or with relatives;
– Whether the student volunteers for the Donor Day campaign and how active they are at the moment.

Why such criteria? It is suggested that students who have jobs are less likely to be active donors because they are more busy and less in need of money (donors receive some material payment for food and rehabilitation for donating blood). Also, there is a fairly common theory that guys living in dormitories are more active and more likely to need money.

In addition, it is planned to consider the dependence on gender and course number. The highest peak of student activity usually falls on the course 3-4. And additional dependence of the donor's activity on whether he or she is a member of the volunteer group of the "Donor's Day" action and whether he or she leads an active life in it as a volunteer.

The dependence of donor activity on student activity will be investigated separately. The concept of student activity includes participation in various student associations of the university.

Now there are 18 such associations. [4] In order not to single out any of them and not to be subjective, we will check each of them separately.

The list of student associations of St. Petersburg State Polytechnic University:

1. Profsoyuznaya organization;
2. Student news agency SPbPU;
3. Student departments;
4. Center for Patriotic Education of Youth "Motherland";
5. VIC "Our Polytech";
6. Student club;
7. Energy club;
8. Adapters;
9. StudSoviet;
10. Polytechnic Sports Club;
11. Cultural-Educational Center Harmony SPbPU;
12. The Youth Construction and Technology Bureau;
13. YESLAB Student Culinary Organization;
14. Economic Club;
15. Fablab;
16. Volunteer Center of St. Petersburg Polytechnic University "With a Good Heart";
17. Student Scientific Society;
18. Student Engineering Society (SSE).

Hypotheses of research

Before we do any research, we'll isolate the main hypotheses. They have already been partially listed above, but we will compile and combine them into one convenient list:

– Students who are unemployed or from dormitories are more likely to become active donors;

– The peak of activity as a donor is 2-3 years;

– A high percentage of active donors should be among the currently active volunteers for Donor Day;

– The higher the student activity of a person, the more active he or she is as a donor;

– A high percentage of active donors will be among student departments representatives. Since the action was created by the student departments and started with the departure of SPbPU, where the fighter of the construction student department "Orion" Alexander Borovov won a grant to create the action [5];

– A fairly high percentage of donor activity is expected among adapters. Adapters even have their own special day and day of travel during the action, when they travel together and together as a team.

– Among other student associations, no strong donor activity is expected anymore.

Thus, we have received a number of hypotheses. Obviously, some of them may not be fulfilled. However, a negative result for us will also be a result and an indicator of the lack of correlation between a particular factor and the donor's activity.

Criterion for determining the donor's activity class

In order to place students in a class of active donors in the future, it is necessary to find out how to determine the degree of their activity.

The easiest way to assess activity is by the number of blood donations. The more blood donations then the more active the donor is. But this is not the ideal method. The program will consider a donor who donated 4 times in 1 or even 2 years as active as a donor who donated 4 times in 5 years. Obviously, this is not an objective assessment and we need to consider how many years the donor has already donated blood.

Let's remember that it is possible to give blood to women 4 times a year according to the norms, and to men 5 times a year [6]. From here we can easily find the maximum possible number of blood donations for N years for men and women. Let's combine everything into a single formula, indicating the sex of the person by “G” (Gender). If the student is male, G=1; if the woman is female, G=0.

We get the formula: $(G + 4) * N$ is the maximum possible number of blood donations. From this we can conclude that it is necessary for the test sample to find out from the students their number of blood donations. Knowing the number of blood donations, we can determine the percentage of donor activity. Let's mark the number of blood donations with the letter “K”. Then we have a new formula:

$$\frac{K}{(G+4)*N} * 100\% \quad (1)$$

However, let's discuss that the formula finds a percentage of the maximum number of blood donations. There are very few donors who would donate blood 4-5 times a year in our campaign. Accordingly, in order to determine the type of donor activity, one should take into account not only the high percentage, but also how many people have the same number of people and how high this number is among other students.

But that's not all. This formula has a significant disadvantage. Those new donors who have donated blood only once this year will receive their 20-25% of activity, which is not so little, especially if we take into account that the majority of them will not come back again in the end. We cannot discard the data because such people are an important part of our research. What should we do?

At that time, we decided to combine two ways of determining the donor's activity and make an average estimate. In other words, we start by taking the number of blood donations separately and giving them a category from 0 to 4:

0. Not the donor (never once);
1. Inactive or novice donor (made a donation once);
2. Normal (2-3 times);
3. Active (4-7 times);
4. Permanent (8 times and more).

Then we separately calculate the percentage of donor activity taking into account the number of years. The results are then similarly classified in a category from 0 to 4:

0. Not the donor (he was never a donor);
1. Inactive or novice donor (0%-20%);
2. Normal (20%-40%);
3. Active (40%-60%);
4. Permanent (over 60%).

Then we find the arithmetic mean between the two criteria, rounding it up to the whole according to the laws of arithmetic. Thus, we have obtained a scheme for determining the class of donor activity. The donor's activity class may be between 0 and 4 as in the previous two criteria.

Creating a questionnaire and interviewing students

We have thought through all the features and classifier of the predictor, so we can move on to the creation of a questionnaire and survey of students.

This questionnaire is completely anonymous. It is divided into 3 parts:

1. Basic information: gender, course, work, accommodation, participation in the action as a volunteer.

2. All student associations of St. Petersburg State Polytechnic University. For each of them there are 3 options: standing, consisting or not standing.

3. Donor information: how many years the student has been donating blood.

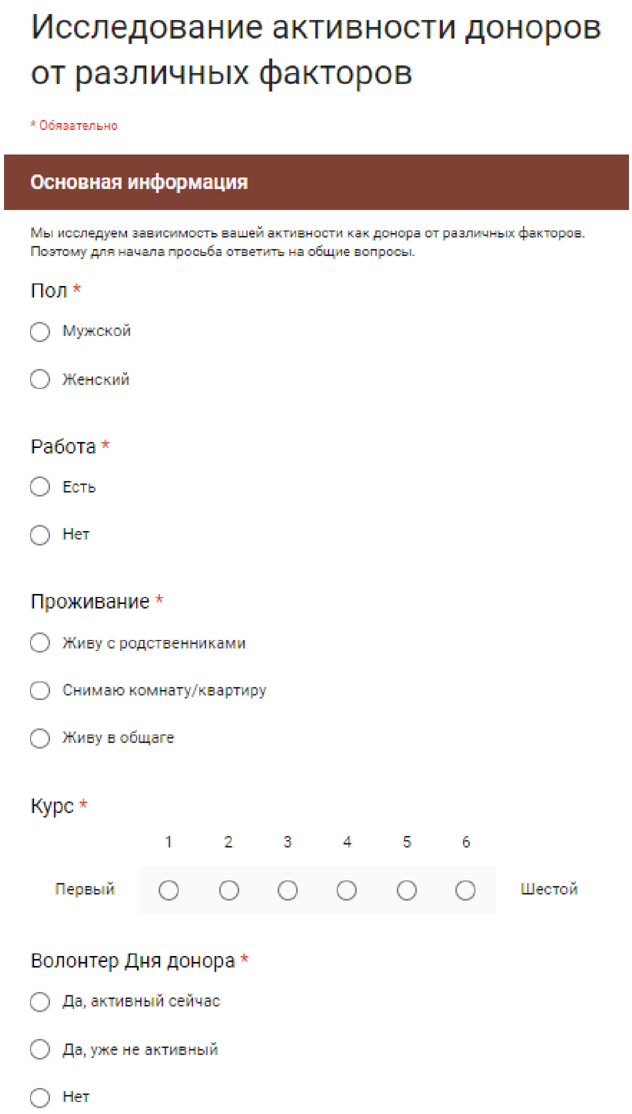
At the same time, a person enters the number of blood donors manually (if he or she has was never a donor, he or she simply enters "0"), and for the number of years he or she is offered the following options, taking into account that the action in the university exists only since 2015:

- Less than six months;
- From six months to a year;
- Two years;
- Three years;
- Four years;
- Five years;
- Six years or more.

Thanks to this separation, we will also be able to better distinguish between new donors, which is important for the study.

The questionnaire was created in Google forms in Russian, as it is more effective to collect results from Russian students. Here are fragments of the questionnaire.

General information:



Исследование активности доноров от различных факторов

* Обязательно

Основная информация

Мы исследуем зависимость вашей активности как донора от различных факторов. Поэтому для начала просьба ответить на общие вопросы.

Пол *

- Мужской
- Женский

Работа *

- Есть
- Нет

Проживание *

- Живу с родственниками
- Снимаю комнату/квартиру
- Живу в общаге

Курс *

	1	2	3	4	5	6	
Первый	○	○	○	○	○	○	Шестой

Волонтер Дня донора *

- Да, активный сейчас
- Да, уже не активный
- Нет

Figure 1- Questionnaire. General information

Student activity:

Студенческая активность

Основным фактором для исследования была выбрана студенческая активность. Перед вами список всех студенческих объединений, которые есть в СПбПУ. Укажите, состоите ли вы где-нибудь или нет.

Профсоюзная организация *

- ◯ Состою
- ◯ Состоял(а)
- ◯ Не состою

Студенческий клуб *

- ◯ Состою
- ◯ Состоял(а)
- ◯ Не состою

Студенческие отряды *

- ◯ Состою
- ◯ Состоял(а)
- ◯ Не состою

Адаптеры *

- ◯ Состою
- ◯ Состоял(а)
- ◯ Не состою

Студенческое инженереное общество (Best) *

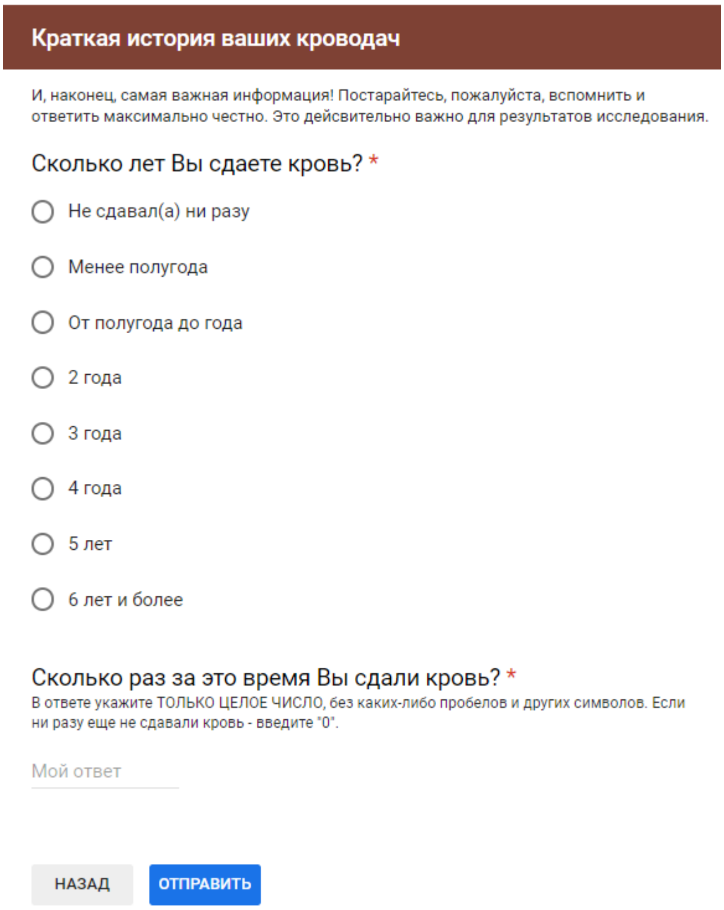
- ◯ Состою
- ◯ Состоял(а)
- ◯ Не состою

Figure 2 - Questionnaire. Student activity

Donor information:

H	I	J	K	L	M	N	O	P
Курс	Course	Волонтер Дня донора	Volonter	Группа крови	Профсоюзная организация	st1	Студенческий клуб	st2
4	4	Да, активный сейчас	2	2+	Состою	2	Не состою	0
4	4	Нет	0	3+	Не состою	0	Не состою	0
4	4	Да, активный сейчас	2	3-	Состоял(а)	1	Не состою	0
3	3	Нет	0	не знаю	Состою	2	Не состою	0
2	2	Да, активный сейчас	2	1-	Состою	2	Не состою	0
4	4	Нет	0	не знаю	Состою	2	Не состою	0
4	4	Нет	0	3+	Состою	2	Не состою	0
5	5	Нет	0	2-	Состою	2	Не состою	0
4	4	Нет	0	не знаю	Не состою	0	Не состою	0
4	4	Нет	0	2+	Состою	2	Состоял(а)	1
2	2	Да, активный сейчас	2	2+	Состоял(а)	1	Не состою	0
4	4	Нет	0	4+	Состоял(а)	1	Не состою	0
2	2	Нет	0	2+	Состою	2	Не состою	0
4	4	Нет	0	4+	Состою	2	Не состою	0
2	2	Да, уже не активный	1	1+	Не состою	0	Не состою	0
4	4	Нет	0	2+	Не состою	0	Не состою	0
4	4	Да, активный сейчас	2	2+	Не состою	0	Не состою	0
3	3	Нет	0	2+	Не состою	0	Не состою	0
3	3	Да, уже не активный	1	1+	Состою	2	Не состою	0
3	3	Да, уже не активный	1	4+	Не состою	0	Не состою	0
2	2	Да, уже не активный	1	не знаю	Состою	2	Не состою	0
3	3	Да, уже не активный	1	1+	Состою	2	Не состою	0
4	4	Нет	0	не знаю	Состою	2	Состою	2
5	5	Да, активный сейчас	2	2-	Состою	2	Состоял(а)	1
3	3	Да, активный сейчас	2	2+	Состою	2	Не состою	0

Figure 4 - Fragments of the spreadsheet with calculations



Краткая история ваших кроводач

И, наконец, самая важная информация! Постарайтесь, пожалуйста, вспомнить и ответить максимально честно. Это действительно важно для результатов исследования.

Сколько лет Вы сдаете кровь? *

- Не сдавал(а) ни разу
- Менее полугода
- От полугода до года
- 2 года
- 3 года
- 4 года
- 5 лет
- 6 лет и более

Сколько раз за это время Вы сдали кровь? *

В ответе укажите ТОЛЬКО ЦЕЛОЕ ЧИСЛО, без каких-либо пробелов и других символов. Если ни разу еще не сдавали кровь - введите "0".

Мой ответ

НАЗАД ОТПРАВИТЬ

Figure 3 - Donor information

The survey was conducted among students of St. Petersburg State Polytechnic University of absolutely different courses and student organizations.

Analysis of collected data

All results of the survey were collected in an Excel spreadsheet. Next to each answer column, we create another column that will convert students' answers into numerical results. For example, we had a question: "Gender with the variants "Male" and "Female". We create a column called "Gender" and ask the formula: =IF(B2="male";1;0). This formula is particularly important to us because this number is used in the formula for calculating the percentage of donor activity as a component of G.

The same goes for the rest of the answer columns, converting text results into numbers. We do the same with each student union. If a person chose the option of "standing", the number "2", "consisted of" - "1", "not standing" - "0" will appear in the next column. Then it was decided to calculate the total student activity, so we add the column "StudActivity" after all the associations and count the sum of the accumulated points.

Then, after the donor information, we make calculations using all the formulas described above and determine the final class of donor activity.

Let's imagine fragments of the spreadsheet with calculations (Figure 4).

Designing the dependency tree

Figure 5 - Dependency tree

We will create a dependency tree model [7] in RStudio environment in R language. R is a powerful scripting language, focused on statistics. It is very convenient for data analysis and machine learning [8]. And RStudio is an integrated development environment (IDE) for R [9].

During the design process, a program was created that reads the data from the spreadsheet and selects the required columns. Then it builds a dependency tree, excluding our ActivityType donor activity classifier.

Here is the code of the dependency tree model:

```
#install.packages("xlsx")
#install.packages("tree")
#install.packages("maptree")

library(xlsx)
library(tree)
library(maptree)

MyData<-
read.xlsx("C://Research//donors.xlsx",1)
MyData2<-
MyData[1:N,c("Gender","Work","Residence","Course","Volonter","st1","st2", "st3", "st4", "st5", "st6", "st7", "st8", "st9", "st10", "st11", "st12", "st13", "st14", "st15", "st16", "st17", "st18","StudActiv", "ActivityType")]

MyData2$Course<-
as.numeric(as.factor(MyData2$Course))
MyData2$ActivityType<-
as.factor(MyData2$ActivityType)
bc.tr <- tree(ActivityType~., MyData2)
draw.tree(bc.tr, cex=0.7)
bc.tr
```

This program has made the following tree of dependences (Figure 5).

However, the tree built is excessive. It can be optimized by "cutting off" the nodes, from where both branches lead to the same class [10]. In the figure, this part is highlighted in red circle and lines.

Code for tree optimization:

```
bc.tr1 <- snip.tree(bc.tr, nodes = 10)
draw.tree(bc.tr1, cex = 0.7)
bc.tr1
```

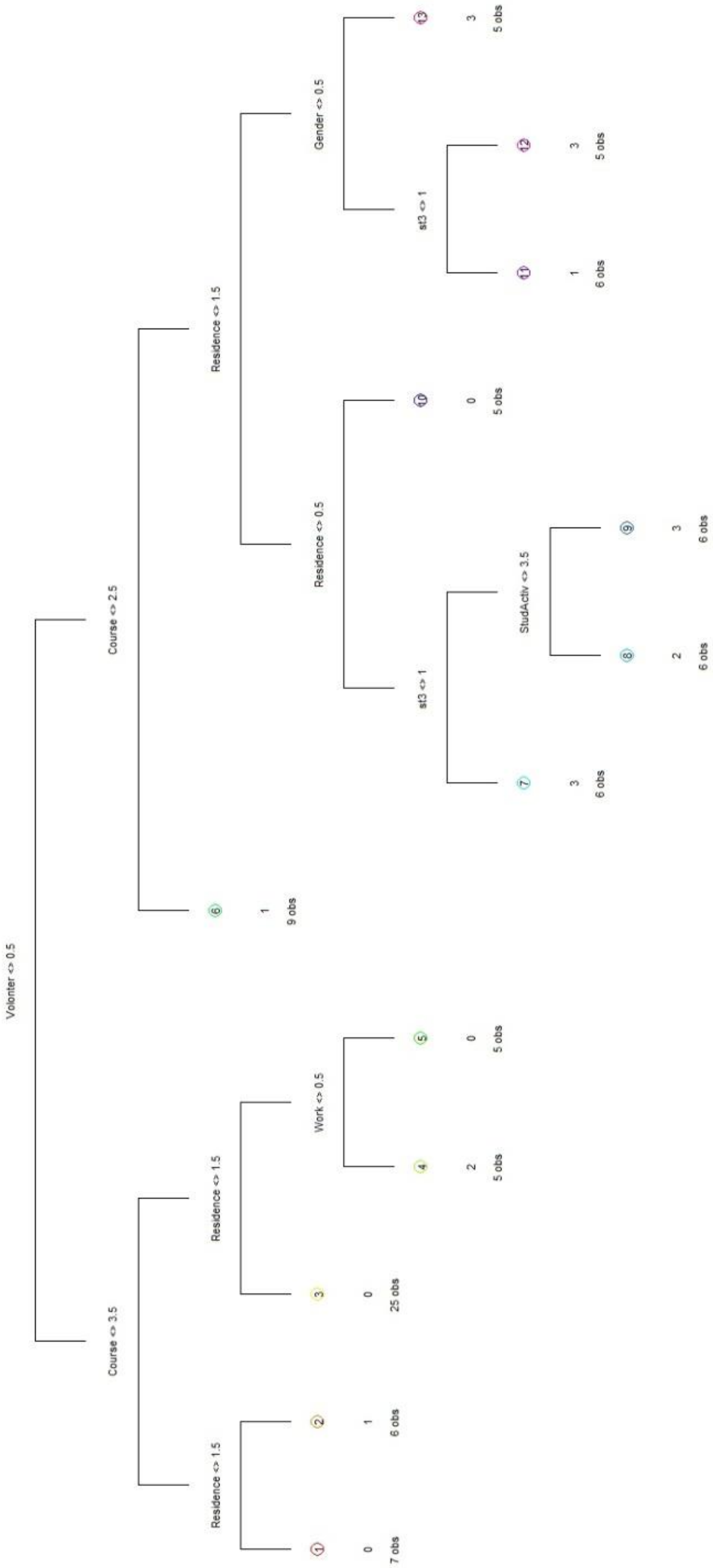


Figure 6 - Optimization tree

You can see the tree after optimization at Figure 6.

Analysis of obtained dependencies and results from the dependency tree

In order to identify all the identified dependencies, we will walk through the tree and write the path. Before exploring the tree, we will discuss some of the signs and rules. For example, the top of the tree is the expression "Volonteer <> 0.5". The values of the "Volonter" field can be from 0 to 2. Correspondingly, this entry means that the branches on the left are composed for the values <0.5, that is, "0", and the branches on the right are greater than 0.5, that is, for "1" and "2" together. All expressions above the branches are made according to the same principle. The leaves of the tree are the activity class of the donor directly. You can see right away that there are no leaves with a value of "4", which means that there are no regular donors among the respondents.

Let's move on to the analysis of the tree. For convenience, let us remind you of the possible values of donor activity classes:

0. Not the donor;
1. Inactive or novice donor;
2. Normal;
3. Active;
4. Permanent.

Next, only the numeric values of the donor classes will be used.

Let's start with the left side of the tree, i.e. the part where all students are not and were not volunteers of the "Donor Day" campaign. Then the branch is divided into 2 parts according to the course, and exactly: in the left half there is a 1-3 courses, and in the right 5-6. Thus, for students of the 1st-3rd courses, living with relatives or renting an apartment, the type "0" was defined (and for those living in a dormitory - "1"). The results can be explained by the fact that junior students could only recently learn about the campaign and come to it. However, there is already more activity among the students living in the dormitory than among the others.

The division between seniors and non-volunteers is a bit more difficult. However, the previous trend persists: students living with relatives or renting an apartment got the "0" type. Students living in a dormitory and having a job also received type "0", and without a job - type "2". These results so far confirm the hypothesis of higher activity of dormitory residents, and also support our assumption that the work affects the activity of the donor rather negatively.

Now let's consider the right side of the tree - a separate investigation of people who are volunteers themselves or were once before. Here, the division by course is different and gives immediate results. Student volunteers from 1-2 courses have a class "1". This can also be explained by the recent arrival and acquaintance with the campaign. The students of the older courses are divided by accommodation. On the right side of the tree, there are only dorm residents. For such students the following division has turned out: men have a class "3", female students who were taken part in student departments also have a class "3", and not in the student department- "1". Gender indicators can only be justified by the fact that men can donate blood once a year more than women. However, this factor has been taken into account in one of the class definition criteria. In addition, such reasoning is more relevant for Class “4”, which we do not have.

Among the students living outside the dormitory, there is an even narrower division in terms of accommodation: those who rent an apartment or room received a "0" class. Further on, class "3" was received from students, who live with relatives and don't consist of student departments. The members of student groups were divided into 2 more groups: the guys with the total indicator of student activity: StudActiv>=4 also received a class "3", with a lower total activity - "2". Let us remind you that the indicator of student activity is the total score for all student associations. These results correspond to our hypotheses about the relationship between student activity and donor activity. Even the assumption of the highest activity among student departments is partially confirmed. But it does not work in the opposite direction: high activity was also shown among students who are not take part in student departments.

So, we have considered the whole dependency tree and now we can sum up the results:

- Students living in a dormitory more often than not are more active as donors.
- Work, if it has any impact on donor activity, is negative.
- There is a high level of activity among students in student departments. However, among the non-members as well.
- General student activity also has a positive impact on donor activity.
- There are some gender addictions.
- Students in the more advanced courses were more active, namely, 3-6 courses.
- High activity is noticeable among the volunteers of the campaign.

Development of a predictor model

In order to check the correctness of the dependency tree it is necessary to create some model of machine learning.

Let's define the class of the problem for our research. The most popular ones are regression, clustering and classification tasks. In the regression tasks, the real answer is predicted on the basis of different ones, and clustering tasks are the division of data into similar categories. Our task belongs to the classification class: on the basis of various factors we will assign a categorical answer.

Most of the machine learning tasks can be divided into supervised learning and unsupervised learning. What is the difference between them? It's very simple: in teacher training we have the data and some dependency to predict the appearance of any result; in teacherless training we only have the data [11].

Our model uses teacher-assisted instruction because there are collected data and calculated criteria for the training sample, which are then used as a donor activity class in the test sample. In the learning sample, the model learns and determines the dependencies between the data and the class of predictions, in the test sample the model already uses the dependencies obtained and predicts the class.

For predictions we will use the naive Bayesian classifier, because it is one of the most popular and simple solutions for creating predictions.

The naive Bayesian classifier can be of 3 types: Multinomial Naive Bayes, Bernoulli Naive Bayes and Gaussian Naive Bayes.

Bernoulli Naive Bayes could be used if all our features would be Boolean functions and would matter only to yes" or "no". However, our study is much more complex and the signs are not as simple.

Gaussian Naive Bayes is suitable for continuous and non-continuous values. In our case, this is not necessary, because all the signs will be represented only by integers.

What remains is Multinomial Naive Bayes, which is designed for data that can be easily converted into calculations. In our study, all the information is presented in this way [12].

In total, we use Multinomial Naive Bayes to divide the data we have collected into 2 parts programmatically: 70% is a training sample (for model training), 30% is a test sample, and we will see the results of the classifier's work using it.

Classifier code:

```
set.seed(12345)
n <- dim(MyData2)[1]
data_rand <- MyData2[ order(runif(n)), ]
nt <- as.integer(n*0.7)
data_train <- data_rand[1:nt, ]
data_test <- data_rand[(nt+1):n, ]
donor_tree <- tree(ActivityType~.,data_train)

prediction <- predict(donor_tree, newdata = data_test,type = "class")

confMat <- table(prediction, data_test$ActivityType)
print(confMat)
accuracy <- sum(diag(confMat))/sum(confMat)
print(paste0("Accuracy: ", accuracy))
```

Work results:

```
prediction 0 1 2 3 4
         0 7 2 4 1 0
         1 0 0 0 2 0
         2 0 1 1 2 0
         3 0 1 0 5 3
         4 0 0 0 0 0
```

Let's see what these results mean and how to read such a table correctly.

Top and left are class markers: 0 1 2 3 4. Those above are the real values of the classifier class. Those on the left are how many values are predicted. That is, we look at class "0" from above: 7 values of all in this class and all were predicted in class 0. Now we see on the left: class "0" also contains 2 more values from class "1", 4 values of class "2", 1 value of class "3" and zero value of class “4”.

We see that the results are far from ideal. In order to call the work of the classifier good in this table all the numbers should be located only on the main diagonal. Since the numbers of the main diagonal are just the number of values defined correctly in their class. All other values should be zeros.

The classifier also considers the accuracy of the results on its own. We received the donor activity classifier with an accuracy of about 45%.

```
[1] "Accuracy: 0.448275862068966"
```

Unfortunately, this is not a very good result. The accuracy of the classifier is less than 50%, which means that the detected dependencies are not completely correct.

Results of the research

We will sum up the general results of the study. In the course of the work, indicators and criteria for determining the class of donor activity were developed, and data were collected and analyzed. A dependency tree was also obtained, and the classifier model was trained and tested.

Unfortunately, the predictor gives too little accuracy. This may be due to the lack of dependencies we have presented or to a lack of training of the model, i.e. lack of data for analysis. The "Donor Day" campaign plans to continue the research and collect more data to make a final decision about the existence of dependencies.

According to the considered tree of dependencies, we can say that most of the hypotheses were justified. However, the following facts became unexpected:

- High activity was noticed among seniors;
- There's a slight gender dependency;

- Donor activity among adapters not noticed.

In total, we have a tree of dependencies similar to the hypotheses advanced and a predictor classifier with little accuracy to be able to predict the donor activity class at this stage.

Conclusion

So, all the tasks were performed of the research. Dependences from the tree of dependences are almost completely to the hypotheses put forward before the work. The results of the classifier's predictions are ambiguous. Further it is planned to collect additional data and continue this research.

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SECTION 33. Advertising technologies. Creative. Innovations.

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ON THE FEASIBILITY OF THE FORMATION OF CULTURE COLLECTIVES OF ENTERPRISES FOR EFFECTIVE RESULTS MAKING DIGITAL PRODUCTION OF IMPORT-SUBSTITUTING PRODUCTS FOR CONSUMERS IN THE REGIONS OF SFD AND NCFD (message 2)

Abstract: *Production management, including standardization, should be carefully prepared with maximum reliance on the reserves of professional culture of specialists, but the dynamics of running production management is desirable to entrust the technical programs and tools. So everything will be more reliable. But technical management has its weaknesses. Among them: a high level of energy dependence, computer security is not absolute, the requirements for personal abilities of specialists in terms of personal and team responsibility increased, sometimes up to exclusive. Problems in production, as a rule, create people, but it is in the absence of qualified specialists there are the most serious problems. Technical standardized management is not a panacea. The authors formulated the rules of standardization.*

Key words: *production management, technical management, standardization, digital production, identified and production management, consumer, commodity, assortment, quality, economic development.*

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Introduction

The system-forming factor of the concept of attractiveness of the goods, in our opinion, should be the ability of the goods to cause the relevance of the need for it. The buyer is not interested enough, the interest must be given the form of an actual need for the proposed product. Need – the most important indicator of psycho-physiological mood of the individual. "Needs – the need for a living organism in something that is necessary for its life and development... needs create motives of behavior." In the scientific literature there are several attempts to classify human needs. Unfortunately, none of those that we know does not seem to be systematic. Most often referred to "Pyramid needs" Maslow, shown in the following figure 1. [1]

A. Maslow believed that based on the analysis of the degree of satisfaction of the above needs, it is possible to build an effective management of the company. Some authors, in particular, Boris Alyoshin, and L. N. Aleksandrovskaia, V. I. Kruglov, A. M. Sholom confirms that "over time, its use was made a number of refinements," and in General, it "has become an essential tool of management".

In our understanding "Maslow's Pyramid" is interesting as the General approach to a complete set of requirements. It lacks cultural – moral and aesthetic needs, knowledge and skills, physical development, and health. Physiological needs are traditionally laid in the basis of the design, which clearly limits their functionality. The system of human needs should be built on the principle of duality of human nature. The dualism of human nature manifests itself in one way or another not only in relation to the basis and superstructure, but also functions at all levels of the individual's personal and social life. In addition, it is necessary to emphasize the socio-temporal and socio-spatial specificity of needs, the importance of their relevance [2].

Base part

In terms of analyzing the problem of the "attractiveness" of the goods, the Genesis of the buyer's needs is of particular importance. From the point of view of the Genesis of human needs are investigated mainly in the two most common perspectives, due to specific species – biological and social. There are innate needs and acquired in socio-cultural history. It seems to us that this is not enough, since the development of needs does not reflect the time factor and social specificity. It is important to distinguish between potential and actual needs. Actual needs are initiated by external factors of life, they are in a market economy and its mass stage is very important in the light of the work on the business perspective.

The modern buyer appears to be "advanced", but his awareness is clearly amateurish, especially with the young, trying to show themselves to be knowledgeable, not realizing that guide his awareness stands, with rare exceptions, the same is inducing knowledge in a direction favorable to the seller. The consumer is on the leash of market interests. The consumer needs to be educated and the market is happy to do it, least of all, of course, thinking about the needs of buyers. It is important for the market to awaken the need and activate it supposedly in the bilateral interests. Interests, perhaps, and mutual, only to parity here far.

We do not evaluate the market in General. The market is diverse, it employs morally responsible sellers, unfortunately they do not determine the state and dynamics of market policy. The famous painting by I. Shishkin "Morning in a pine forest" depicts three bears in the very center of the canvas. It is on them that the visitor of the Tretyakov gallery falls, but the artist in the title of the work points to the morning forest, inscribing in its silence the awakening of bears. The market is also included in the overall picture of the contradictions of world production aimed at winning the producer and the intermediary. They are ready to share with the consumer, but not as an equal partner. "Third" is doomed to pay for the interests of the first two.

Formally, this ratio is objectively necessary. The production requires the development, need profit. Profits are mainly provided by the market. The seller is also a kind of employee and rightfully has its share. Not an employee in the market is only a buyer, even the police and that in the service. To the consumer and to promote the purse production progress – production after all market. The market is like controlled chaos. This is the essence of liberal economic policy. In countries where governance has been practiced for centuries, chaos is less visible. We still have the principle formulated by V. S. Chernomyrdins. There are only doubts about the first part of it – the desire to do the best is almost gone. In connection with the above reflections, the question arises: is it possible to change the situation in the interests of the consumer? It is possible by changing the policy regarding production, but first of the private.

Figure 1. The pyramid of needs (by A. Maslow)

The concept of "attractiveness", used to characterize the product, is correctly considered in two editions – objective and subjective-objective. Attractive product objectively must be such – quality to eliminate cheating. As for the quality of the price, it is well known how this is speculated. At the same time, it is clear that a quality product is not a cheap pleasure. The quality of the product does not automatically mean the limited ability to buy it. Quality has several levels – quality States. It is necessary to strive to provide a range of quality to expand purchasing power through the price range (figure 2).

The quality of goods is the basic objective parameter of attractiveness. Over quality is built that we define "subjective-objective characteristic of the attractiveness of the goods." The name emphasizes the duality of the nature of the properties of attractiveness forming the superstructure. They are advisable for clarity to depict schematically (Fig. 2).

The concept of "attractiveness of goods" is not specifically studied. It existed in the form of ideas, not primarily in the interests of the consumer, as well as the challenge of advertising work. So the attraction was more phantom than real. Advertising sought to absolutize objective data, falsifying the actual capabilities of the product, presenting it as an exclusive product, by which it is impossible to pass.

It is time to thoroughly and comprehensively delve into this problem, to analyze the signs of attractiveness. Pioneering research in the interests of the consumer were carried out in Japan, it is with them (but not only) associate the success of Japanese industry in the 1980-90-ies. "The Japanese," writes B. S. Aleshin, the first to realize the importance of a better understanding of the needs of the consumer (client) and the need for a systematic approach to the analysis of its expectations to identify the extent of their impact on the technical characteristics of the product and to ensure ultimately the maximum value of the product to the consumer. Japanese economists have calculated that by creating the attractiveness of the goods, producers activate their reserves and promote production forward, i.e. "attractiveness", in its true sense, is mutually beneficial and it is not necessary either in production or in the market to disorient the consumer [3].

Figure.2. The architecture of the attractiveness factors of the product

It is time to thoroughly and comprehensively delve into this problem, to analyze the signs of attractiveness. Pioneering research in the interests of the consumer were carried out in Japan, it is with them (but not only) associate the success of Japanese industry in the 1980-90-ies. "The Japanese," writes B. S. Aleshin, the first to realize the importance of a better understanding of the needs of the consumer (client) and the need for a systematic approach to the analysis of its expectations to identify the extent of their impact on the technical characteristics of the product and to ensure ultimately the maximum value of the product to the consumer. Japanese economists have calculated that by creating the attractiveness of the goods, producers activate their reserves and promote production forward, i.e. "attractiveness", in its true sense, is mutually beneficial and it is not necessary either in production or in the market to disorient the consumer [4].

In Japan, not in America and Europe, for the first time the ball was given an assessment of the quality of the attractiveness of the goods. It was Japanese experts who revised the thesis that work on the quality of an attractive product will inevitably lead to an increase in the price and will cause an irreparable blow to the original goal. One of the leading analysts I. Ishikawa, refuting the opinion of skeptics, everywhere argued about the immorality of raising prices while improving the quality of products. He explained that getting better quality products is primarily due to the reduction of production costs – reducing defects, improving the organization of production, technological discipline. All of these operations do not require a significant increase in costs and are associated with a reduction in the final cost, and therefore the price of the goods. An exception is the case when a higher quality product is produced as a product of a "fundamentally new technical level".

Effective economic management in a developed and responsible production is based on the "three Golden truths" derived from years of successful management practice:

economic longevity and credibility in the market are associated with concern for the quality and price of a quality product;

greed is not only immoral, but also very uneconomical, as it indicates the ignorance of management, which is always costly for production;

people as consumers and producers – the gold Fund for the development of production.

You want to earn professional authority, be engaged in the organization of production of the necessary, qualitative and available to the consumer with limited purchasing opportunities of a product. Then it will be possible to think of sale, without being nervous, and not to pay to advertisers, risking to appear at "the broken trough". Popular in the middle of the last century, Canadian writer S. B. Likok explained: "About advertising we can say that it is a science to obscure the mind of a person until you get money from him. "Advertisers" is difficult to judge. Not they themselves have come up with, their produced on light those, whom simple, but objective information, not saved. Not being able to achieve the appreciation of the consumer, not in demand "white" manufacturers, looking for a way out to the buyer through an intermediary, ready to work "black", and most importantly, put aside high moral principles.

The market has great opportunities to manipulate goods and prices in the absence of a clear thought-out and organized interaction in the system of relations between producers and consumers. Liberal political economy focuses on the freedom of the market, not caring about the content of the concept of "freedom". By arbitrarily invading the sphere of philosophy's responsibility, liberals pretend to solve their problems by misleading professional thinking and public consciousness. Not all economists-theorists and practitioners are experienced in philosophical reflection. Taking advantage of this situation, liberals grow their market "concept" freedom, try to free the market from the subordination of the need for any of its expression. In fact, economic liberalism, proclaimed by A. Smith in a specific format, transformed into a banal market anarchism. In countries where democratic traditions are strong, loaded with humanistic values and social responsibility, liberalism loses its political position, but it has a serious roof in the face of prosperous financial capital, fattening at the expense of the market. [1]

We do not want to deprive the market of the status of a subject of developed cultural production. The market is without any doubt, but to put the market in the General number of subjects of production, therefore, to ignore the evidence of a different attitude to the most important indicator of the development of production – the ability to increase the value of labor.

The freedom of the market is comparable to the freedom of judges on the football field. Judges do not play, they provide the game according to the rules. They can slow down the pace, bring down the pressure, play along with their actions, but all this happens in plain sight, under public and professional control and is persecuted in the prescribed manner.

The exchange function of the market objectifies it, but it is important to remember the ways of objectivity. The material form of objectivity – the technical and technological objectivity of production, the physical reality of goods – is really primary and subordinated to the natural basis of social life; the objectivity of production and economic relations, including the organization and division of labor - the "secondary" objectivity created with the creative participation of the subjects of labor - is a natural and historical objectivity. There is still, apparently, a third, transitional level of objectivity, indirectly controlled by the objective nature of production. The market belongs to this third level. Hence, such a different reality of the market, the ability of the organizers to manipulate arbitrarily enough within the market and in the interests of the market. Engels explained to E. During: "In a society where commodity production is the dominant mode of production, "the market has always been ... the border is very famous among the "business people." Due to its specific reality of the "transition type" from the strictly regulated existence of production to the relativity of the dependence of the exchange conditions on the natural-historical specificity, the market combines the adequate reality of the action with the actions of a specific property, organizing its infrastructure from the latter. Hide behind the "market" "iron argument" market "barometer" of production. In such a situation, all those actions that, according to the classification of Hegel, are not valid, are allowed as necessary-conditional. Quite logically Petzold, the machism rescued from solipsism by introducing the formula of being "potential member "relationship." Petzold did not personify the "potential member", but it was not difficult to understand that they should be something universal, standing over the subjective form of consciousness. Marketers, absolutizing the position of the market, or rather, exchange through the market, achieve control over production. The interest of marketers again makes us remember the power of money.

According to its objective position, the market should not earn more than producers. Otherwise, production will stop, and with it social progress. Now the situation is critical, and the first cause of the crisis is the policy of financiers, the second – market speculation. The prices of real goods on the market do not correspond to the cost of their real production of delivery and sale costs. The problem for liberals is one thing – the education of the masses. Still on the street XXI century. Therefore, the world policy in the field of modernization of education is aimed at its "market" division. The vast majority of graduates are doomed to be clerks, a clear minority, mostly of their own, plus those who are particularly talented, is a reserve of top managers. It's not the name of the University, but the interest in you, very rarely dependent on you.[1]

The flourishing of the market and its infrastructure is due to the birth of mass production. At the first level of mass production, the market was maximally regulated by the task of expanding the sale of goods on the scale of the entire production, so that reproduction was dynamic. Above all dominated by the need for production of working capital, as the advantage of mass production is the ability to reduce costs, thereby reducing the cost and increasing the competitiveness of the goods. The key factor was the time of sale of the goods. Time is money. Mass production gave rise to the trading principle: the consumer can not find what he is looking for! Universal mega stores offered almost the entire range of goods in all its possible diversity, including price. It soon became clear that the lack of certainty is associated with high costs of raw materials, energy, maintenance of premises, a large number of unsold products, especially limited shelf life. The market did not cope with its function as planned. There was an important event that did not receive a well-deserved assessment, perhaps they did not want to reduce the reputation rating of the market. Production workers "went to the people" – to study demand taking into account social stratification. This is a troublesome matter, the certainty achieved is not as accurate as desired, but even at a conditional level it serves as the basis for orientation for production planning.

Information of the General – purpose market. It is included in the essence of the functioning of the market and has changed throughout the history of the market. No less obvious is the fact that market information has sometimes developed faster than the basic part of the market, formed in a separate segment of market reality, which has its main reason for the increased competition between producers – the goods became more and more on the market, and the number of producers grew. The market itself eventually became a subject of competition, actively involving advertising and means of its distribution. [2]

A quality product that meets the urgent needs of the consumer does not need advertising. Advertising on the market was the name of the manufacturer, in Russia and in Europe, recognized manufacturers added to the emblem of their trade mark "supplier of the court" of the ruler. Trade was part of the production and was carried out under the control of the owner. Take, for example, Ivanovo manufactory, bakeries Filippov in Moscow, jewelry Faberge. Advertising was the evaluation of the consumer, by the way, the ideal of advertising as an objective information activity and should be the evaluation of the goods by public opinion. Today, the ideal criteria of advertising practice is not written or spoken about. Advertising is not just separated from the information flow, built on objective data, made a purely commercial event, defining its quality narrowly pragmatic in the interests of the seller. The seller pushed the manufacturer into the background. As for the buyer, in the raging sea of advertising, he is akin to the depicted I. Aivazovsky people in the painting "the Ninth wave", tied to the wreckage of the mast and hoping for God's help. The best motto of advertising – "do Not cheat – do not sell!"Based on the "qualitative analysis" of advertising, we have introduced the concept of "advertising quality", contrasting it with the real quality.

"Real quality" , in turn, is also a challenge. In international documents, in order to achieve consensus, the concept of "quality" is deliberately simplified, defining either as a set of specific properties of the object, service; or as a high level of ability to meet the needs of the user. Hence the desire to formalize the quality, to bring it to quantitative characteristics, so that at the end of the process to obtain a technical task. The plurality of quality representation is a condition of quality manipulation, the highest demonstration of which is the "work" with the quality of advertising masters.

Advertising felt freedom from the objectivity of quality and responsibility for the implementation of the advertised product, when market information lost its direct connection with its subject base, ceased to be essential, moving to the phenomenalistic level – the art of "submit" the product won. It is interesting to trace the nature of the evolution of fine art and the art of advertising. Realism in painting at the junction of XIX and XX centuries gave way to the popularity of impressionism. If the realist artist sought to recreate the objective reality in the context of human aesthetic feelings – the landscape was designed to show the beauty and power of nature, the portrait – to reveal the spirit of the person, based on the originality of the depicted object, the Impressionists made their subject play of light, creating new technologies in painting. They have preserved the reality of the depicted object, it is easy to see it, but the viewer sees the object through interaction with light, the action of which is transmitted by innovative display technique. With impressionism, a new concept in painting – "plein air".

Information beginning of the organization of market relations clearly showed Z. Scissors – historian of culture, collecting in his monograph "Mysterious Muscovy" notes of Western ambassadors who visited Russia in the XV-XVII centuries. The vast majority of Europeans who visited Muscovy with official visits to the embassies, were surprised by the culture, construction, order and ... prices in the markets. Many made their fortune, returning home, on the differences in prices of goods purchased in Russia and sold at home. Then the information about the quality of Russian goods and their real price was strictly objective, as it should be information, because they received it, as they say, from the "first hand" – from merchants or manufacturers. Those and others acted within the authority of regulations under the supervision of the king's orders. Relying on documentary sources (P. Petree, P. Allactaga, I. F. Kilbarger, etc.), Z. Nonikov concludes: "the most Interesting to many foreigners seemed markets. In the markets there was something to see (i.e. the product itself advertised better than any custom advertising – Yu. M.)…

Walking in the market, it was possible to combine successfully an important case study of the state of trade in Muscovy ... ask the price for future purchases as gifts to family and friends should be bought before your journey back, and – perhaps most importantly – to marvel at the miracles after miracles, as he called Moscow market Airman (assistant to the Swedish Ambassador – YM). Markets in Moscow and Arkhangelsk worked as an advertisement for the development of Muscovy itself, were its hallmark for Europeans who knew little about Russia. It is highly unlikely that the current Europeans from the Russian markets experienced the same feelings with which their ancestors left the market. In Central Asia, there is a saying: "no matter How much you say halva, halva, halva, your mouth will not be sweet." It perfectly characterizes our liberal politicians who claim about market achievements of the Russian Federation. It remains to add that the market, being an economic phenomenon, reflects political reality at the same time. The market can be allowed to float freely, or to enter behind it political control in a social spectrum of interests, it as our national toy "tumbler", will remain an indicator of quality of political management of economy. And advertising here performs the same function as the concertmaster in the Symphony orchestra – adjusts the sound. A normal market, that is really free and equally organized trade, regardless of the size and position of the seller, requires information support. Everything else is built on the objectivity of information and is designed to objectively Refine, cultivate the original objective information product.

In the 1950s-1970s, agricultural enterprises and industrial enterprises focused on the production of mass production goods directly participated in trade without intermediaries. Everywhere their shops – stalls, shops, mobile shops, etc. the Only intermediary was the kooptorg interested in percentage not less than the percentage of profits, and buying a quality product. All advertising was in a beautifully designed sign that tells the address of the manufacturer, so that the buyer could navigate and make a choice for the future. The absence of intermediaries (and among them "advertisers") significantly reduced the costs of production and trade, made it possible to reduce prices, to make goods massively available. In the "collective farm" markets, in the shops of co-trading queues really was not formed, the exception was the implementation of credible buyers of industrial products – furniture, household appliances, clothing, shoes. However, unlike modern supermarkets, there were significantly more customers. The low inflation rate for 2016 shows the price limit. Prices are comparable to the famous "eight thousand" Himalayas. It is not the mass buyer with his limited purchasing power who is able to ascend, but individual groups, the number of which is also decreasing. Advertising potential is depleted, and together with the value of advertising falls and the proportion of "hidden" for the external entourage of objectivity of information. There comes a turning point when the true quality of the advertised product is replaced by the desire in any way to make it attractive. In the foreground, instead of the objectivity of information, stands the image, the quality of which becomes attractive.

"Attractiveness" from an ad category transforming in the economic, more precisely, the market brand. Theoretically and even methodologically, "attractiveness" refers to the "cross-cutting" concepts that characterize the activity and its products. It is unlikely that there will be opponents of this statement. The essence of the consideration of "attractiveness" in the light of our problems is not in the definition of "attractiveness" as such, but in its specific historical manifestation. Activity is a way of realization of the idea, outside of practical activity the idea will not go beyond the element of consciousness, remains knowledge and most likely will lose value after some time. The relevance, meanwhile, lies not in the activity itself, but in the way of implementation of the plan, the way of implementation of the activity is regulated by the space-time coordinates, revealing and limiting the relevance of the method of action. History consists of actual historical periods – actual stories. A historical phenomenon, regardless of its nature – material or ideal, becomes not when it is accomplished, but only when it is included in the historical chain of events. In dialectics, social development is therefore described by a pair of categories "historical-logical", and historical phenomena can "fall" out of the logic of the historical process, which is natural. Otherwise, the development would have forced us to think about the Divine creation of social history.

"Attractiveness" in a broad context has always stimulated activity. In recent history, this concept has acquired a new meaning and, accordingly, a new meaning. It was at the center of economic contradictions in the market. It is actively exploited in their interests by all those for whom the market is the main source of speculation, they will go to "all serious". It is seen as the salvation of consumers, those who have retained the honor of a professional manufacturer.

To set the right goals means to be able to "formulate the result correctly."

Basic principles of formation and choice of the purposes:

1. Choose goals that deserve to be achieved.
2. Choose a goal that you can achieve on their own.
3. Formulate your goal in affirmative terms.
4. Express your goal accurately, in sensory categories.
5. Relate your goal to the context (situation).
6. Soberly assess the consequences of achieving your goal.

The subconscious mind plays an important role in everything we do. Business and organizational methods for achieving the objectives (formalized) are usually omitted this factor. The same applies to individual goals, chosen in a logical, systematic way, the "left hemisphere".

To think in the affirmative is the principle of the correct formulation of the result.

Many people tend to focus on trying to avoid the unwanted instead of thinking about what they want and getting what they want. They have formed an "aggressive-defensive", "denying" character instead of "asserting". In the end, the "denying person" experiences the scenario that he would like to avoid, because it is he who is fixed strategically and implemented. We can call such a system of "avoidance" prudence, realism, prudence and so on. It is most effective in achieving internal goals, but when it comes to conscious goals "...?.."it often leads to incomprehensible at first glance blunders. Therefore, the first principle of a correctly formulated result States: "I Express my goal in affirmative terms." [2]

The content of any event depends on the framework in which we perceive it.

Principles of balanced self-renewal

Perhaps we have begun to understand that if we want to change something, we have to start with ourselves. And in order to change ourselves effectively, we must first change our perception.

NLP principles assume that all four dimensions are taken into account. This means that we must regularly and consistently develop them in the most reasonable and balanced way. Spending time on self-renewal requires us to take initiative.

Effective skills are well-understood principles and behaviors. To turn something in your life into a skill, you need three components: Knowledge, Skill, Desire.

Knowledge is a theoretical paradigm that determines what to do and why. Skill determines how to do. And desire is motivation – I want to do.

If one day we believe that from now on our behavior depends on our decisions, and not on the surrounding conditions, the very first skill required for the beginning of self-development of the individual is proactivity. By proactivity we must understand it as a fact that by initiating what is happening, subordinating feelings to our values, we are responsible for our actions (and, above all, to ourselves). The behavior of a proactive person is a product of his own choice, he does not look for "guilty" for his actions and for their results. In this case he asks himself, and in himself looks for the answer. Stephen R. Covey believes (figure 3) that in order to achieve personal victory (victory over oneself), a person needs at least two more skills (figure 1) (except - "Be proactive" (1): this is "Start, presenting the final goal" (2), and "First do what you need to do first" (3).If the meaning of the goal in our activities, we have already clearly defined, the third skill is still to be understood. In this case, we mean the need to manage your time, clearly representing the degree of importance and urgency of those cases that are scheduled for execution. [3]

It is quite obvious that in order to master the skill "First do what you need to do first", not urgent, but very important things to maintain your resource will try to do in the first place, and it is in this case that we will develop the first and second skill.

As we master the first three skills, we will become more independent of external factors and more and more open the opportunity to consolidate personal victory, trying a new way to interact with the world around us like ourselves, aware of the objective interdependence. To do this, we will need three more skills: "Think in the spirit of won/won" (4), "First strive to understand, and then be understood"(5),"Achieve synergy"(6). Cooperation and trust are both a result and a condition for consolidating these important communication and collective skills. Seventh skill (7) Stephen R. Covey called "Sharpen the saw».

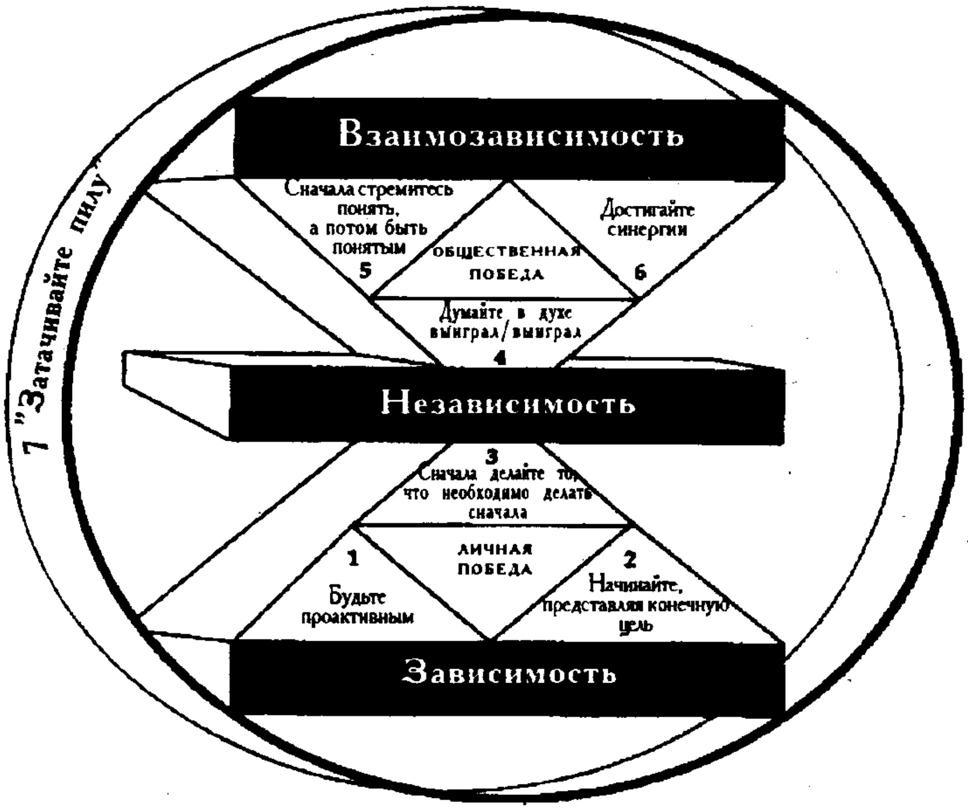

Figure 3 - time management Matrix:
1 – Be proactive, 2 – Start by presenting the ultimate goal 3 – First do what needs to be done first 4 - Think in the spirit of won/won 5 – First strive to understand and then be understood 6 - Achieve synergy 7 – "Sharpen the saw»

He did not think ambiguously that we could count on success, on efficiency, only when we make constant efforts to form all these skills, working on comprehensive self-development.

In conclusion, it must be admitted that working on your upgrade alone, it is doubtful to succeed, even with all three components for the formation of the necessary skills. Man is a social being. Really education is carried out only through an act. Participate in the education of three - in addition to educate, yet must be – the caregiver (as I do) and lover (that what is taught and how it turns out). When self-education - where to get two more missing? The only way out is to find an image that would be a teacher, to find an image that would be a connoisseur. We did not make a mistake, and you are not mistaken – it is an IMAGE or IMAGES. Literary heroes, friends, girlfriends, fathers, mothers, grandmothers, grandfathers ... at your rich imagination can approach for this purpose.

Again I would like to recall another Russian proverb: "while thunder breaks peasant will not cross." Do you have to step on a rake, to a severe blow on the forehead and scream, "EW, I remembered the name of this tool is that it is a mistake." It is funny and sad, and yet we believe in common sense that the truth is more expensive and the truth will prevail – we will be able to revive this light industry, as confirmed by the experts – respondents, showing unanimity, on the main criteria for assessing the competitiveness of light industry enterprises, the list of which, approved at the end of the meeting, are given below. [3]

1. Russian Federation government:

a) when forming the draft Federal budget for 2018 and for the planning period of 2019 and 2020, provide for the provision of state support to light industry enterprises annually in amounts not lower than the level of 2017.

Report up to 15 October 2018 to 15 January 2019.;

b) provide within the State program of development of agriculture and regulation of the markets of agricultural production, raw materials and the food for 2013 – 2020 formation of the subprogramme directed on providing the light industry with qualitative agricultural raw materials, and also implementation of antiepizootic actions for the purpose of elimination of hypodermatosis of cattle.

Deadline – February 1, 2019;

C) consider the question of establishment at the Federal level of privileges on the property tax of the organizations concerning movable property for the purpose of stimulation of modernization of production and to provide introduction of the corresponding changes in the legislation of the Russian Federation;

d) take measures to mitigate, within the framework of bilateral international agreements with the Central veterinary authorities of foreign countries, the veterinary requirements for raw hides imported into the territory of the Russian Federation;

e) define implementation of thin and semi-thin wool, long linen fiber to the processing enterprises located in the territory of the Russian Federation as obligatory condition of providing the state support to the agricultural producers performing production of this production and to provide modification of the corresponding regulatory legal acts;

e) provide introduction in the legislation of the Russian Federation of the changes directed on development of system of ensuring traceability of turnover of goods of the light industry.;

g) consider the feasibility of introducing a recycling fee for footwear;

h) together with the joint stock company "Russian export center" to submit proposals to promote the development of exports of Russian light industry products, including by compensating the costs associated with the release of these products to foreign markets.

I am glad that it is expected their implementation in full and a timely manner, understanding the responsibility of the named persons and their motivation for action.

Despite the fundamental differences of these concepts discussed above, they nevertheless have something in common in their basis, which reflects a certain commonality in the motivation of a person to act.

These concepts allow us to conclude that there is no canonized doctrine explaining what is the basis of human motivation and what determines motivation. Each of these theories has a certain fundamental difference. For example, in the Maslow concept needs are arranged hierarchically, and the ascent goes up from the bottom. There is also a certain hierarchy in Alderfer's theory. However, this theory as one of the most important provisions has the statement that the movement in the hierarchy can be carried out both from the bottom up and back from the top down if the need of the upper level is not satisfied. McClelland introduced, in relation to the needs he considered, the idea of acquiring them: and developing under the influence of learning and life experience. At the same time, it takes into account the relationship of individual groups of needs, moving away from the consideration of the isolated influence of individual groups of needs on human behavior. In Herzberg's theory, needs are divided into two large groups: motivating and "health". Thus, it is indicated that not all needs constantly have a motivating effect on the person, but only those that lead to the development of a state of satisfaction.

As you can see, each of the theories has something special, distinctive, which gave it the opportunity to gain wide recognition of theorists and practitioners and make a significant contribution to the development of knowledge about motivation. However, despite the fundamental differences, all four of the above theories have something in common that allows us to establish certain Parallels between them. A characteristic feature of all four theories is that they study the needs and give a classification of needs, allowing to draw some conclusions about the mechanism of human motivation. Comparing the classifications of all four theories, it can be noted that the groups of needs identified in different theories quite clearly correspond to each other.[3]

In table 1 of this kind of conditional compliance requirement groups, motivating people to act, to be allocated in these four concepts.

Table 1 – Characteristics of human motivation and actions, formulated in their concepts Maslow, Alderfer, McClelland and Herzberg.

ТЕОРИИ	ГРУППЫ ПОТРЕБНОСТЕЙ				
Теория Маслоу	Потребность само-выражения	Потребность признания и самоутверждения	Потребность принадлежности и причастности	Потребность безопасности	Физиологи-ческие потребности
Теория Альдерфера	Потребность роста		Потребность связи	Потребность существования	
Теория МакКлелланда	Потребность достижения		Потребность властвования	Потребность соучастия	
Теория Герцберга	Мотивирующие факторы			Факторы здоровья	

The interaction between a person and a group is always bilateral; a person by his work, his actions contribute to the solution of group problems, but the group has a great influence on the person, helping him to meet his needs for security, love, respect, self-expression, personality formation, elimination of anxiety, etc. it is Noted that in groups with good relationships, with an active intra-group life, people have better health and. better morals, they are better protected from external influences and work more effectively than people who are in an isolated state or in "sick" groups affected by intractable conflicts and instability. The group protects the individual, supports him and teaches both the ability to perform tasks and the norms and rules of behavior in the group.

But the group not only helps a person to survive and improve their professional skills. It changes his behavior, making a person often significantly different from what he was when he was out of the group. These group effects on humans have many manifestations. We point out some significant changes in human behavior that occur under the influence of the group.

First, under public influence of changes of such characteristics of the person, like perception, motivation, focus of attention, the grading system etc. Man extends the sphere of its attention due to the focus on the interests of other members of the group. His life is dependent on the actions of his colleagues, and this significantly changes his view of himself, his place in the environment and others.

Secondly, in a group a person gets a certain relative "weight". The group not only distributes tasks and roles, but also determines the relative position of each. Group members can do exactly the same work, but have different "weights" in the group. And this will be an additional essential characteristic for the individual, which he did not possess and could not possess, being outside the group. For many members of the group, this characteristic may be as important as their formal position.

Third, the group helps the individual to find a new vision of his "I". A person begins to identify with the group, and this leads to significant changes in his perception of the world, in the understanding of his place in the world and his purpose.

Fourthly, when a person is in a group, participating in discussions and developing solutions, he can also give out proposals and ideas that he would never give out if he thought about the problem alone. The effect of " brainstorming "on a person significantly increases the creative potential of a person.

Fifth, it is noted that in a group a person is much more inclined to take the risk than in a situation where he acts alone. In some cases, this feature of human behavior change is a source of more effective and active behavior of people in a group environment than if they acted alone.

It is wrong to think that a group changes a person the way it wants. Often many impacts from the group man resists for a long time, many of the effects he perceives only partially, some he denies completely. The processes of adaptation of a person to a group and adjustment of a group to a person are ambiguous, complex and often quite long. Entering into a group, entering into interaction with the group environment, a person not only changes himself, but has an impact on the group, on its other members.

Being in interaction with the group, a person tries to influence it in various ways, to make changes in its functioning so that it is acceptable to him, convenient to him and allows him to cope with his duties. Naturally, the form of influence, and the degree of influence of a person on the group significantly depend on both his personal characteristics, his ability to influence, and on the characteristics of the group. A person usually expresses his attitude to the group from the standpoint of what he thinks. At the same time, his reasoning always depends on the position he takes in the group, on the role he performs, on the task assigned to him and, accordingly, on what goals and interests he personally pursues.

Human interaction with a group can be either cooperative or confluent or conflict. For each form of interaction, a different degree of manifestation can be observed. That is, for example, we can talk about a hidden conflict, a weak conflict or an unsolvable conflict.

In the case of cooperation between a member of the group and the group, a trusting and benevolent relationship is established. A person considers the goals of the group as not contradicting his goals, he is ready to find ways to improve interaction, positively, although with rethinking of his own positions, perceives the decisions of the group and is ready to find ways to maintain relations with the group on a mutually beneficial basis.

When a person merges with a group, there is the establishment of such a relationship between the person and the rest of the group, when each of the parties considers the other as an organically integral part of the whole, which is a group. A person builds his goals based on the goals of the group, largely subordinates his interests to the interests of the group and identifies himself with the group. The group, in turn, also tries to look at the individual not as a performer of a certain role, but as a completely devoted person to the group. In this case, the group takes care of the person, considering his problems and difficulties as his own, tries to assist him in solving not only production problems, but also in solving his personal problems.

Naturally, it is in the interest of the organization that its members behave in a certain way.

A possible approach to solving this problem is the selection of people with certain qualities that can guarantee the desired behavior for the organization of its members. However, it should be recognized that this approach has limited application, since, firstly, it is not always possible to find people with the necessary characteristics, secondly, there is no absolute guarantee that they will behave necessarily in the way that the organization expects, and, thirdly, the requirements for the behavior of members of the organization from the organizational environment may change over time, contradicting the criteria by which people were selected in the organization.

The second approach, which in principle does not exclude the first, is that the organization influences the person, forcing him to modify his behavior in the right direction for it. This approach is possible and is based on the fact that a person has the ability to learn behavior, change their behavior based on awareness of their previous behavioral experience and the requirements for their behavior from the environment.

Learning behavior can be defined as a sufficiently stable over time process of changing human behavior based on experience, reflecting human actions and the reaction of the environment to these actions.

For learning behavior is characterized by the presence of several points.

First, learning can come from one's own experience as well as from the experience of others.

Secondly, learning behavior does not necessarily concern only actual behavior. It may concern potential behaviour, i.e. behaviour that can be carried out by a person but which is not carried out by him in his behaviour practice.

Third, learning behavior is always expressed in changing people. Even in the case where the immediate behavior has not changed, the person already becomes different, as his behavioral potential changes.

There are three types of learning behavior.

The first type is associated with the reflex behavior of man, with what is called in the teachings of Pavlov conditional and unconditional reflex. If, for example, the chief comes to subordinates when he is dissatisfied with something, irritated and intends to reprimand them, then any appearance of the chief can cause fear in subordinates, the desire to avoid this meeting regardless of why he came to them. That is, the appearance of the chief produces reflex desire to escape from his eyes.

The second type of learning behavior is based on the fact that a person draws conclusions from the consequences of his previous experience, consciously corrects and changes his behavior. The theoretical description of this type of learning is primarily based on the research of B. Skinner, who created the foundations of the theory of engagement of the implemented behavior depending on its consequences. The essence of this theory is that if a person sees that his behavior leads to favorable consequences, he tends to repeat this behavior, if the consequences are negative, then the desire to behave in a similar way will be significantly reduced. That is, human behavior is given a conscious understanding of the results of previous behavior.

The third type of behavior learning is behavior-based learning. It's usually observing someone else's behavior. People regularly observing the behavior of the surrounding people automatically begin to adjust their behavior to their own behavior. He adopts their style and manners, skills of operations, etc. Often a purposeful observation of someone else's behavior is carried out in order to adopt something useful. With the development of video recording facilities of the object, the possibilities of observation are expanded and, in particular, the object of observation is expanded. Now a person can view records of their own behavior, which can also significantly affect the adjustment of behavior. It is obvious that all three types of learning behavior should be taken into account by the management of the organization in its attempts to correct and shape the behavior of the members of the organization. Without belittling the importance of each of these types of learning, however, it should be noted that the second type of learning plays a crucial role in the process of purposeful formation of human behavior in the organization.

What does a person learn in the organization, what aspects of his behavior are corrected or changed in the process of learning?

First, having come to the organization and further carrying out its activities in it, a person studies its functional role: what he should do to better perform the work, how to carry out more effective work, how and with whom to communicate in the process. In doing so, he is learning to focus his work in terms of what is considered more important in the organization and what is less important in its activities, for which there is a reward, which is included in the assessment of the quality of his work.

Secondly, in the organization a person learns to perform formal procedural actions, such as filling out various questionnaires and forms, registration of applications, appointment and holding of meetings, transfer, receipt and implementation of a response to the information received, temporary abandonment of the workplace, arrival and departure from work, Parking, wearing clothes of a certain type, etc.

Third, a person learns to understand and take his place in the organization. He learns the norms, values and informal groups and relationships that exist in the organization, learns to behave correctly with colleagues and management, determines for himself with whom to have a close relationship and from whom to stay away, who to trust, who to rely on and who to fear.

Fourthly, a person learns how to solve their own problems in the organization, how to achieve their goals. For example, he learns how to make a career in the organization. Or how to achieve certain rewards and rewards. A person can also learn how to use the capabilities of the organization or the capabilities of its individual members in order to solve their personal problems that are not related to the activities of the organization. An employee can learn how to avoid difficult and risky tasks, and even how to create the appearance that he is working hard without doing anything.

Obviously, the consequences of actions depend on how the person behaved, what he did. However, they directly depend on those who, assessing the action of a person, compensates for his actions and efforts. In this case, compensation is understood in the broadest sense as an external reaction to human behavior, expressed in the fact that a person either acquires something or loses something, achieves something or does not achieve something as a result of actions carried out by him in the form of a certain behavior. Compensation can be made in various forms — from material remuneration or punishment to verbal approval or condemnation. Compensation plays an extremely important role in teaching behavior, as it has a fundamental impact on whether there is a consolidation of the implemented behavior or there is a rejection of it. If there is no compensation that causes a person to understand the consequences of his actions, then in fact there is no noticeable modification of behavior, since there is no learning behavior. Therefore, compensation in the management of people plays not only the role of remuneration for work or the role of a means of meeting the needs of workers, but also the role of a means of modifying human behavior.

The process of motivation is characterized by four theories that create the basis for motivation.

The theory of expectations: the expectation in the chain "effort of execution"; the expectation in the chain of "execution result"; the valence of the outcome.

Goal setting theory. Four characteristics of the goal: complexity, specificity, acceptability, commitment.

The theory of equality: a comparison of their results of action with the results of others.

The concept of participatory management.

The most General concept of the motivation process is as follows. A person, realizing the tasks and the possible reward for their solution, correlates this information with their needs, motivational structure and capabilities, adjusts itself to a certain behavior, develops a certain location and performs actions that lead to a specific result, characterized by certain qualitative and quantitative characteristics.

This scheme does not yet reveal the mechanism of remuneration, nor the content of remuneration, the essence and content of evaluation, nor the transformation of evaluation into a decision. In modern management thought and practice, there are a number of theories that describe the process of motivation in sufficient detail and at the operational level. The most famous of them are the theory of expectation, the theory of goal setting, the theory of equality and the theory of participative control. They are trying to explain why people are willing to carry out certain actions, spending more or less effort. And in explaining this, they give managers the key to building an effective system of motivating people, that is, how to influence people to encourage them to work effectively.

Human behavior is constantly associated with the choice of two or more alternatives. What a person prefers depends on what he does and how he does, how he behaves and what results he achieves. The theory of expectation is designed to answer the question of why a person makes a particular choice, faced with several alternatives, and how motivated he is to achieve results in accordance with the choice made. In the most generalized form, the theory of expectation can be formulated as a doctrine describing the dependence of motivation on two points: how much a person would like to get and how much it is possible for him to get what he would like to get, in particular, how much effort he is willing to spend for this. For example, an aspiring businessman from the province comes to negotiate the start of a joint business with representatives of large firms located in the city, which is a recognized center of business activity. To maintain its reputation, it will not stay in a hotel that has a reputation as second-rate, although it is cheap. At the same time, he does not have the means to stay in a luxury hotel. Therefore, apparently, he will stay in such a hotel, which is quite prestigious and for accommodation in which he has enough money.

The process of motivation according to the theory of expectation is formed as if from the interaction of three blocks: 1) efforts; 2) execution; 3) result. Expectation theory studies and describes the interaction of these three blocks. In this case, efforts are considered as a consequence, and even the result of motivation. Execution is considered - as a consequence of the interaction of efforts, personal capabilities and the state of the environment, and the result, as a function, depending on the performance and the degree of desire to obtain results of a certain type.

The expectation theory explains how the process of motivating a person to work is built on the basis of linking the person's ideas about the efforts necessary to perform the work, its practical performance and the results expected in response to the work performed. In this case, the key points of concentration of the theory are: 1) expectations along the chain of "effort — execution"; 2) expectations along the chain of "execution — the results of the second level and 3) the valence of the results.

According to the theory of expectation, the motivation of a person to do a job depends on how much he is interested or not interested in doing it, how attractive the job is for him. When deciding what to do and how much effort to spend, a person usually answers a question about how much he needs to do it. That is, when choosing an alternative, a person thinks about if he will behave accordingly, will perform the work accordingly, whether it will lead to a certain result of the first level. In this case, it is formed waiting for the result of the first level. In addition, the person answers the question of what he will receive as a result of successful performance of work .

This is already the development of expectations for the results of the second level. And finally, he decides for himself how valuable this result will be for him, that is, he evaluates the valence of the result of the second level. Depending on what the final assessment of man comes, will depend on the motivation for the execution of the work.[4]

The main provisions of the theory of expectation are as follows.

First, since this theory is subordinated to the idea of finding an answer to the question of how motivation affects the performance of work, the initial postulate is that the performance is determined by the product of the values of two factors: the possibility of a person and his motivation.

Secondly, it is argued that the motivation is given by the product of the value of the expectation of the results of the first level by the value of the valence of the results of the first level. And finally,

third, the valence of the results of the first level given by the product of the magnitude of the valence of the results of the second level to the expectations of the individual results of the second level. A person chooses the alternative where the motivation will be higher.

Using various techniques, the Manager for the successful management of subordinates must build the management of the organization so that the employee was sure that, working to achieve organizational goals, it thus creates the conditions for the best achievement of the second level of results.

In the theory of expectation, it is believed that in order to be able to carry out the process of motivation, a number of preconditions must be fulfilled. Such conditions are:

- the presence of employees quite high degree of expectation of the results of the first level;

- the presence of a sufficiently high degree of expectation of the results of the second level and

- the total non-negative valence of the second level results.

In practice, this means that the employee must have a stable understanding that the results of his work depend on his efforts, that the results of his work have certain consequences for him, and that the results obtained by him ultimately have value for him. In the absence of one of these conditions, the process of motivation becomes extremely difficult or even impossible.

Making a General conclusion about the theory of expectation, it should be noted that it comes from the fact that people carry out their actions in accordance with what possible consequences for them these actions can lead. People, on the basis of the information available to them, choose one of the alternatives of action, based on what they will get as a result and what efforts they will have to spend to achieve this result. That is, according to the theory of expectation, a person behaves in accordance with what, in his opinion, will happen in the future, if he will make some effort.

The theory of goal setting is based on the fact that human behavior is determined by the goals that he sets for himself, since it is for the sake of achieving the goals he carries out certain actions. It is assumed that setting goals is a conscious process, and conscious goals and intentions are what underlies the definition of human behavior.

In General, the basic model describing the process of setting goals is as follows. A person, taking into account the emotional reaction, realizes and evaluates the events taking place in the environment. On the basis of this, he defines for himself the goals to achieve which he intends to strive, and, based on the goals set, carries out certain actions - performs certain work. That is, it behaves in a certain way, achieves a certain result and gets satisfaction from it.

Goal setting theory States that the level of performance of work directly or indirectly largely depends on the four characteristics of the goals:

- complexity;
- specificity;
- admissibility;
- commitment.

These four characteristics of the goal affect both the goal itself and the efforts that a person is willing to expend to achieve his goal.

The complexity of the goal reflects the degree of professionalism and the level of performance required to achieve it. There is a direct link between the complexity of the goal and the performance of the work. The more difficult the goal is set by a person, the better results he achieves. The exception is when the goals are set unrealistically high, which in principle can not be achieved.In this case, according to the theory of goal setting, the result of actions does not exceed the result achieved by those who set moderate but achievable goals. Therefore, an increase in the goals, although justified, can only lead to an increase in the results of work if there is still a chance of achieving the goals.

The specificity of the goal reflects the quantitative clarity of the goal, its accuracy and certainty. Experimental studies have found that more specific and defined goals lead to better results, to better performance than goals with broad meaning, with unclear content and boundaries. A person with goals that are too broad in meaning and content demonstrates the same performance of work as someone who has absolutely no goals. At the same time, too much narrowing of the goals can lead to the fact that beyond the consideration of the person may remain important aspects of its activities. It will also have a negative impact on the performance of his work.

The acceptability of the goal reflects the extent to which a person perceives the goal as his own. The acceptability of the goal has a significant impact on how the complexity and specificity of the goal affect the performance of the work. If a person does not accept the goal, then the complexity and specificity of the goal will have a very weak impact on the performance of the work. The acceptability of a goal by a person directly depends on whether it is perceived by him as achievable, and on what benefits he can get when achieving the goal. If the benefits are not obvious, the goal may not be accepted. Therefore, in the management of the organization there should be a clear awareness of the importance, the importance of actions that would make the goal achievable, profitable, fair and safe in the representation of the employee.

Commitment to the goal reflects a willingness to expend a certain level of effort to achieve the goal. This is very important for the level; and the quality of performance characteristic of the goal, as it can play a decisive role at the stage of execution, if the reality, the difficulties of the work will be significantly different from what they seemed at the stage of goal setting. Commitment to the goal may increase as the work is done, and may decrease. Therefore, management must constantly monitor the level of commitment on the part of employees and take the necessary measures to maintain it at the proper level.

In the theory of goal setting, when considering the dependence of performance on goals, it is emphasized that the quality of performance depends not only on the efforts of the employee determined by the goal, but also on two groups of factors: 1) organizational factors and 2) the ability of the employee. At the same time, these groups of factors can affect not only the quality and content of the performance, but also the goals, thereby having an indirect impact on motivation and, consequently, an additional impact on performance. For example, if there is little feedback from the results of work, it can reduce the impact of the goal on the employee's efforts to perform the work.

The last step in the motivation process in goal setting theory is employee satisfaction with the result. The particular importance of this step is that it not only completes the chain of the motivation process, but also is the starting point for the next cycle of motivation.

Man carries out certain actions in accordance with the pressure on him the totality of internal and external forces in relation to him. The combination of these forces, called motivation, causes people not the same reaction. Therefore, it is impossible to clearly describe the process of motivation. At the same time, on the basis of empirical research, several concepts have been developed that describe the factors influencing the motivation and the content of the motivation process.

So-called theories of the content of motivation focus on how different groups of needs affect human behavior. The widely accepted concepts of this group are Maslow's hierarchy of needs theory, alderfer's

ERG theory, Herzberg's two factor theory, and McClelland's acquired needs theory. Despite the fundamental differences between these concepts, they nevertheless have something in common in their basis, which reflects a certain commonality in the motivation of a person to act.

The process of motivation is revealed in theories that try to explain why people are willing to carry out certain actions, spending more or less effort. The theory of expectation, the theory of goal setting, the theory of equality and the theory of participatory management, explaining how to influence people to encourage them to work effectively, give managers the key to building an effective system of motivating people for the successful implementation of their tasks.

The market has a specific cultural picture that is difficult to understand. The state is not seriously interested in the culture of the buyer. The previous experience of cultural education and upbringing has been expelled. "The Holy place is never empty" and instead of the state came organizations from the structure of civil society, which have neither official powers nor effective mechanisms, nor the required financial resources. Scientists economists convince entrepreneurs that it is necessary to cut off everything that is not directly part of production, reducing costs, increasing profitability. In doing so, entrepreneurs drive themselves into the trap of spontaneity and the vagaries of the market element, abandoning the levers of demand management.

"Prudent housekeeper", replacing the current irrationally arranged mass production, focused on the absolutization of the freedom of choice of goods by the consumer, when the range is obliged to satisfy the request here and now, otherwise the seller will lose customers and will question the continuation of its business, "tied" to the knowledge of the needs of a particular buyer. Of course, this knowledge is specific, it is indicative, relative, conditional, more like a knowledge assumption, but still knowledge, unlike the abstract type of installation: the buyer came for the goods and he must buy it, we are obliged to help him. How exactly? We do not know, so we initiate his desire with an assortment. Certain logic and ethics are present in such reflections. The price of this logic – a high level of costs and load on the natural environment-deters from support. They will not be written off, distributed to consumers, increasing the purchase price.

"The attractiveness of the goods" can become a magnet that initiates the interest of the buyer. No wonder Vladimir Dal has interpreted "attraction" as "attraction," "magnetism." The economic system is formed by production relations, radical transformations of the existing system of the economy therefore will not happen, there will be a restructuring, a reboot that changes not the system, but the order of functioning of the system, the vector evolution of economic policy. The economic system will be optimized by rationalizing costs, minimizing the cost of the range.

Does the consumer benefit? Apparently, Yes, provided that manufacturers and sellers do not skimp on the research work of consumer demand. Here, the simplest research can not do, it will require a deep analysis and integration of different approaches – economic (marketing), sociological, cultural, ergonomic, sanguine, focusing research on regional and national characteristics. The prospect of real participation in the process of students of different levels will open, accelerating their qualification formation.

As for the cultural organization of the market, its core rationally to do work with the buyer and the manufacturer, the real object (object) of the relationship, which is the product, as a set of properties that can satisfy all market participants. The goods will pass from the property of one to the property of another only if there is consensus. The consensus is to provide the market. Consensus is a measure of market culture.

When the market moves from the idea of consensus to the understanding of consensus, the market will acquire the status of a "cultural organization". Can we speed up this process? Certainly. We need to organize work on both fronts. Both the buyer and the seller should be prepared culturally for the meeting in the market. The real mission of the market is determined by the quality of its information and scientific equipment.

The social function of the market is to meet the sociocultural and naturally necessary needs of the mass buyer, thus contributing to national development and political progress. The economic task of the commodity market – to involve in the production of financial reserves of the population, and they are considerable, really comparable to the annual budget of Russia.

The final stage of market relations is the sale of goods, therefore the market should be managed through the conditions of sale of goods, creating favorable conditions for the demand for goods. Such management is effective both in relation to the consumer and the manufacturer. The construction of the market on the principle: "here and now the buyer must satisfy his request", saves time and possibly insignificant financial resources of the consumer, but unnaturally, because it is wasteful for society and nature. This is "dude" because of political myopia.

The state is able to influence this process through the control of production and consumption, of course, in accordance with the laws of the economy.

With that said, we can try to formulate a definition of what location is. At the same time, it should be borne in mind that there are several different views on what location is, and it is impossible to give an unambiguous and absolutely clear definition of this property of personality.

In General, the location can be defined as a priori attitude to a person, a group of people, phenomena, organizations, processes and things, determining a positive or negative reaction to them.

The layout has three components. First, it is the part that reflects a person's feelings towards the object: whether he likes it or not. This part is called the acting part of the arrangement. Secondly, it is the knowledge about the object that a person has. Third, it is the intention about how to behave in relation to the object. Together, these three parts form the location of the person to the object, in which they find a dynamic link between the person's knowledge of the object, his feelings towards this object and his intentions towards this object.

Three are important for effective management and good relations in the organization. location type:

- job satisfaction; - passion for work; - commitment to the organization.

The extent to which employees have developed these locations, significantly determines the results of their work, the number of absenteeism, staff turnover, etc. job Satisfaction has a very strong impact on human feelings in relation to the work, so it can be attributed more to the influencing component of the location. The degree of job satisfaction depends on many factors, both internal and external to the person.[5]

However, with a wide variety of factors and different directions of their influence on a person, eight characteristics of work are distinguished, on which the degree of job satisfaction depends quite steadily:

- the nature and content of the work; - the amount of work performed;

- the state of the workplace and its environment (noise, light, comfort, air temperature, etc.) - colleagues;

- management (superiors, management style, participation in management);

- payment of work (all forms of compensation);

- opportunities for promotion at work; - schedule, rules of conduct.

These characteristics are quite General. With regard to each real work, they can be specified or supplemented depending on the nature of the organization's activities, its characteristics, etc. Practice also shows that the priority of these characteristics can also vary significantly both among individual members within the organization and among different organizations. Finally, due to the stable satisfaction of individual job characteristics, new or previously insignificant job characteristics may start to have an impact on job satisfaction over time. Therefore, for the successful management and creation of a positive location in relation to the organization, it is necessary to conduct regular studies to determine the degree of satisfaction of employees of the organization with their work.

The nature and content of the work has a consistently large impact on increasing job satisfaction. Therefore, we consider in more detail the impact of individual components of this factor.

For a long time standardization and specialization of work were considered and in practice acted as strong sources of productivity increase in work. The higher the standardization and specialization, the higher the productivity. However, the relationship between satisfaction and standardization and specialization is different. If the work is absolutely not standardized, then job satisfaction is low. As specialization and standardization increase, it begins to grow, but until a certain point, after which it begins to decline rapidly. With full standardization, satisfaction falls to the same low level as if the work were absolutely not standardized. Therefore, management should think about how to reduce the negative impact on job satisfaction caused by over-specialization and standardization. The two most common ways of doing this are rotation (moving an employee from one workplace to another) and the expansion of work responsibilities by setting additional tasks for the employee.

The organization's commitment is an arrangement that is significantly broader than passion or job satisfaction. In modern conditions, when more and more organizations are trying to look at the person not as an employee performing a specific job, but as a member of the organization, seeking together with the rest of its members to lead the organization to achieve the goals, the importance of this location becomes extremely high. The commitment of the organization consists of the following components. First, the member of the organization of parts and makes his own the objectives of the organization and its values. Secondly, a member seeks to remain in the organization and retains that desire even when it may be at a disadvantage. Thirdly, a member of the organization is willing not only to try for the organization, but also, if necessary, to sacrifice his or her personal interests to the organizational interests.

Commitment to the organization is a personal characteristic of each individual. However, this does not mean that management cannot develop or enhance this location. There are a number of techniques that contribute to this. And the most successful modern management systems are very much based on the fact that they develop employees ' strong commitment to the organization and thereby achieve very great success.

Values as well as location have a strong influence on a person's preferences, decisions and behavior in the team. However, there is a huge difference between values and locations. If the latter determine the attitude of a person to an object on the principle of "like - dislike", "love — dislike" and always refer to some specific object, the values set the preference of a person on the principle of "permissible — unacceptable", "good — bad", "useful — harmful", etc. At the same time, values are rather abstract and generalizing, live an "independent" life, regardless of a particular person, are formulated in the form of commandments, statements, wisdom, General norms and can be shared by large groups of people. Therefore, if the location is always purely personal, the bearers of values are groups of people (for example, the values of the middle class), and each individual accepts a set of values, which he can change, but which he should at any given time.

Values can be defined as a set of standards and criteria that a person follows in his or her life. This is manifested in the fact that by an appropriate assessment of the phenomena occurring around him, processes and people, a person makes decisions and carries out his actions.

Values are the core of a person's personality. They are quite stable in time and not so much. Usually values are considered as the normative base of morality and the Foundation of human behavior. Values are of two types:

- values relating to the purpose of life, the desired results, the outcome of the action, etc.;
- values related to the means used by a person to achieve goals.

The first type of value includes, for example, values relating to the convenience of life, beauty, peace, equality, freedom, justice, pleasure, self-respect, public recognition, friendship, etc.

The second type of values are those relating to ambition, openness, honesty, goodwill, intelligence, commitment, responsibility, self-control, etc.

Beliefs can be divided into two large groups.

The first group consists of describing the absolute and relative characteristics of the object of belief that have no evaluative character. For example, a car of the Zhiguli brand is a comfortable car or a car of the Zhiguli brand consumes less gasoline than a car of the Volga brand. The second group includes those beliefs that are evaluative.

Principles in the lives of many people play a very important role, as they systematically regulate their behavior. The principles are embodied in stable norms of behavior, restrictions, taboos, stable forms of reaction to phenomena, processes and people. Principles are formed on the basis of a system of values, are a stable form of manifestation of a system of values and the embodiment of beliefs in the form of certain standards of behavior, People do not necessarily realize what values and beliefs are embodied in individual principles. Often principles are accepted by people as beliefs, and they follow them in their activities, without wondering about the justification for following these principles and why they follow them. Principles can be developed by people on their own. However, most often they are taken from the environment along with education and other forms of knowledge of the surrounding reality. Shaping human behavior for the mandatory implementation of the task set before him to ensure the success of the entire staff of the enterprise.

All people are somewhat similar to each other. And it allows to speak about the person in General, to argue about his features, features of behavior, etc

However, no particular person is an impersonal "person at all". Everyone carries something that makes him unique, exceptional, i.e. a person with personality. Such a person is a member of the organization, such a person performs a certain job and plays a role in the organization, such a person should be managed, helping him to reveal and use his potential in solving the problems of the organization, creating the necessary conditions for his successful work, interaction with the organizational environment and solving his own life problems.

The individuality of a person consists of three principles. First, each person is somewhat similar to all the others. Secondly, each person is somewhat the same with some other individuals. And, finally, in the third place, each person in something is not like anyone. Depending on how these "beginnings" are combined, the individuality of each individual is reinforced. At the same time, no matter how this combination is built, you should always remember that a person always has something in common with the others and is not like the others.

Each person has a stable set of features and characteristics that determine his actions and behavior. These features manifest themselves in a fairly long period of time, so you can fix and feel the individuality of a person.

A particular person is fixed by the environment according to his individuality, since the individuality of a person has a certain stability, people recognize each other and retain a certain attitude to each other. At the same time, it should be noted that under the influence of experience, communication with other people, education and training, there is a change in the individual, sometimes very significant.

Human individuality is formed under the influence of three groups of factors. The first group consists of heredity and physiological characteristics of man. Heredity preserves and transmits the external features of a person. But not only. Studies conducted with twins show that heredity can carry and transfer some behavioral traits. Human physiology suggests that people have a lot in common defining their behavior. In particular, the same for all is the General adaptation syndrome, reflecting the physiological response to irritation.

The second group of factors that form the personality of a person, are factors arising from the human environment. In General, the influence of these factors can be considered as the influence of the environment on the formation of individuality. First, a strong influence on the individuality of a person has a culture in which it is formed. Man receives from society norms of behavior, acquires under the influence of certain cultural values and beliefs. Secondly, the individuality of a person is strongly determined by the family in which he was brought up. In the family, children learn certain behavioral stereotypes, develop their life attitudes, attitude to work, people, their duties, etc. Thirdly, the individual is strongly influenced by belonging to certain groups of organizations, A person develops a certain identification, which sets for him a certain type of individual with whom he personifies himself, as well as stable forms of behavior and, in particular, reactions to the impact of the environment. Fourth, the formation of individuality occurs under the influence of life experience, individual circumstances, random events, etc. Sometimes it is this group of factors that can lead to a significant change in a person's individuality.

The third group of factors that affect the formation of human individuality, are features and characteristics of human character, his personality. That is, in this case, the situation with the formation of individuality is as follows: individuality affects its own formation and development. This is due to the fact that man plays an active role in his own development and is not only a product of heredity and environment.

With all the depth of human individuality and its diversity can be identified some areas of its characteristics, which can be described individuality.

Stability in human behavior plays an important role in establishing its relationship with the environment.

Self-esteem, i.e. the way people look at their behavior, capabilities, abilities, appearance, etc., has a strong influence on human behavior.

Risk perception is an important behavioral characteristic that clearly reflects a person's personality.

Dogmatism is usually a character trait of individuals with a limited view.

The complexity of the awareness of phenomena as a characteristic of human individuality reflects his ability to decompose the cognizable phenomenon into parts and integrate, synthesize General ideas or conclusions about the conscious phenomenon.

The scope of control reflects how the individual looks at the source of the factors determining his actions.

As mentioned above, the organization expects the individual to perform in a certain way the role for which it accepts him. A person also looks at the organization as a place where he gets a certain job, performs it and receives a corresponding reward from the organization. However, human-organizational interaction is not limited to role-based interaction. It's wider. The person performs work in an environment of people, in interaction with them. He is not only an actor in the organization, but also a member of the group within which he acts. In this group has a huge impact on human behavior. A human behavior, his actions make a certain contribution to the life of the group.

Characteristic features of the group are the following [7].

First, the members of the group identify themselves and their actions with the group as a whole and thus in external interactions act as if on behalf of the group.

Secondly, the interaction between the members of the group is in the nature of direct contacts, personal conversation, observation of each other's behavior, etc.

Third, in a group, along with the formal distribution of roles, if any, there must be an informal distribution of roles, usually recognized by the group.

There are two types of groups: formal and informal. Both of these types of groups are important to the organization and have a great impact on the members of the organization.

Formal groups are typically identified as structural units within an organization. functions and tasks.

Informal groups are not created by management orders and formal resolutions, but by members of the organization in accordance with mutual sympathies, common interests, the same Hobbies, habits, etc.

The life of the group, its functioning is influenced by three factors:

- characteristics of group members;
- structural characteristics of the group;
- situational characteristics.

The characteristics of the members of the group that influence its functioning include personal characteristics of the person, as well as abilities, education and life experience.

The structural characteristics of the group include:

communication in the group and norms of behavior;

- status and roles;
- personal likes and dislikes between group members;
- strength and conformism.

The first two structural characteristics of the group relate more to the organizational side of the analysis of its functioning, so they will not be discussed here.

Likes and dislikes between people are mostly individual color and background.

First, an exceptionally large influence of personal characteristics interacts.

Secondly, the development and establishment of friendly relations between people, the development of mutual sympathy is greatly influenced by the presence of territorial proximity in the location of these people.

Thirdly, the establishment of friendly relations is directly dependent on the frequency of meetings, as well as on the expectation that these meetings will occur quite often in the future.

Fourthly, the relationship between the members of the group, their mutual likes and dislikes, the atmosphere of friendship in the group depends on how successful the functioning of the group.

Fifth, the development of friendly relations between the members of the group is facilitated by the presence of one goal, to which the actions of all members of the group are subordinated.

Sixthly, a positive orientation towards each other occurs when the group has a broad participation of all members of the group in decision-making.

Mutual support on the basis of sympathy and friendly relations, contributing to the cohesion of the group, can generate a synergistic effect, significantly increasing the effectiveness of the group. Modern management practices are increasingly confirming the obvious advantages of group forms of work organization to the

The spatial location of the group members has a significant impact on their behavior. It is one thing when a person has a permanent location, another — when he is looking for a place every time. People during work can look at each other, and can be are located its back to each other. And it will also have an impact on their work and their behavior in the group.

There are three important characteristics of the spatial location of the individual, which depend on the relationship between the person and the group.

First, it is the presence of a permanent or specific place or territory. The man knows this is my Desk, it's my machine, this is my workplace. The lack of clarity in this matter creates a lot of problems and conflicts in interpersonal relationships, as well as significantly reduces job satisfaction.

Secondly, it is a personal space, i.e. the space in which the body of a given person is located. Spatial proximity in the placement of people can cause a lot of problems, because people do not perceive the proximity of other people to them without taking into account age, gender, etc.

Thirdly, it is a mutual arrangement of places. It is noted that if the jobs are fenced off from each other, it contributes to the development of formal relations. The presence of the team leader's workplace in the common space contributes to the activation and consolidation of the group. If a person takes the workplace at the head of the table, it is in the eyes of other members of the group automatically puts him in the position of leader. Management, knowing these and other issues of location of group members, can achieve significant effect and improve the performance of the group only through proper placement of jobs.

The impact of the tasks performed by the group on the functioning of the group and on the behavior and interaction of the group members is obvious. However, it is very difficult to establish the relationship between the types of tasks and their impact on the life of the group. It is known that the tasks and functions performed by the group affect the style of leadership, as well as the style of communication between people. In the case of poorly structured or unstructured tasks, there is greater group pressure on the individual and greater interdependence of actions than in the case of well-structured tasks. You can specify several characteristics of a task that are important to pay attention to in order to try to determine how the solution of this problem will affect the group as a whole and the behavior of its members.

First, it is necessary to determine how many interactions will occur between the members of the group in the process of solving the problem and how often they will communicate with each other.

Secondly, it is necessary to find out to what extent the actions performed by individuals are interdependent and have a mutual influence.

Third, it is important to establish how well the task is structured.

There are four possible combinations of these factors:

- low interdependence — low differentiation in pay;
- low interdependence — high differentiation in pay;

high interdependence—low differentiation in pay;

high interdependence — high differentiation in payment.

The first and fourth cases give rise to many problems in the relationship between the members of the group. On the contrary, the second and third cases can contribute to the successful functioning of the group and the development of favorable relations between the members of the group, ensuring the staff of the enterprise sustainable technical and economic indicators of the results of their activities

The need to improve the quality management system in light industry is due to the following important reasons. First, it is increasing the confidence of potential consumers in the products that the company produces. Secondly, it is an opportunity to significantly strengthen its position in existing markets, as well as to significantly expand its sphere of influence by entering new domestic and foreign markets. And third – a significant increase in productivity of any industrial enterprise which is expected to introduce QMS using participatory management. [1]

There are two periods in the history of quality problems. During the first serious interest in what is quality was limited mainly by professional theory.

The philosophers tried to define quality and its system position, however, in numerous philosophical disputes the concept of "quality" did not belong to the number of the main problems.

Actualization of the theory of quality was depending on the degree of development of the system-forming philosophical concept of "being" in the context of basic derived concepts, i.e. those concepts that help to carry out the ascent from the extremely abstract statement of existence with the only distinguishing property to be, to exist, to a specific understanding with established content, thanks to the answers to derivative questions, such as "what is everything?", "Due to what everything exists?", "Is there nothingness?", "In what systemic forms of being acquires its certainty?".

Apparently, it was the last of these questions that brought philosophy to the "path" of the interpretation of quality, which "hooked" not only those who "equipped" a fundamentally new type of worldview in human history. It is logical to assume that the problem of substance of being, as the first step to the theory of quality, hardly anyone cared outside the limited community of philosophers. All evidence suggests that it was interesting to those whose eyes were turned into Space, in the depths of its design, and the vast majority of fellow philosophers were at the mercy of earthly problems.

For the masses, diversity and the choice of benefits were essentially not available. Plebeians demanded: "Bread and circuses!". The celebration of life in all its diversity enjoyed a few aristocracies. The problem of quality of life was solved in accordance with the socio-cultural architecture of society. This problem undoubtedly occurred, but to ripen in important companies could not. The reason is simple – the lack of a sufficient level of mass demand for a quality product.

The problem of quality has gained the scale of social relevance in the transition to the economy of mass production, the democratization of social relations, the development of education, access to education and other cultural values. To make the question of quality one of the most important for society, it was necessary that it became relevant for the majority of those who form this society. Without the right to freedom and the purchasing power to make choices, "quality" cannot be among the priorities of mass consciousness. Elite requests for quality are developed in exclusive, non-traditional theories, the main purpose of which is not to achieve the truth, but to satisfy the needs of customers.

Of course, the qualitative and quantitative characteristics of natural and artificial phenomena were known long before these features were actualized in public life and reflecting its development of consciousness, but, in the light of our study, the existence of de facto quality knowledge is not so important. The subject of the research is not the awareness of quality, but the development of understanding of quality on different horizons of social history.

Development is the universal state of everything from the simplest material substrates to the highest forms of thinking. Both quality and its quantitative expression were improved, the dependence of qualitative and quantitative changes was clarified. The focus shifted from quantity to quality. Having proved its evolutionary strength, humanity switched to the principle: "take not a number, but the ability." The struggle for survival has been replaced by the pursuit of a quality of life in a wide range of interpretations. The struggle for a decent quality of life.

As history shows, having gone from savagery and barbarism, laying the foundations of civilization, people have changed markedly in the external forms of its manifestation, but in the depths of human nature civilization penetrates slowly and hard. Biological history has laid in the nature of man an active beginning, combined with the developed ability of thinking, significantly superior to all other types of reflection. But the whole superstructure formed over hard enough the animal frame, the subordinate system aims to survive the fight. The conditions of struggle transformed, making adjustments in methods and forms, however, the natural base has been very slow.

The transition from the natural egoism of the biological level to the rational-active egoism, despite the known civilizational means of cultivation, did not meet the forecasts of either romantics or realists-optimists. Civilization has been civilized forms of relationships in the movement toward quality of life, even more than stimulated the interest of quality. To be in line with the most important problems, the quality had to appear in several functions: as a goal, as a means, as a condition for the development of all social actors at all levels of life.

History for historians – events and participants, built in a time sequence, a kind of chronology of significant facts of social and, in part, personal life. The philosopher and the expert-not the historian see in history the interests. Philosophical and special interest in history is dictated by the need to understand the dialectics of the process in relation to human activity. The specialist seeks to find in the past trends in the way to solve their problems, sometimes not private. Intuitively, at the dawn of civilization, the term history (history) was interpreted in the sense of the study of the desired process in contrast to the chronological description. The Ionians narrative story about the past was called the logos (logos). Only some time later in the writings of the founders of the philosophy of logos acquired its modern meaning – a thought, an idea. Both Herodotus and Thucydides understood history as an understanding of the course, the events of the past, necessary for "instructions in the way of life" to those who live in the present. Having passed the test of time, historicism strengthened its position, became the ideological base of cultural memory. N. Berdyaev asserted: "From the first days of Creation...man is in the historical, and the historical is in man. Immersion into the depths of time is immersion into oneself." The past dissolves in time, leaving us, along with the memory of the past, thoughts about the present and responsibility for the future. New is always relative. Goethe was right when he said that everything clever is already known, it is only necessary to think it over again. [8]

History is a treasure trove of ideas, a gold mine for the thinking man, whatever he does. The different attitude to history is the cumulative result of the action of two causes: the first is the interpretation of time, the second is itself in time. In the pre-Christian period of history time was interpreted cyclically, presenting it as the sum of repetitive closed cycles. With Christianity, the view of time has changed. Time appeared as an ascent to the infinite, divided into finite earthly and infinite extraterrestrial. The opposite of cyclic and non-cyclic consideration of time is characteristic of theological theory. We are not interested in it, however, as well as the properties of time in their abstract form.

After G. Hegel and K. Marx is not true representation of anything, and immersion in a specific subject or the specific historical condition that is the object of the study. In the case of time, it is important to analyze not so much its universal properties, to determine where and how it moves. What is important is that everything that exists in time can take place only in accordance with these objective characteristics of time. To exist in time is to possess the properties of time. This provision is universal both for the infinite variety of individual phenomena and for the inherent signs of being to which "quality" and "quantity" belong.

The standard understanding of the law of transition of quantitative changes to qualitative simplifies the view of their connection. Both Hegel and Engels were far from the meaning that was spread under the cover of dialectical theory of development. The amount of money is not transferred directly. New quality, the quality of the state arises how the transition from previous quality. In the changed quantitative conditions, the measure exhausts the reserve of stability of functioning.

Measure – "quality quantity", it indicates the limits of change in quantity without significant consequences for the quality of the phenomenon. The output of quantitative indicators necessary for the achieved quality beyond the boundaries of the measure inevitably entails qualitative changes. Simultaneously with the loss of the former quality there is a process of birth from it, on its basis a new quality commensurate with the changed quantity. The key position in the relationship between quality and quantity is the measure. On the measure of the same quality specialists prefer not to talk seriously, reducing the measure to quantitative standards. As if the measure is some passing state of the "quality-quantity" system. It is necessary to clearly understand the objective and functional role of measures in the management of both quality and quantity.

"Measure" is neither quality nor quantity. It expresses a systematic way of quality and quantity relations, connects them. So, first, quantity and quality interact through measure, measure mediates their relationship. What "benefit" will the practitioner derive from this conclusion? Mass production, including "zealous" its variety, requires dimensional characteristics, otherwise the fabulous story of a pot of porridge or "flower – seven flower" has a chance of real continuation. Chinese consumer goods - a classic example of the destruction of dialectical unity in the system of "quantity-quality".

The market, in its essence, is not able to be the controller of the measure regulating relations in the "quantity - quality" system. With the acquisition of wholesale forms of development, the dominant position of financial capital and its natural generation – large-scale speculation and mediation, the modern market opposed itself to production and lost interest in the state of production. The market, using the specifics of mass production, sated to the extent of its perversion and can afford to set the quality characteristics of the goods.

The state behaves in the market like a kindergarten teacher. It puts the interests of the market above the interests of producers and the mass consumer. Under the "roof" of the General idea – the market pulls production, there is a coalescence of the market and the state. Quality -quantitative estimates are pressed into the zone of subjective arbitrariness. As long as the theory of quality is not systematically built, the theory of quality management will be based on empirical principles that are not able to cover the subject of management as a whole, and are relatively significant in the limited specifics of production. For lack of anything better, they are used, extrapolating local experience to other conditions, get the effect of the added adaptation measures, unfortunately, again temporary and partial.

In a kaleidoscope of history of change of ways of quality management, it is possible to distinguish a certain logic. Life does not require "certain" logic, but logical certainty in the form of a holistic, system-based quality theory as a methodological support for the construction of universal principles of quality management theory. The starting point here should be the idea of a systemic quality-quantity relationship within the framework of a measure of their coexistence.

To reveal the full quality helps quantity. A qualitative thing can be created in one copy, but to reveal the qualitative potential of the manufacturer, a single copy (or work) is clearly not enough. Faberge company has secured fame as the first branded product, but the brand has become due to subsequent success in the creation of the collection.

An example of a systematic understanding of the quality of the measure – dimensional certainty are small series, the release of collectible coins, medals. The quality is fixed within the boundaries of the quantitative value, which serves as a measure of its expression. The point here is not only to provide conditions of preference for vip-consumer products. The dependence of objective quality features on the number of copies produced is also significant. Mass production is objectively associated with a decrease in product quality. Measure – border service quality, transition for dimensional number of there is crime against quality.

Mass domestic manufacturer is hardly interested in the theory of quality. It's not relevant to him. If, however, by chance someone stumbles upon our reasoning, it is likely to smile at their naivety. Trying to use the theory to rebuild the Russian market, to give it a civilized look – a classic Quixote. First, it is necessary to organize the market space through political will, legislative initiatives and effective, not sham, control over the legal order, to return to the market the producer of goods, removing an enormous number of intermediaries – speculators.

This manufacturer is not interested in speculative operations. It needs its own consumer for sustainable development, which, by the way, in turn, is not against having its own specific and affordable producer within the framework of moral and legal relations.

The sense of national dignity is nurtured by history and reality. In school you can learn from the best history textbook, but in addition to school history lessons there is a current life, more impressive than historical excursions. In the East they say: "how many times do not repeat halva, in the mouth will not be sweet." Theory has always been considered the best practical guide, however, in the normalized circumstances of activity. Going into an illegal and semi-legal position, the manufacturer is alienated from the quality and, of course, from the theory of quality. Then there is a substitution of quality pseudo quality and rising costs of advertising props. [9]

The quality of human activity reflects a complex of its characteristics, which to the maximum extent corresponds to the ideal idea of success. The object of management is human activity in the totality of its factors, characteristics and features. But any human activity is a set of actions aimed at solving any problem that allows to achieve this goal. Therefore, it is possible to speak about quality management as management of those characteristics of activity of the person which do this activity such what is necessary for reliable and real achievement of the purpose. Management of any processes eventually translates into an impact on certain characteristics: productivity, reliability, timeliness, design, efficiency, etc. the Complex of such characteristics reflects the quality of activity. That is why we can talk about quality management as a special approach.

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In management there is a purpose and means of its achievement. And between these two factors well-defined set of relations. These are the relations of concreteness, interdependence, direct interaction, adjustment, flexibility, adjustment.

In most cases, our domestic quality management is seen as nothing more than a means to an end. If we consider that the goals are usually not sufficiently defined, then the means to achieve them have the same property. Quality in management is present as the General characteristic of products achieved by means of standards, standards, technical control.

World management experience shows a change in the status of quality in the management system and processes. In the strategic plans of many enterprises, quality is considered as the main goal of management, which determines both profit and image, and stability, and confidence in competition, and prospects for development. This is evidenced at least by the experience of Japan.

Modern management requires that the problem of quality management objectives, and the achievement of this goal requires well-defined tools. In quality management, it is important to understand that quality can not be achieved without taking into account all its components, without the organization of interaction in the management system according to quality criteria. In many previously created quality management systems, the main role was played by the characteristics of the product, the properties of the produced object, and not a set of certain characteristics that reflect the socio-economic process of functioning and development of production, the quality of the socio-economic system in General.[2]

Quality of production is a consequence of action of many factors – quality of personnel, quality of the organization of production, quality of equipment and technology, quality of management, constructive developments. All this seems obvious, however, in the real practice of quality management has not yet become a special type of management.

The problem of quality in management should have the status of the goal and the subject of management. It is difficult, but necessary, because it is necessary to approach differently to definition of the content of the problems solved in management, to estimate them on very difficult factors. The quality of the products you can see, to appreciate, to understand. But the quality of the company, which gives good quality products, is difficult to determine and evaluate, especially to assess the potential quality. Not all can be measured by the end result, not all explicitly includes the end result. Much as it falls in the process of its production, production, is transformed into other properties. That is why the quality of products and the quality of activities is not the same, but the latter is much more important for the analysis of management, its organization, for setting goals and guidelines for management, choice of means and methods of management.

This is where the real need for a systemic approach, not just a Declaration, arises and intensifies. In practice, in the very formulation of the problem, in the disclosure of its content, we often exclude the possibility of a systematic approach to solving problems.

We should not think that quality is determined only by technological components, there are factors that go beyond technology. These are factors of labor culture, aesthetics of production, market conditions, public consciousness, production infrastructure.

The system approach in the methodological relation assumes to consider not only that exists available, in this production, in a ready look, but also that existed in the course of its production or formation. In many cases, these were complex and lengthy processes in which something disappears, turns into something else, something changes status. But nothing goes unnoticed, and everything remains in one way or another as. The very concept of quality is valuable because it focuses on a systematic approach, if it is considered as the goal of management, that it requires taking into account factors of process and structure, existence and development, factors of compliance with a certain external environment, human interests, values of social life. Today, quality management requires not only standards and state requirements for quality. They can reflect only the minimum level of quality that the state must protect. Generally, the state requirement to quality is the system of administrative management quality. No standards and state requirements will be able to keep up with the changing interests of the person, the market processes of competition, the change in the system of values and lifestyle. But they determine the understanding of quality and the need for flexible, socio-economic quality management.

Quality requires criteria that reflect the dynamics of socio-economic processes. Quality should be determined by market situations that characterize the processes of supply and demand dynamics, needs and values. After all, only the market through the mechanisms of supply and demand, competition, pricing and other processes can show the true quality of the product, show what should be taken into account in its characteristics. State requirements, if they should be, can only guarantee a minimum of quality by which to build a system of consumer protection against completely substandard products. The real dynamics of quality can be understood only by economic indicators of demand and consumption, competition, price, functional purpose of the product, its impact on lifestyle and role in changing the lifestyle.

Quality is not only a set of product properties, it is also the initiative and activity of manufacturers in achieving these properties, in finding and achieving a certain combination of them.

Quality is a concept of socio-economic type, it is not a static system of properties, it is the attitude of a person to his work, to society, to management.

Quality is a type of development, it is new approaches to regulation of life cycles of production, creation of new types of production, an assessment of moral aging and physical wear, the principle of universality is considered.

Quality management also requires an information management system that meets this objective. Relying only on scarce data of the domestic reporting, it is impossible to make sometimes a true picture of a condition of quality, especially to find the reasons of its change or to estimate processes of formation. But the main thing in management is the origins of quality and trends of its change.

In the traditional view, the problem of quality management is reduced mainly to the problem of quality control. This is a sign and factor of the administrative approach to quality management. But experience, both domestic and foreign, shows that the main factor of quality management is a comprehensive motivation of quality, in which the leading role is played not by control, it can be minimized, but the way of activity of the production worker, in which the functions, goals, and means of self-assertion, and interests, and attitude to the company, and sociability, and socio-economic atmosphere of activity.

Management should be focused on the way of activity corresponding to a certain type of quality of activity.

This eventually gives the quality of products without strict control of the administrative type, and control as a system of analytical evaluation.

In the market economy, the "quality mark" is the price of the product, its popularity, demand, the image of the enterprise, which can not produce poor-quality products at all. Achieving certain quality and costs. The value of quality costs is the most important characteristic reflecting quality management. But the cost of quality does not yet characterize the potential to achieve quality. Costs can be very high, but quality is low, because costs do not always have a direct and direct impact. They sometimes serve only the consistent formation of the quality potential, for example, the cost of qualification of workers, production infrastructure.

Therefore, in the quality management of great importance is the formation of quality potential, which includes the culture of activity, socio-psychological atmosphere, skills and education of employees, technology, technical equipment, type of organization.

Quality does involve serious costs, but it guarantees a stable market position. Working for quality, the manufacturer creates confidence in its and national future. A well-built understanding of quality guarantees perspective even in the conditions of the domestic semi-market.(figures 4 and 5) [3]

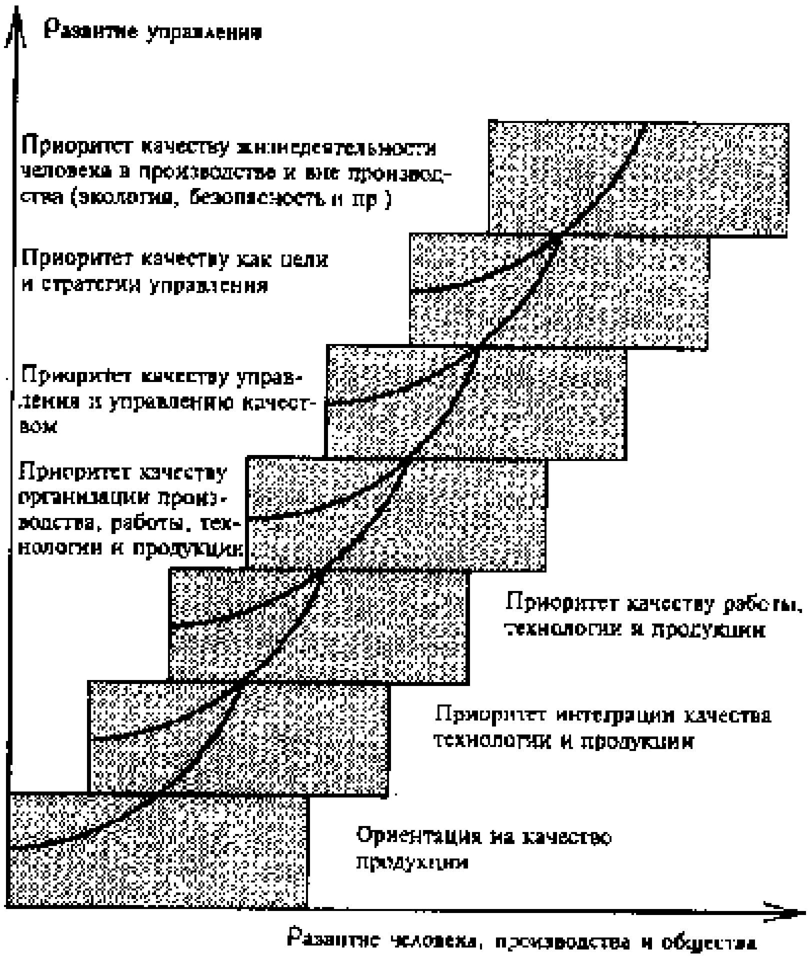

Figure 4 - Changing the priorities and role of management in achieving quality, seven steps into the future

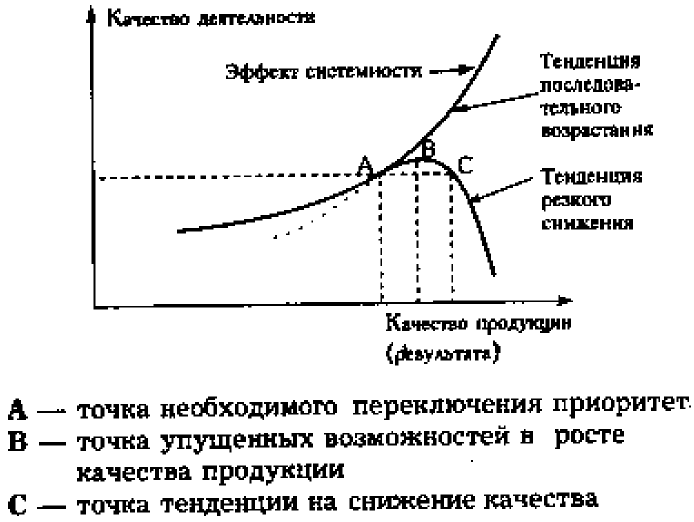

figure 5 - Quality of activity and quality products: trends in interdependence

Conclusion

Let's define new approaches to quality management.[4]

1. Quality should be included in the management process as a goal that determines all the necessary means to achieve it. The difference is that the goal directs the development, and the means ensure the purposefulness of the processes, the possibility of achieving the goal. Quality is something to strive for, not something that would be an instrument or a method of any achievement of a different nature.

2. From a focus on product quality we must move on to focus on quality activities. This requires expanding the range of factors to be included in the methodology of problem analysis, formulation and identification. This means understanding that the quality of products is determined by the quality of life, it shows what quality is necessary, achievable; it means that the quality of products should be considered in terms of quality of life. It would testify to the genuinely human factor management. [10]

3. Quality management should be based on market mechanisms of economic development. This means that you should not seek to manage quality based on requirements. The main thing is the economic motivation of quality, both in General and in detail, ensuring its achievement, quality research.

4. The methodology of quality management involves a systematic approach. This means that in quality management, the main thing is to identify all hidden and explicit, direct and indirect related factors that affect quality and form quality. Let's call practical recommendations on quality management:

1. In the work with the staff it is necessary to pay attention not only to its qualification, but also to the quality of education.

2. Do not seek to make demands on the quality of products or even the quality of work, but to strive to increase activity in relation to quality, to seek ways to improve the quality of each workplace, the formation of quality, both in detail and in General.

3. It is necessary to find the main thing in the process of forming the quality of activity. It is different for different firms, but it always exists

4. It is not the standards and requirements that solve the quality problem, but the people who are interested in improving the quality.

5. To strive for the quality of activity means not only to work well, but to strive for self-improvement, creativity, self-education.

Quality of activity, on the one hand, an indicator of the quality of human life (it should be!), on the other – quality activities are embedded in the quality of what it transforms. The quality of the "first" (natural) nature is formed by itself as a set of objectively related natural features, spontaneously. The quality of the "second" (reconstructed, adapted by man to his interests) nature is synthetic. Thus, the quality can be represented in the form of a double helix formed by the natural features of the natural material (perhaps – in human relations, knowledge, expressed indirectly) and the qualitative characteristics of human activity – knowledge, emotions, will, value orientation, skill. As a result, the quality of the product, unlike the product itself, embodies the quality of personality.

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SECTION 13. Geography. History. Oceanology. Meteorology.

REQUIREMENT OF SOCIAL AND POLITICAL ACTIVITY OF WOMENS IN MODERNIZATION OF OUR COUNTRY (As an example of Andizhan region)

Abstract: *This article explains the importance of women's rights, their place in society, their participation in socio-cultural and spiritual life, the constitutional status of women, their rights and their place in society. In the society, the realization of women's ideas on social justice, equality and stability, the protection of their interests, as well as the promotion of their state policy, have become increasingly widespread in the society, increasing the status of women and implementing large-scale work on this issue the basis of the legal documents.*

Key words: *State Program, Women, Reform, Law and Legal Acts, Socio-Economic, Andizhan Region, Equality, Gender, Reconciliation, Occupation, Ethics, Principle.*

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... It is inaccessible to measure the place of women in society, and the unique contribution of women to the achievements of Uzbekistan.

Shavkat Mirziyoev

Introduction.

An appropriate legal and regulatory framework that promotes the equal participation of women in the implementation of democratic reforms and the formation of civil society is being developed and being improved from year to year. In particular, the Constitution of the Republic of Uzbekistan guarantees equality before the law irrespective of gender, race, nationality, language, religion, social origin, beliefs, personality and social status of all citizens [1, p.9]. It is also true that women and men are equal in [2, p.17], in the Citizenship, Family and Employment Codes. In addition, the names of the year and the state programs in our country are connected with our women, increasing the status of women.

Research methods.

From the first years of independence, the realization of the ideas of social justice, equality and stability of all women in the society, and the protection of their interests have risen to the level of state policy. In this regard, the first President of Uzbekistan Islam Karimov stated: "We have to radically change the situation of women in society and in the family, and the attitude of women should serve as a measure of the moral, ethical maturity of our society" [3, p.36]. has given way to practical work in this area. It is in these processes that the development of society is determined by the attitude towards women.

Today, one of the main directions of the state policy of Uzbekistan is to improve the status of women and increase their activeness in the process of implementation of socio-economic reforms. It also protects the rights and freedoms of women. The government's attention to women has grown steadily and has increased the status of women in society, and large-scale work has started on this issue. Many of the laws and legal documents adopted in our country have been the basis for this.

In particular, the Presidential Decree "On Measures for Improving the Role of Women in the State and Social Construction of the Republic of Uzbekistan" as of March 2, 1995, was adopted in accordance with the Decree of the President of the Republic of Uzbekistan of March 17, 1999 "On Additional Measures for the Separation of Social Security of Women" the Decree of the President of the Republic of Uzbekistan "On additional measures to support the activities of the Women's Committee of Uzbekistan" dated May 25, 2004, "On additional privileges for women" The Decree of the Cabinet of Ministers of the Republic of Uzbekistan dated June 10, 1999 № 2326 "On support of proposals for the establishment of Zulfiya State Prize", the Year of the Health of the Mother and Child (2016 - Year of Healthy Child, 2014) Year of the harmonically developed generation, 2001 - Year of Mothers and Children, 2000 - Year of Healthy Generation, 1999 - Year of Family, 1998 - Year of the Family), relationships with our women, society, government knowledge, intelligence, phonetics and the bright motto of their confidence in their capacities became a beautiful expression of good deeds.

Respected President of the Republic of Uzbekistan Shavkat Mirziyoev, who has come to the forefront of the country's governance, regarded women's issues as one of the priorities of the state policy and in his greetings on the International Women's Day on March 8, 2017, "Our First President Islam Abduganievich Karimov he emphasized that he had been highly respected, constant attention and caring for his wife and said, "If a woman is happy, family happier, an insight, a lot of fine words and practical guide noted, every society on earth today in connection with the cultural level of its women. This is a fact that does not require proof. We have set the ultimate goal of promoting this large-scale work in our country by following this noble call "[4, p.341-352], emphasizing the importance of women in society.

This has shown that women's empowerment is a more intensive step in society, and that they are more active in raising their role and participation in social processes. During the last period (2016-2019) within the framework of the Decree No. PF-5325 of the President of the Republic of Uzbekistan "On measures to radically improve the activities of the Women's Support and Family Empowerment Center" dated February 2, 2018, 1 decrees, 2 decrees of the President, 6 decisions of the government and 4 decrees. Based on these documents, the Women's Committee and its territorial divisions were established on a completely new basis, with a lack of opportunities and weakened activities. They created additional conditions and opportunities for them to function effectively. At present, more than 10 thousand women with great knowledge and experience are working in this system.

At the regional offices of the Women's Committee were organized "Women Lawyers", "Scientists and Women", "Women's Creations", "Initiative Women", "Women and Health" and "Honorary Women". The contest "Woman of the Year" and "Macro Family". And most importantly, such important measures have been yielding its effect today. For the women who are working on the protection of motherhood and childhood, the education of young people in the spirit of patriotism, the label "Mutabar-ayol" has been established and on the eve of the International Women's Day March 8, 2019, 260 women have been awarded with this award.

As you know, today almost 50% of the population of our country are women. Of these, about 1,400 women are in government and 17 are senators, 16 are members of the Legislative Chamber of the Oliy Majlis, and 1,757 are members of local councils of people's deputies. The share of women in health and social services is more than 82 per cent, in science, education, culture and arts - 72 per cent (5821861 students currently studying in the field of education, of which 28,416,616 are 48.8% Of the 279788 students, 146074 (48.8%), 442881 of whom are teaching staff, including 311,560 women (70.3%), agriculture (45%) and industry (38%). More than 500 doctors and academicians, thousands of candidates of science are dedicated to the development of our country with their knowledge and talent. Today, 373,500 young people are enrolled in higher education institutions in our country. Of these, 168 thousand 470 (45.1%) are girls. In particular, today about half of the Andijan region's population is more than 1.5 million women. About 9,000 women are working in managerial positions in enterprises and organizations. The Association "Science and Women" has 150 scientists, 19 of them are doctors of science and 131 are candidates of science.

Thousands of women, who have earned a reputation for their self-sacrificing work, their great achievements, active participation in government and public affairs, their wellbeing qualities, and their commitment to science, education, healthcare, culture and arts - The fact that the women's organization has shown itself during the years of independence shows the growing role of women in society.

During the years of independence, more than 2,818 women have been honored by the state and our people, who have been honored with high state awards, "Hero of Uzbekistan", "Honored Art Worker of Uzbekistan", "People's Poet of Uzbekistan" the People's Artist of the Republic of Uzbekistan, has earned high awards, medals and awards, and has earned a great deal of achievements in science, literature, culture, arts, sports and public affairs, about 300 talented young people up to thirty The winners of the Zulfiya State Prize were awarded with state prize named after Zulfiya (nowadays the winners receive many benefits, including the Ministry of Finance of the Republic of Uzbekistan, each of the winners of Zulfia State Prize is awarded a 50-fold minimum wage, graduates of secondary special and professional educational institutions of Zulfiya State Prize, and bachelor students - higher education institutions the adoption of state grants without the entrance exams in the direction and specialty of the bee's magistracy is surely the best gift to our girls).

At the initiative of the head of state, the cooperation between the Women's Committee of Uzbekistan and political parties in our country has been intensified, and it is worth noting that a reserve of about 3,000 women's cadres is formed. At the same time, a system of preparation of social activist women to leadership positions, their training, qualification upgrading is being created. Today, women constitute 30% of the deputies' corps, which shows the growing political consciousness and level of women in the past two years.

The consolidation of the institution of the family in the past period has become a state policy in our country, and the important document - the Concept of strengthening the institution of the family in the Republic of Uzbekistan. In order to implement this concept, the Center for Scientific and Practical Research "Family" was reorganized.

A comprehensive system of studying the family problem, creating a new system that analyzes the current situation, monitors and evaluates and enhances family well-being through scientific research. On March 7, 2019 the Decree of the President of the Republic of Uzbekistan "On Measures to Further Enhance the Guarantees of Women's Labor Rights and Support the Entrepreneurial Activity" was adopted (the Decree came into force from March 9, 2019). This decree establishes completely new guarantees for the rights of women in the field of labor and pension, as well as gender equality. Prohibitions and restrictions on women's labor are abolished. Women's Entrepreneurship Centers are organized to help women to create their own businesses, help them prepare business ideas, help them with long-term child rearing, and help women with difficult economic conditions.

Today, there is a great deal of issues that need to be solved, with no matter how high the focus is on opportunities and women. These include women's employment and health and family relationships. A number of positive steps have been taken to address these problems and gradually find their solution. President of the Republic of Uzbekistan Shavkat Mirziyoyev also noted in his reference to the Oliy Majlis that "... social support of the state should be further strengthened today. Regardless of the practical measures taken in the current year, it is sad that there are more than 13,000 women still living in difficult living conditions and unemployed. The Ministry of Labor and Employment and the Women's Committee should work together with regional khokimiyats in a month to develop a program to support such women. "[5] The Central Bank, the Karakalpakstan, the provinces and the city of Tashkent, 1,600 women were given the task to provide cheap housing on favorable terms.

Over the past two years, the volume of loans allocated to women for entrepreneurship and the development of family entrepreneurship has doubled. In 2014-2016, commercial banks issued 3 trillion 800 billion soums of credits to entrepreneurs, while in 2018 this figure was 3 trillion 361 billion soums. In the State Program 2019 it is planned to allocate 100 billion soums for the further development of women entrepreneurship (item 169). Only 2018 in Andijan region, 199 million 613 million soums have been allocated to 2,000 860 women entrepreneurs and more than 50 percent of women are pursued [6].

In addition, a system of preferential lending was introduced at the expense of newly established Women and Family Welfare Fund, with a 7% annual payment. In 2018, 50 billion sums will be allocated for these purposes. This contributes to the creation of the necessary conditions for women to engage in family, cemetery, home-work and households, without distinction from family and children. At the initiative of the Women's Committee in 2018, more than 2,000 smaller workshops were set up, with about 18,000 women being employed. In Andizhan, Namangan and Ferghana regions, in cooperation with the Hunarmand Association, the employment of unemployed women has been secured on the basis of the "Teacher-apprenticeship" system. At present, the work on the application of this experience in all regions is underway. In particular, 2,743 women in Andijan Province were involved in vocational training in various fields [7].

In order to safeguard the rights of women, 155 centers for the rehabilitation and adaptation of persons suffering from violence have been set up in the regions, "hot lines". Particular attention was paid to the new policy issue in our country's politics, an effective system of house-to-house visits, study of the socio-cultural environment and solution of existing problems were created in our country. Under this system, the problems of more than 47 thousand 690 people in difficult conditions in 2018 and 13 thousand 344 disabilities have been studied on the spot. As a result of the measures taken, more than 14 750 people were provided with medical aid, 13,636 were employed, and 24,660 were provided with material assistance of 21 billion 540 million soums. About 4,000 cheap housing units were provided to these seniors who needed housing, and the state paid their initial costs [8]. In Andizhan region, 459 families were provided with housing, including women with disabilities and those with severe social problems, including low-income families with low income families and children from low-income families. Approximately one thousand women were employed at sewing shops around these settlements. In 2019, it is envisaged to employ 1,500 women with housing and more than 13,000 women in this category [9]. All of these are the most important results of the implementation of the issues of improving women's living and living conditions, which led to the joy of many households. Nowadays, systemic measures are being taken to social rehabilitation of women, who are freed from solitary confinement and imprisonment with persons who are primarily ill-intentioned in the issue of early detention of women. Additionally, special attention is given to providing practical help to more than 3,000 women and women who have been expelled from the suspected list of suspected religious extremists. At the same time, the representatives of Women's Committees participate in public hearings in order to protect the rights and interests of women in courts. As a result of this new practice, in the year 2018, 893 women were convicted and sentenced to imprisonment.

In order to reduce the number of crimes resulting from family-related problems, 10,145 foster families were prevented and 71% were displaced. It is important to emphasize that, as a result of the joint efforts of women, makhallas, prophylactic inspectors and measures taken, the crime rate among women has decreased by 34% in 2018 [10]. In addition, a memorandum was signed between the Supreme Court and the Women's Committee, and initiated the interview with the Women's Committee and the findings of the ruling. By the end of 2018, about 26,000 families were separated from the divorce. More than 36,500 children were prevented from losing parental authority. All this indicates that women's movement in the country has great potential and perspective.

Conclusion.

In summary, today, the tasks set by the State Program of Action and the President of the Republic of Uzbekistan being widely supported by the efforts of women in various fields of activity in Uzbekistan.

In recent time in Andizhan region, women's committees, district and city systems, primary organizations raise employment of women through social and political activism, family business, entrepreneurship, craftsmanship, and home-based work to women and families with disabilities with a special emphasis.

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Section 13. Geography. History. Oceanology. Meteorology.

THE MAIN FUNCTIONS OF HISTORICAL AND CULTURAL HERITAGE SITES IN UZBEKISTAN, FACTORS OF EVOLUTIONARY DEVELOPMENT OF PROPAGATION AND RESEARCH PRINCIPLES

***Abstract**: In this article tasks were analyzed which carried out by established organizations pertaining to historic-cultural objects created in 20th century in Uzbekistan. Works connected with finding new cultural monuments, registering and repairing them were mentioned evolutionally. Complex restoring of historical city centers, during their formation as a museum city, not only restoring of several buildings, but also all traditional-national dwellings were analyzed comprehensively.*

***Key words**: historic-cultural heritages, conservation, restoring, relics, converting into museum, architectural style, conforming of relics.*

***Language**: English*

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Introduction

At the end of the XX and early XXI century, preserving the diversity of the material and spiritual cultures became one of the pressing issues. These expositions in the ancient cities of Samarkand, Bukhara and Khiva, which are located in the main cities of Uzbekistan, are located in the medieval Oriental architecture, attracting the attention of thousands of tourists[1]. It is well known that the sites of cultural heritage are a set of material and spiritual values of humanity from the ancient times and are a source of a certain stage in the development of society. "In the second half of the XX century, when the Central Asian troops were captured by Central Asian soldiers, Russian scholars came here and carried out a lot of research. Scientists from Central Asia, mainly familiar with the historical monuments, were closely associated with the leading local intellectuals in the country[2].

Materials and Methods

Preservation of historical and cultural monuments is an important part of international, state and public events for the preservation and protection of cultural heritage. Historical monuments, architectural monuments, literary, fine and applied arts, archaeological finds, national and international significance complexes, are protected as important scientific researches. Artistic, creative and rational demonstration of the principles of propagation of national cultural heritage plays an important role in the field. From the late 19th to the beginning of the 20th century, historic and cultural monuments of many European countries have been under state protection. In Uzbekistan, since 1917, historic monuments have been under state protection[3].

Not only artists, architects, musicians, and writers of every nation have been created by scholars, but also generalized folklore, national crafts, various national festivals, and non-material values. Therefore, it was important to unite the various fields of science such as ethnography, museology, architecture, and art for the exposure of open-air museums to meet the historical truth and aesthetic requirements.

Since 1978, Uzbekistan has re-examined the issues of building an open-air architectural ethnographic museum. The earlier historical towns have been created in the form of untold scientific research on topographies of historic cities, without any deficiencies[4]. By 1980, the Scientific Research and Design Institute of Uzbekistan was designed to create a museum reserve in the Fergana valley of Kokand and preserve the old city part of Namangan.The monuments in these areas were completely neglected. Among them were the Miyan Mosque in Kokand, the XVIII century, the Buston-Buwa mausoleum in Yangikurt, and the Chorus in Baghdad mosque. I.Zh. Azimov's scientific research: "The Tashkent Scientific Research Institute of Construction and Reconstruction has developed 19 designs and designs for the monuments, but five of them have been museums, that is, their use as an architectural exhibit"[5].The author did not mention the restoration and museum depiction of his monographs in order to clarify this idea. Several objects in Andizhan, Kokand and Namangan were attracted not only by local tourists but also by foreign tourists. However, the creation of new tourist routes on the basis of a systematic arrangement of different historical monuments was one of the problems that should be solved. Buddhist temples in Buddhist, Buddha, Rishtan, and Buddhist temples of the 7th century in Quva were also out of the attention of tourists.

The Khudoyarkhan Palace in Kokand, the Pakhtaobod dynasty and the Mulla Kyrgyz madrassah in Namangan have begun to be used as a local museum building.

The planned and constructive features of existing historical buildings did not meet the requirements of modern museum building. The absence of a nearly technical-engineering regime (heating, lighting, air circulation), lack of temperature and humidity did not allow the exposition of the museum to be properly preserved. As a result, not only museums were exposed but also damaged architectural monuments as a result of misuse.

In 1976, the Law "On the Protection and Use of Historical and Cultural Monuments" was developed. The project consisted of 5 chapters and 30 items. The main principle of the draft law is that "In our country, the monuments of history and culture are protected by the state and protected by the state. The system of public administration and control in the protection and use of monuments is set"[6]. For the first time, the project was developed to provide a broad interpretation of the state registration, conservation and use of monuments, as well as the issues of protection of property issues, monuments of history and culture, as well as civil liability. This law was enacted on March 1, 1977.

"In Uzbekistan, founded in 1920 on the basis of the State Committee for the Protection of Past and Present Monuments, the organizations dealing with the study of ancient monuments, restoration, improvement and modern monuments and monuments were established in Uzbekistan. Archeology, Art Institute, Scientific Repair Workshops, Sculpture Production Combined and others. " The Society for the Protection of Historical and Cultural Monuments of Uzbekistan has made a significant contribution to the identification, protection and promotion of cultural heritage in the country. Over 5,000 monuments of history and monuments of different times of the Republic were considered within the territory of the Republic. According to the 1976 report, this community had more than 3 million members. In 1960-1990, several monuments of Uzbekistan were restored and museated. On April 1, 1965, the Council of Ministers of Uzbekistan established the Republican Department of the Society for the Protection of Cultural and Historical Monuments of Uzbekistan. This department operated in 1965-69. It was his task to set up practical work to reinforce the history and culture of monuments, to carry out the identification, identification, use, protection and expansion of knowledge about them. Established on March 27, 1967 in the voluntary society of protection of historical and cultural heritage, Uzbekistan encouraged government agencies to protect historic and cultural monuments, encouraged the spiritual well-being of the people and sought to use monuments for tourist purposes.

In 1975, major cities and historic centers of the republic decided to establish an architectural-ethnographic zone in open air. These addresses clearly reflected on the cultural life of the past. In 1976, a competition for the project for the full planning of the historical center and the creation of tourist complexes was announced in Bukhara, Samarkand and Khiva.Creation of historical center projects, as well as solving the problem of creating artistic conditions of historical monuments and creating conditions for their acquaintance with them.

In 1977, the plan for the museum's Shahrisabz museum was developed. Prior to the project, in 1976, the specialists of the Samarkand Scientific Restoration Workshop in Shakhrisabz completed conservation and reconstruction of the architectural complex "Oqsaroy"[7]. The following is the opinion of the Ministry of Culture on December 20, 1977: "The project is based on architectural and archeological excavations in the city. The protected areas are not well-explored and the boundaries of the historical monuments do not meet the requirements of the ethnographic reserve."Candidate of Fine Arts I.I. Notkin "Not so long ago, positive results were not achieved in the reconstruction of Bukhara, Khiva, Shahrisabz, and the organization of architectural ethnographic museums - many questions remained unanswered".

In 1960-1990, several monuments of Uzbekistan were restored and museated. On April 1, 1965, the

Council of Ministers of Uzbekistan established the Republican Department of the Society for the Protection of Cultural and Historical Monuments of Uzbekistan. This department operated in 1965-69. It was his task to set up practical work to reinforce the history and culture of monuments, to carry out the identification, identification, use, protection and expansion of knowledge about them.Established on March 27, 1967 in the voluntary society of protection of historical and cultural heritage, Uzbekistan encouraged government agencies to protect historic and cultural monuments, encouraged the spiritual well-being of the people and sought to use monuments for tourist purposes.

In the towns of important historical and cultural heritage, the main project plans were developed in the mid-1960s, in harmony with the architectural ensembles and interesting settlements for the preservation and exploitation of ancient parts (I.Notkin, A. Zaynutdinov - in Khiva, I.I.Notkin, I.A.Gardaeva - Samarkand, VNManakova, H.Mamashev - in Tashkent city, Kryukov KS - projects in Khiva city).By the 1970s, Tashkent, Samarkand, Bukhara, Khiva, Andijan, Namangan, Kokand, Shakhrisabz, Karshi, Navoi (Karmana) and Termez historical and cultural sites were restored in various cities in 11 cities of Uzbekistan[8]. Under the initiative of UNESCO in 1954 (The Hague Conference) The International Convention and the Convention on the Protection of Cultural Property in the Event of Armed Conflict were signed. The International Museum Council (1946), the International Research Center for Cultural Preservation and Restoration (1959), the International Council for the Protection of Monuments and Sites (1965), with the protection of historical and cultural heritage.

The international congress held in Venice in 1964 discussed the protection of monuments and attractions. Delegates from 61 countries participated in this process. The preservation, restoration and conservation work to be done in the future monuments will be based on the Charter of Venice Charter. Under the agreement, an International Organization for the Preservation of Historical Sites and Monuments (ICOMOS) has been set up at the International Council of Museums (ICOM). As the leader of the organizing committee of ICOMOS, well-known restorer expert, Italian scientist and practitioner Petro Gotstsolawas elected. According to the Charter, each state had to form national committees as part of its organization[9]. In 1965, the former union was opened in Moscow as part of IKOMOS. In 1969 a colloquium on "Monument and Society" dedicated to museums of historical monuments in Central Asia was held. Particularly, the issues of building open-air museums and the development of tourism projects were considered in the world practice. Conference participants traveled to historical cities of Uzbekistan after the conference.

Demonstrating exhibits of museums, which were exhibited exclusively, made certain restrictions and attracted spectators in a narrow range. In 1987, researchers at the Museum called the ensemble "immortalized" as a collection of immortal objects. However, this term could be used for a particular set of objects. Later, the term "regional museum", "traditional museum" appeared in museums of archeology, landscape, nature and architectural monuments. They began to study the issues of proper sorting, research, development of new interpretation, as a tourist resource.

Conclusion

In summary, it is easy to say that during the second half of the 20th century, the process of museums of historical and cultural heritage was not easy. In the historical cities of Bukhara, Khiva, Samarkand, Shakhrisabz, Kokand, museums and nature parks, reconstruction of historical monuments, lack of perfect projects in modern tourist infrastructure have had a negative impact on tourism development in Uzbekistan. Many historical, religious monuments were destroyed as a result of ignorance, misconceptions, and religious mismanagement.Not enough funds were allocated for restoration and conservation of museum-historic-cultural monuments. As a result, many mosques in Uzbekistan have been turned into restaurants and cafeterias, warehouses and clubs. As a result, their historical, cultural and architectural significance diminished. The complete list of tourist resources in Uzbekistan, historical and cultural, classification of natural monuments was not established, the number of important tourist cities did not expand. The lack of high-class and specialized receptors, the lack of preservation of disappearing ornamental patterns, and the inability of thousands of architectural monuments to be repaired and repaired have led to several negative consequences. Apart from such cities as Tashkent, Samarkand, Khiva, Bukhara, Shakhrisabz, Kokand, the tourist did not meet the requirements. The measures to protect and preserve monuments in historical cities were insufficient. The negative ideological ideology of the monarchy did not allow the use of non-material heritages in tourism and the use of folk crafts. Despite the shortcomings, the interest of tourists to the historical cities of Uzbekistan has increased. The work carried out in the area played an important role in the museums of historical and cultural heritage sites in Uzbekistan.

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FEATURES OF MODERN RUSSIAN LANGUAGE DEVELOPMENT

***Abstract**: This article discusses the features of the development of modern Russian language. The development of the vocabulary of the Russian language is discussed. Considered phraseological units, their main features.*

***Key words**: Language, Russian, Phraseology, Phonetics, Methodology, Methodology, Linguistics.*
***Language**: English*
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Introduction

The problem of the word in linguistics can not yet be considered fully illuminated. There is no doubt that the understanding of the category of a word and the content of a category of a word have historically changed. The structure of the word is heterogeneous in languages of different systems and at different stages of language development. But even if we ignore the complex issues of the history of a word as a language category, correlative with the category of a sentence, there is still a lot of unclear in the description of the semantic structure of the word itself. Linguists avoid giving a definition of a word or an exhaustive description of its structure, willingly limiting its task to indicating only some external (mainly phonetic) or internal (grammatical or lexical-semantic) features of a word. With a one-sided approach to the word, the contradictory complexity of its structure immediately appears and the general concept of the word is divided into many empirical varieties of words. There are "words phonetic", "words grammatical", "words lexical". Phonetic word boundaries, marked in different languages by special phonological signals (for example, in Russian language stress and the related phenomena of pronunciation, stunning final voiced consonants and the lack of regressive assimilation of softness at the end). Accented in some languages are not as sharply defined as the boundaries between morphemes (i.e. significant parts of words — the root or grammatical elements of speech).

Materials and Methods

On the other hand, the phonetic line between a word and a phrase, i.e. a close group of words, in many cases also seems to be unstable, mobile. For example, in French, "words are not phonetically distinguished by anything," and "groups of words expressing a single semantic whole", so-called "dynamic, or rhythmic groups," are singled out in the audio flow. If we consider the structure of the word from a grammatical point of view, then the integrity and unity of the word also turn out to be largely illusory. "The word is one of the smallest completely self-contained pieces of an isolated" Meaning ", to which a sentence comes down," formulates Sapir. However, not all types of words with the same convenience fit into this formula. After all, "there are so many words that are only morphemes, and morphemes, which are sometimes still words." A word can express both a single concept, a concrete, abstract, and a general idea of a relation (as, for example, prepositions from or about or a union and), and a thought concluded (for example, Kozma Prutkov's aphorism: “Strike!”). True, the profound difference between words and morphemes seems to be found in the fact that only a word can move more or less freely within a sentence, and morphemes that make up a word are usually fixed (however, cf., for example, licorite and sauteolysis, toby and chipper or wise and wise; but the quill-driver and hackles are heterogeneous).The ability of the word to move and change places within a sentence is different in different languages. Consequently, this criterion of independence and isolation of the word is shaky, fluid. In languages such as Russian, the difference between a word and a morpheme is supported by the impossibility of wiring other words or phrases into the same word. But all these signs have a different value when applied to different categories of words. For example, no one, but: no one; no one, but: no one; because, but: I did not write because I lost your address, etc. (cf.: there is where, but: there is nowhere; it is unhealthy, but: it doesn’t very well with the absence of the word “hello”, etc.)Such modal ("introductory") words and particles, who knows (Ai, pug, to know, she is strong, that barks at the elephant), they say, they are not able to be a potential minimum of the sentence and are deprived of independent meaning. In this regard, even alliances and prepositions are happier.

Thus, the grammatical (and also lexico-semantic) melancholy of sight reveals the diversity of types of words and the absence of common stable features in them. Not all words can be names, not all are members of a sentence. Even the forms of relationships and relationships between the categories of words and sentences in this language system are very diverse. They depend on language-specific methods of forming words and methods of linking words into larger units. "The more synthetic a language is, in other words, the more clearly the role of each word in a sentence indicates its own resources, the less need to apply, bypassing the word, to the sentence as a whole." But, on the other hand, in the structure of the word itself, the semantic elements are related, combined with each other according to strictly defined laws and adjoined to each other in a strictly defined sequence. And this means that a word consisting not of a single root element, but of several morphemes, “is the crystallization of a sentence or some passage fragment”. Against the background of these contradictions, the idea arises that in the language system a word is only a form of relationship between morphemes and sentences, which are the basic functional units of speech.

It is "something in a certain way designed, taking something larger, smaller from the conceptual material of the whole thought as a whole, depending on the" spirit "of the given language." The convenience of this formula is that it is wide and vague. Under it fit the most distant grammatical and semantic types of words: the words are names, and formal, connected words, and interjections, and modal words. It does not contradict the use of morphemes as words. When describing the semantic structure of a word, the differences between the main semantic types of words stand out more clearly and the role of grammatical factors in different categories of words is more widely understood. Understanding the structure of the word is often hampered by the polysemy of the term "meaning". The dangers associated with the undifferentiated use of this concept, make themselves felt in such a superficial and erroneous, but going from the old and very common definition of the word: "Words are sounds of speech in their meanings" (otherwise: "every sound of speech that has a meaning in language separately from other sounds, which are words, is the word "). If the structure of the word was only two-sided, consisted only of sound and meaning, then in language for every new concept and representation, for every new shade, special, separate words would have to exist or arise in thoughts and feelings. It is well known that, first of all, the word performs a nominative or definitive function, i.e. or is a means of clear designation, and then it is a simple sign, or a means of logical definition, then it is a scientific term. Words taken out of the system of language as a whole, only in their relation to things and phenomena of reality, serve as different signs, names of these phenomena of reality, reflected in the public consciousness. Considered only from this point of view, words, in essence, are still devoid of correlative language forms and meanings.

They come close to each other phonetically, but are not connected either grammatically or semantically. From the point of view of material relations, the relationship between the table and the dining room, between the guest, the present and treat, between the oak and the cudgel, between the vein in the direct nominative sense and the verbs to heal, trim, etc. turns out to be unmotivated and random. The meaning of the word is far from coinciding with the indication contained in it on the subject, with its function of the name, with its subject relatedness (gegenstan -dlishe Beziehung).In so far as the word contains an indication of an object, it is necessary for the language to know the objects denoted by words, it is necessary to know the whole range of the relevant material culture. The same names in different epochs denote different objects and different concepts. On the other hand, each social environment is characterized by the peculiarities of its designations. The same subjects are interpreted in different ways by people of different education, different worldviews, different professional skills. Therefore, the same Russian word as an indication of the subject includes a different content in the speech of different social or cultural groups. The need to reckon with the study of the history of words with the history of the things they designate is generally recognized. As a name, as an indication of the subject, the word is a cultural-historical thing. “Where there is a community of culture and technology, the word indicates the same subject; where it is violated, the meaning of the word is broken up. ”However, it is easy to see that not all types of words perform a nominative, or definitive, function. It is deprived of all official words, in the semantic structure of which purely grammatical meanings and relations prevail. The nominative function is also alien to interjections and the so-called "introductory" words. In addition, pronominal words, although they may be names, are more often equivalent to names.

Thus, when analyzing material relations of a word, differences between different structural-semantic types of words sharply come out. The transition from the nominative function of a verbal language to the semantic forms of the word itself is usually associated with the communicative function of speech. In the process of speech communication, the real relationship and meaning of the word may diverge. This discrepancy is especially palpable when the word does not name the object or phenomenon, but it characterizes it (for example: living power, cap - as applied to a man, woman - in relation to a man, hat - in a figurative sense, etc.).In this regard, the word acts as a system of forms and meanings, correlative with other sense units of the language. A word considered in the context of a language, i.e. taken in the totality of its forms and values, often called a token. Regardless of its given usage, the word is present in the consciousness with all its meanings, with hidden and possible, ready to surface for the first reason. But, of course, one or another meaning of the word is realized and determined by the context of its use.

In essence, how many separate contexts of the use of a given word, so many of its meanings, so many of its lexical forms; at the same time, however, the word does not cease to be one, it usually does not break up into separate words-homonyms. The semantic word boundary is a homonym. The word as a single system of internally related meanings is understood only in the context of the entire system of a given language. Internally, the unity of the word is ensured not only by the unity of the system of its meanings, which, in turn, is determined by the general laws of the semantic system of the language as a whole. Language is enriched with the development of ideas, and the same outer shell of the word is overgrown with shoots of new meanings and meanings. When one member of the chain is touched, the whole responds and sounds. The emerging concept is consonant with all that is associated with individual members of the chain to the extreme limits of this relationship. The ways of combining and separating meanings in the structure of a word are conditioned by the semantic system of the language as a whole or its individual styles. The study of changes in the principles of combining verbal meanings in a “bundle” cannot lead to broad generalizations, to the discovery of semantic laws, apart from the general problem of the history of social worldviews, the problem of language in thinking. With a different point of view, “the very meaning of the word would continue to remain dark and incomprehensible without perceiving it in the general complex of the entire worldview of the era under study. The scope and content of the concepts denoted by words, their classification and differentiation, gradually becoming clearer and taking shape, substantially and many times change as the language develops.

They are different at different stages of its history. A characteristic feature of the Russian language is the tendency to group words in large groups around the main centers of meaning. The word as a system of forms and meanings is the focus of connection and interaction of grammatical categories of a language. No language would be able to express each particular idea as an independent word or root element. The concreteness of experience is limitless, the resources of the richest language are strictly limited. A language is compelled to distribute an infinite number of meanings under one or another of the headings of basic concepts, using other specific or semi-concrete ideas as intermediary functional connections. Therefore, the very nature of the combination of lexical and grammatical meanings in the structure of different types of words is heterogeneous. The lexical meanings of a word are summed up under grammatical categories. The word is an internal, constructive unity of lexical and grammatical meanings. The definition of the lexical meanings of a word already includes indications of the grammatical characteristic of the word. Grammatical forms and meanings of the word then collide, then merge with its lexical meanings. The semantic contours of the owl, the internal connection of its meanings, its semantic scope are determined by the grammatical structure of the language. Differences in the syntactic properties of the word, in the peculiarities of its phrasal usage are in a lively connection with differences in the meanings of the word. Ways of semantic evolution of words are often determined by the laws of the development of morphological categories. It is well known that a word belonging to a circle of parts of speech with a rich arsenal of inflection is a complex system of grammatical forms that perform various syntactic functions. Separate forms can fall away from the structure of a word and turn into independent words (for example, noun forms become an adverb).

Grammatically, the laws determine the methods and principles of communication and morpheme ratios in the language system, the ways of their constructive association and word. The shift in the forms of word formation changes the whole system of vocabulary. Grammatical forms and relationships between elements of the language system define the line separating words, which are represented by arbitrary, not motivated language signs, from words whose meanings are more or less motivated. The motivation of the meanings of words is connected with the understanding of their structure, with the living consciousness of the semantic relations between the verbal elements of the language system. Differences between motivated and unmotivated words are caused not only by grammatical, but also by lexical-semantic connections of words. Here opens the area of new semantic relations in the structure of the word, the area of the so-called "internal forms" of the word. The word as a creative act of speech and thought, - teaches Potebnya, - includes, in addition to sounds and meanings, another representation (or internal form), otherwise “sign of value”. In the "internal forms" of the word reflects "the interpretation of reality, its processing for new, more complex, higher goals of life." Complicated verbal compositions of poetic creativity are connected with this circle of semantic elements of the word. The “inner forms” of words are historically changeable. They are determined by the characteristic of the language of a particular era, the style of a particular environment, the way of looking at reality, and the nature of the relationship between elements of the semantic system.

It is easy to see that “inner forms” in different categories of words appear differently. The types of words such as auxiliary words, modal words, until now, the concept of the inner form, in essence, did not extend, although the immense role of the inner forms affects their formation and use. In the internal forms of the word, it is not only the “interpretation of reality” that is expressed, but also its assessment. The word not only possesses grammatical and lexical, subject meanings, but at the same time expresses an assessment of the subject — collective or individual. The objective meaning of a word is formed to a certain extent by this assessment, and the evaluation has a creative role in the changes of meanings. The word transfuses expressive colors of the social environment. Reflecting the personality (individual or collective) of the subject of speech, characterizing his assessment of reality, he qualifies him as a representative of a particular social group. This circle of hues expressed by a word is called expression of the word, its expressive forms. Expression is always subjective, characteristic and personal - from the most fleeting to the most stable, from the agitated moment to the constancy of not only the person, his closest environment, class, but also the era, the people of culture. The subject-logical meaning of each word is surrounded by a special expressive atmosphere, fluctuating depending on the context. Expressive power is inherent in the sounds of the word and their various combinations, morphemes and their combinations, lexical meanings.

Conclusion

Words are in continuous communication with our entire intellectual and emotional life. The word is both a sign of the speaker’s mind and a sign of all other mental experiences that are part of the task and intention of the message. Expressive colors enclose the meaning of a word; they may thicken under the influence of emotional suffixes. Expressive shades are inherent in grammatical categories and forms. They abruptly appear both in the sound form of words and in the intonation of speech. The expressive saturation of an expression depends on its meaning, on the intrinsicity of its inner form, on the degree of its semantic activity in the general spiritual atmosphere of a given environment and a given time. The trend of expressive enriches the language with specific elements, products of affects and the speaker's subjectivity; she creates new words and expressions; intellectual trend, analytical eliminates emotional elements, creates from a part of their formal affiliation. All variety of meanings, functions and semantic nuances of the word is concentrated and united in its stylistic characteristics. In the stylistic assessment, a new sphere of semantic shades of words appears, connected with their individual “passport”. The stylistic essence of a word is determined by its individual position in the semantic system of a language, in the circle of its functional and genre varieties (written language, oral language, their types, language of fiction, etc.). The fact is that a developed language is a dynamic system of semantic patterns that determine the relationships and connections of verbal forms and meanings in different styles of this language. And in this system of semantic relations, the functions and possibilities of different categories of words are more or less outlined and individualized. The individual characteristic of the word depends on the preceding speech tradition and on the modern correlation of semantic elements in the language system and in its stylistic variations. In this regard, the words and their forms receive new qualifications, undergo a new grouping, a new differentiation, breaking up into every day, solemn, poetic, prosaic, archaic, etc. This stylistic qualification of words is caused not only by the individual position of the word or the corresponding series of owls in the semantic system of the literary language as a whole, but also by the functions of the word in the structure of active and living varieties, types of this language. A developed literary language is a very complex system of more or less synonymous means of expression, one way or another correlated with each other.

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SECTION 21. Pedagogy. Psychology. Innovations in the field of education.

THE RELATIONSHIP OF SCIENTIFIC PEDAGOGICAL THEORY AND PRACTICE IN THE FORMATION OF SCIENTIFIC DISCIPLINE

Abstract: *This article discusses pedagogy - science and art, academic discipline. Analyzed the relationship of scientific and pedagogical theory and practice in the formation of scientific discipline. discusses the goals and objectives of pedagogy as an academic discipline.*

Key words: *science, art, academic discipline, scientific and educational theory, practice, person, perfect person, pedagogy, education, method, pedagogical means.*

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Introduction

Any academic discipline is formed in the system of interrelations with basic science and social practice, which determines its priorities. The significant impact of social practice on the selection and formation of academic disciplines at the university is evidenced by the fact that the introduction of new academic disciplines into the curricula of higher and secondary educational institutions is traditionally justified by the need to respond to the challenges of time, reflect the most important changes in the existence of a person and society. It should be noted that, despite the variety and numerous references to the social factor of updating the content and technologies of education, there are no scientific studies that reveal the mechanisms of this influence. On the other hand, the interrelation of the phenomena “scientific discipline” and “educational discipline” is obvious: it makes sense to teach what is openly by science. At the same time, an attempt to distinguish the general and the differences between these concepts leads to the realization that in scientific works a comparative analysis of the essence of these concepts was carried out little. This is evidenced by the following: vocabulary definitions of the term “discipline” as “branches of scientific knowledge, educational subject matter” given in a number, definitions of the notion “pedagogy”, which is also characterized from two sides: as a science or an aggregate of sciences, and as a “training course” which is taught in pedagogical educational institutions and other institutions for major programs. At the same time, the question of how interconnected the scientific discipline “pedagogy” and the corresponding academic disciplines are, what are the goals and objectives of pedagogy as an academic discipline, remain insufficiently studied.

Materials and Methods

Pedagogy is currently a complex multifaceted phenomenon. This fact is reflected in the fact that there is practically no single definition of the concept “pedagogy”. The term itself derives from the ancient Greek language and is translated as "child-study", in a general sense, it means the science of education and upbringing of people. In a broader sense, this is a significant area of knowledge and practical methods aimed at comprehensively developing, shaping the human person in the course of purposeful educational activities, transferring the experience of previous generations. The first scientific research in the field of pedagogy took place in the ancient world, and actively developed during the Middle Ages. However, as a separate science, pedagogy took shape only in the 17th century. Pedagogy became a full-fledged scientific discipline only in the 19th century, incorporating all the accumulated theoretical and empirical data on the laws, principles, goals and objectives of educational activities. The subject of pedagogy is the pedagogical process, the process of learning and education, and the object is the upbringing itself, as a complex socio-psychological phenomenon. That is, the specifics of pedagogy, as an academic discipline, is that it is both an object of study and a methodology that combines the theory and practice of upbringing and education. As part of pedagogy as a science, there are a lot of auxiliary disciplines, androgygics occupies a special place - adult pedagogy, which is engaged in research into the problems of education, self-education, and education of adults. The tasks of andragonics are the definition of the content, organizational forms, methods and means of teaching adults, whose cognitive process, to the best of psychological factors, differs from the childish one. Pedagogy, taught in universities (in junior and high school pedagogy, as we know, is not studied) is located at the junction of general pedagogy and androgogica. Often the choice of one or another method of upbringing and education in an institution of higher education depends not only on the laws of pedagogy, but on the talent of the teacher himself — the teacher, on his individual abilities and characteristics of the pupils. This largely relates pedagogy not only to science, but also to art — through creative rethinking of pedagogical activity. This opinion is confirmed by the statement of the famous Russian teacher KD Ushinsky: “Pedagogy is not a science, but an art, the most extensive, the most complex, the highest and the most necessary of all the arts. The art of education is based on a multitude of extensive and complex sciences, as art, besides knowledge, requires abilities and inclinations, and as art, it strives for the ideal eternally attained.

Pedagogy interacts with these disciplines, uses their information, and at times and methods in analyzing phenomena, which makes it possible to penetrate deeper into the essence of the pedagogical process, to develop more objective criteria for the activities of those who educate and educate and those who are taught, and also to substantiate more reliable practical advice. Higher education pedagogy has its thesaurus and operates with such basic concepts: development, training, education, upbringing, vocational training, self-education, self-education, the pedagogical system, the pedagogical process, pedagogical activity, etc. A student's development is understood as diverse and regular changes in his individual psyche, as a result of which a new qualitative state of personality arises. The process can occur along the ascending (progressive) or descending (regressing) lines (in this case, the student degrades - loses positive properties without acquiring new ones). At the same time, pedagogy identifies the general, moral, physical, mental and professional development of the individual. Learning is an interdependent, focused, organized and systematic process of transferring knowledge, habits, skills and the process of mastering them. Training is the main way to get a fundamental education. Education is inextricably intertwined with education. During upbringing, certain qualities and properties are formed, and during training they acquire certain knowledge, skills and abilities. Education is interpreted, firstly, as a process of mastering a certain system of knowledge, habits and skills, and secondly, as a result of their assimilation, which is found in the appropriate level of theoretical and practical preparedness and development of human intellectual forces. On their basis, the worldview, moral qualities of the person, creative abilities, etc. are formed. In a broad sense, education is a process of systematic and purposeful influence of society on the development of a person through the creation of conditions for the productive social and cultural activities of its members. In the disciplinary pedagogical meaning, education should be understood as a purposeful, organized system of influencing people in the interests of forming certain ideological positions, moral ideals, norms and attitudes, aesthetic perception, high aspirations, and the need for systematic work. In a narrow sense, upbringing acts as a special pedagogical or practical activity regarding a certain aspect of upbringing (moral, legal, environmental, professional, civil).Self-education is a purposeful, conscious activity of a student regarding self-improvement and the formation of the necessary qualities and characteristics of a person. Self-education is a purposeful independent work of a student on the acquisition, deepening and improvement of knowledge and skills.

The interrelations of pedagogy as an academic discipline with pedagogical science and social practice are linearly correlated between the corresponding components. The purpose and objectives of the discipline are formed and changed under the influence of social factors, primarily macro factors, which include the level of production, ideas about the development prospects of the world community and a particular state, reflected in the program documents. The indicated goals are refined in view of the subject of science by defining the range of disciplines corresponding to the structure of science, specifying the methodological basis. And the content of the academic discipline is determined by a set of theories of the studied science, and also, which is important, traditional and innovative practical experience illustrating or problematizing the laws under study; personal experience of students in the field studied scientific discipline.

The logic and methods of teaching the discipline are traditionally determined by existing technologies of teaching on average, experience and technologies of teaching in higher education, whereas, in accordance with the presented model, they should be adequate to the essence of basic science, the logic of its development, methods and techniques of basic science research. As can be seen from the analysis, each of the components of the academic discipline is influenced by both the basic scientific discipline and social practice; in addition, each component of the discipline is influenced by the relevant aspects of the related categories of pedagogy. The developed model can be used to identify the nature of the influence of social practice and pedagogy as a scientific discipline on the structural components of the educational discipline "pedagogy" as an academic discipline in a specialized (pedagogical) or non-core, for example, medical school.

Pedagogical activities aimed at the formation of a society are dictated by the society itself, the peculiarities of its historical development, needs and goals. Accordingly, the goals of pedagogy, as an academic discipline and practical activity in different countries and eras, differ. Various schools of pedagogy as a science form their own attitude towards the goals and tasks of pedagogy, as a scientific and academic discipline.

But at the same time, modern pedagogy of developed countries is distinguished by heterogeneity, a significant number of theoretical and philosophical platforms that do not coincide with each other, which makes Russia partially adopt their experience. Each pedagogical concept offers its own solution to the problem of the goals of pedagogy. The pedagogy of existentialism aims to equip a person with an experience of existence based on trust. The pedagogy of neo-Thomism stands for the upbringing of man, whose ideal of life is faith. The task of education is determined by the eternal requirements of Christian morality, they must be put forward by the church as an eternal, unchanging and most stable social institution. Novohumanistic pedagogy, which develops on the basis of neopositivism, sees the goal of upbringing the formation of an intellectual personality. Pragmatic pedagogy proceeds from the fact that the present upbringing is not an external influence, but the development of the properties and abilities with which a person is born. In order to prepare a person for life, upbringing should ensure his growth in the practical sphere, shape experience, develop a practical mind. The purpose of education is preparation for life. The task of education: the awakening and development of internal activity aimed at achieving the life goals of a person; fostering enterprise, social correctness, etc. The pedagogy of neo-behavioralism sees the main goal of education in the formation of a “controlled individual” - a real citizen who perceives the system, adheres to the rights and duties of a democratic society. So, in contrast to domestic pedagogy, for which there has always been a characteristic certain monism (unity of command) and the globalism of ideas, the modern pedagogy of developed countries follows the course of practicality, moderation and attainability. This is reflected in the new concepts of pedagogy in our country. Pedagogy, as a scientific discipline, sets more specific, practical tasks. So the objectives of the study of pedagogy in the university are: substantiation of the methodological and theoretical foundations of the pedagogical process in higher education at the present stage of the development of science and humanity; studying the essence, characteristics and patterns of the pedagogical process and its components: training, education, moral, psychological and psychological preparation, development, self-education and self-education in accordance with the requirements of national regulatory legal acts, educational programs (as we indicated earlier) and the Bologna process; development of methodological systems and individual methods of socialization and professional training of future specialists, their upbringing and development; development and concretization of the principles of training and education of students (listeners), their professional, moral-psychological and psychological preparation in accordance with changes that occur in the life of society, market economy, etc.; identifying and justifying the conditions for the successful implementation of the requirements of the principles of training and education for activities in various fields; identifying ways to improve and develop organizational forms of educational work; forecasting the development of the pedagogical process, depending on the prospects of science and the needs of society; the formation of students' motivation to work, competition, an active social and cultural life; the disclosure of the basic laws, goals, content, methods of self-education and self-education of students (listeners), methods and techniques of their stimulation among different categories of people; introduction of new pedagogical technologies of education, training, vocational training, education, etc. into the system of higher education. At the same time, the principles of education, upbringing and pedagogy in general imply respect for the personality of a person, including a child, purposefulness of the educational process and focus on the best moral and psychological qualities of the process participants, systematic, unity of pedagogical requirements and methods, humanization, democratization, environmental and cultural responsibility.

Conclusion

Pedagogy as a science is the result of cognitive activity and the accumulation of data on the upbringing and education of people, as a social practice - experience, methods of upbringing and education, and as an academic discipline - a studied area of knowledge about pedagogical activity. Moreover, all three categories are closely related and mutually influence each other, revealing common components and concepts, for example, upbringing, education, self-education, and self-education. At the same time, pedagogy as an academic discipline (located directly on pedagogy and androgogics - the science of adult education) is based on the principles of respect for the personality of a person, including a child, purposefulness, moral, selectivity, systematic, unity of pedagogical requirements and methods, humanization, democratization , liability, etc.The main goals of pedagogy as a scientific discipline are mastering theoretical knowledge, practical skills and their use (didactic goals), forming a world view, scientific beliefs (educational goals), developing the creative independence of future teachers, thinking, attention, memory (developing goals). At the same time, they can be supplemented with other goals depending on the specifics of the national educational system. Similar goals form the tasks of the "Pedagogy" academic discipline: substantiation of the methodological and theoretical foundations of the pedagogical process in higher education at the present stage of the development of science and humanity, the study of the essence of pedagogy and the principles of teaching, optimization of pedagogical activity, its forecasting, etc.

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SECTION 21. Pedagogy. Psychology.
Innovations in the field of education.

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FEATURES OF THE TRANSLATION OF POETRY INTO ENGLISH

***Abstract**: This article discusses the features of translating poetry into English. The article deals with the difficulties in translating poetry and ways to solve them. The similarities and differences between Russian and English are analyzed.*

***Key words**: poetry, translation, analysis, Russian, English, literary literature.*
***Language**: English*
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Introduction

This work could be entitled "On not knowing Russian". In the article “On not knowing Greek,” she writes about the significance of Greek poetry for a 20th century European. We turn to the Greek culture, tired of the formlessness of life, the vagueness of Christianity, the comfort that it offers, from years lived ...Speaking about the “Russian point of view”, Virginia Woolf emphasizes the destructiveness of the translation: “Only the rude, vulgarized, degraded version of the meaning remains alive. After that, Russian classics look like people who have lost their clothes as a result of an earthquake or train wreck. ”For us, the idea that in the sky of Russian poetry Tsvetaeva occupies one of the central places is indisputable, she is native and close to every Russian person; for us, undoubtedly, it belongs to the pleiad of those great writers, "whose work has become a living asset of not only national, but also world literature." At the same time, foreigners, speaking of Russian literature, primarily call the names of Dostoevsky, Tolstoy, Gogol, Chekhov. Such an underestimation of Tsvetaev's poetry abroad is due primarily to the fact that translating it into foreign languages is extremely difficult.

Materials and Methods

How, by what means of a language, to convey to foreign readers all the unique charm, simplicity, sincerity, sincerity of Tsvetaeva’s poetic word, all the richness of the sound structure of her poetic speech, without losing the main thing - its bottomless depth of meaning, its spiritual attraction? How to make it so that when reading Tsvetaeva in translations, a citizen of another country gets real pleasure, empathized with Tsvetaev's word, feeling, thoughts, how do we, the Russians, empathize by reading the poetess in her native language? The theory of translation, including artistic, is a science in its infancy. Until now, many of the problems associated with it have not been solved and cause heated debates. Originally emerging as a branch of literary criticism by the mid-twentieth century, translation theory was reoriented to linguistics. However, in the last third of the twentieth century. Many translation scholars have resolutely started talking about the fact that, following this path, the science of translation has reached a dead end.

The idea of the need to overcome one-sidedness in views on translation began to sound more insistent. Austrian researcher M.Snell-Hornby and scientists close to her: C.Rice, G.I. Vermeer proclaimed a “new orientation” in their writings. They propose to consider the theory of translation as an interdisciplinary science - independent and multi-perspective in nature. J. Holms and a group of scientists based on the Catholic University in Leuven (J. Lambert, A. Levefre and others) also advocate the interdisciplinary character of literary translation, but they believe that the theory of literary translation should be considered as part of a comprehensive, systematic science of the world literary process (in other words, comparative literature).A translator of a literary text (as, indeed, a translator in general) cannot be considered as a mechanical "switch" in the process of "recoding" - this is exactly the role that is assigned to it from the point of view of semiotics. "

A promising direction in the development of the science of translation, which could help overcome its one-sidedness, is an appeal to the theory of "concept" operating at the interface of linguistics, literature, cultural studies, ethnopsychology and many other sciences.By "concept" is meant a certain "universal", "general idea", fixed in mentality, psyche, language and reproducing a picture of the world and stereotypes of behavior of representatives of one or another ethnic group. A word or action becomes a “concept” only in the process of communication, since communication drives the “bundle” of ideas, associations, experiences that accompanies this “key” word or action."Keywords" is a verbal form of concepts that make up the concept sphere of national consciousness. They draw attention to the frequency of use, they are always the center of the family of phraseological expressions, they are included in proverbs, sayings, titles of popular books, films.

According to Anna Vezhbitskaya, "certain ways of conceptualizing the world are encoded in the words of the language."Every ethnos has at its disposal a huge number of concepts that have developed over the period of its existence, and, consequently, the "key words" for their expression. Among the key ones for English culture are such concepts as "stiff upper lip", "fair play", "gentleman", "home", "freedom", "common sense", "sence of humor". While for Russian culture it is "will", "soul", "fate", "longing", "infinity", "daring", "collegiality", etc.The task of the translator of an artistic text is thus to penetrate into the essence of the “key words” of the original culture and be able to convey their meaning to their readers, retaining, on the one hand, the national flavor of the original, and on the other hand, making the translation perception accessible. for carriers of a completely different national conceptual sphere.In addition, each individual author and each individual work will have their own picture of the world, which is based on certain "keywords". Ignoring this level of meaning also leads to the destruction of the unity of the poetic world of the author and distorts his perception by a foreign reader.A. Blok in his notebooks noted that "every poem is a veil stretched on the edges of several words. These words shine like stars.

Because of them there is a poem."It is clear that when translating an artistic text (poetry in particular) from one language to another, it is impossible not to take these “reference” - “key” words into account. For this, the translator requires literary competence, since the “fullness” of the special meaning of one or another word in the work can be judged to the full extent only by becoming acquainted with the author’s poetic world in all its diversity and intricacy of the themes and motives of its components.During the translation, the “supporting” - “key words”, on the tip of which, paraphrasing Blok, “stretched out in the text, covered the national concept sphere” are of equal importance. These "keywords", appealing to an unconscious reader belonging to the same culture as the author, create additional dimensions in the perception of the work. At the same time, a translator belonging to a different cultural tradition always risks passing by these important words and, thus, “emasculate” the national spirit of the original. At this level, literary translation is unthinkable without conjugation with ethno-linguistics, cultural studies, and the psychology of culture — sciences that have been booming in recent times. True for the sake of justice, it is worth noting that both levels in practice are usually difficult to separate, since every poet (writer) is deeply national, regardless of whether he expresses this explicitly or not in his work.As an illustration, you can cite the poem by M.I. Tsvetaeva "Motherland" in comparison with his translation into English, made by Joe Shepkott on the 100th anniversary of the birth of Marina Tsvetaeva in 1992. It was published along with translations of other poetess in the magazine "Poetry Review" in the fall of 1993 under the general heading "Thirteen ways to see Marina Tsvetaeva". In addition to Joe Shepkott, who, according to many critics, is one of the brightest poetess of today's UK, equally famous and talented Carol Ann Duffy, Wendy Cope, Ann Stevenson, Fleur Adcock and others also participated in the project.

Tsvetaeva's poem is built on the core opposition "Dal" - "near", which is clearly formulated in the first line of stanza 4: "Dal, which has alienated me to near." The choice of such an opposition as the main core is quite natural, if we recall the circumstances of Marina Ivanovna Tsvetaeva’s fate: the poem was written in 1932 in exile.The word “distance” into English cannot be translated without loss of meaning, since it is associated with the “infinity” of Russian spaces. The dictionary of S.I.Ozhegov suggests two meanings: "far place" and "far space visible by the eye". In the poem Tsvetaeva, three meanings are immediately updated by the context:"foreign land" (which has become for the lyrical heroine of Russia). Calling her a "distance", Tsvetaeva not only expresses the idea of remoteness territorial, but also, perhaps even more, the idea of the impossibility of returning. It is not by chance that the expression “distant land” becomes instantly synonymous with the word “Dal”, causing immediate association with Russian folk tales, where it means the place where it is almost impossible to reach and which is as far from the speaker as possible, that is, embodies the idea of inaccessibility;- The immense spaces of Russia, which open "and from the Kaluga hill": "But from the Kaluga hill it opens to me

- the distance ...";- the immense spaces of the Universe - "to the high stars": "rock, that everywhere, across the distance - I carry it all with me".

The line "distance, which has alienated me from near" in this way becomes key for the poem. Moreover, its interpretation, as is often the case with Tsvetaeva, is ambiguous, “stereoscopic”, since the words included in it potentially contain a whole range of meanings. "Dal" here is Russia, as she sees the lyrical heroine from a foreign land. "Near" is Russia before the emigration (because the distance of the heroine turns "near" into "distance"). But this, perhaps, emigration itself, which is not accepted by the lyrical heroine, does not become “near” because there is “distance, innate, like pain” - the Motherland, which does not allow to accept another fate. At the same time, the homeland for her, despite the geographical distance and inaccessibility - near, home, because the love for her - part of the creature of the heroine, "innate, like pain." This love-pain is her rock.Russia is also defined as “the feud of my land,” which involuntarily causes associations with feuds that have torn apart Russia in the first half of the twentieth century. But, above all, here we have in mind the discord and discord in the speaker’s soul, before which is the question: to return home or not. Moreover, anticipating the real life events of Tsvetaeva, the lyrical heroine is inclined to think about returning, even under the fear of death: “I sign on the chopping block with my lips.”In addition, the homeland is presented here as a source of creative inspiration: "Not for nothing, doves of water, I swept my foreheads with a distance.

"The final contextual synonym of the motherland is “pride”, which gives all the feelings of the lyrical heroine a shade of sinfulness, the consciousness of which overwhelms her soul with sweet pain. "Motherland" - "pride" - "innate, like pain." The circle closes.Even a brief acquaintance with the poem by Joe Shepkott convinces us that the poetess did not set herself the task of giving the correct translation of Tsvetaeva's poem. It literally translates the name of the color text "Motherland" and, as far as possible by means of the English language, transmits the first line: "Language is impossible ..." (language is useless / impossible). However, as a result, the fluidity of meaning noted in the analysis of the original disappears. After all, the "language" in the phrase "Oh, stubborn language!" can be understood both in the linguistic (what they say) and in the anatomical sense (what they say).The English poem, having adopted only one meaning of the Russian word, switches to a completely different plane: Shepcott takes not life itself, but its reflection in the language, in the work. Therefore, after the word "language" the words appear: "dictionary" (Ovar-repeats twice), "word" (the word is repeated three times) and related words: "syllables" (syllables), "says / say" (says / speak - repeats three times), "talks" (talking) , in fact, become the "keywords" of Shepcott's poem. And in the line "England. It hurts my lips to shape the word" (England. It hurts my lips to pronounce this word / literally: give shape to this word) the word "word" acts as a contextual synonym for "England".It is curious that the dictionary ("dictionary") appears in the translated poem instead of "the muzhik" in Tsvetaeva: "muzhik, understand, sang before me: Russia, my homeland!". As a result, the fact that in the Russian text came from the people, from within, was innate, original, in the English text it became speculative, intellectual, artificial. Therefore, when it comes to such fundamental things as "England", "Motherland", "Home" ("England", "Homeland", "House"), the language is powerless, and the dictionary laughs at the lyrical heroine.The "distance" of the original turns into a translation poem in "distance" - degree of remotness, interval of space "." Here the line of the poem itself sounds like a dictionary definition. "Distance" when translated back into Russian the language will literally mean "distance", "distance", "remoteness", "gap". True, the English-Russian dictionary edited by Professor V.K. Muller offers, among other meanings, "distance", however, it seems that the word has the opposite meaning to what is embedded in the words "distance". "Distance" necessarily implies "measurement" in meters, kilometers, feet, miles, "orientation" in space and implies certainty, accuracy and orderliness, while "distance" cannot be measured in principle and embodies the Russian concept "infinity".

The row which the English poetess builds attracts attention: "'England', 'Motherland', 'Home'." instead of tsvetaevskogo "Russia, my homeland!". While the Russian “homeland” refers us to the word “clan” and, accordingly, to the concept of “conciliarity”, the English “Motherland” and “Home” set different connotations. One of the elements constituting the word "Motherland" - "land" evokes associations with "distance", implies some kind of measurable space, as well as "Home" - the most important component of the English national concept-sphere. "Home" is not just a "home", but, above all, a "home", which necessarily implies for the British to be connected with comfort, well-groomedness, security and privacy. Thus, in Shepkott the word "Home" takes on the opposite meaning to that which Tsvetaeva puts into it when he writes "Come back Home!", Meaning Russia with its vast spaces as "home".In addition, the "house" in the context of the creativity of Marina Tsvetaeva herself acquires additional connotations. According to the observation of ON Osipova in the later poems of the poetess, he loses his traditional function of the center of sacral space and is increasingly associated with emptiness (zero space), death, the grave. Therefore, the call to return “Home” creates a complex set of feelings and experiences: this is a call to return to the life-giving source, and a call to find peace, and with it the last repose, the thirst of which attracts and scares the lyrical heroine at the same time.It is significant that in the English poem the word "rock" is missing. This is a concept that distinguishes the Russian consciousness and is uncharacteristic for the English mentality. Love-pain to the homeland is replaced by pain for the future of England and for the future of the lyric heroine. In Tsvetaeva's "innate", almost an animal sense of homeland, overwhelmingly draws the lyrical heroine back: "Dahl, who said:" Come back Home! "From all - to the high stars - me taking places!". Shepkott’s place “gave” to the dictionary, which, laughing, offers the heroine to return home, do not lean out of his protected world, and he takes her farther and farther into star spaces: “Dictionary says laughing, 'Come back HOME', but takes me further and further away into the cold stars "(The dictionary says, laughing:" Come back home, but takes me farther and farther to cold stars ").

Conclusion

The idea of moving backwards is replaced, therefore, by the idea of moving forward.Although the poem of the English poetess is called "Motherland", the theme of creativity becomes its main theme. Poetic craft, in the interpretation of Joe Shepkott devoid of any kind was a romantic shade. Beyond the limits of ordinary existence: "into the horizon", "into the cold stars" (beyond the horizon, to the cold stars) of the poet is not a genius, not a creative gift, but a dictionary. It is easy to read the postmodern interpretation of the world as a text.The poet does not belong to himself - he is only a transmitter, a mediator who "translates" the space of the world into the words of the human language: "I am nothing, I’m nothing, for aching brows" it only shed syllables for burning pain foreheads). The lyrical heroine lives not in the real world, but in the world of words. Attempting to express one’s sense of homeland encourages it, first of all, to turn to vocabulary definitions. However, the language - the conditional code for the inexpressible - turns out to be useless, which forces the poetess to begin the poem by stating that it is impossible to put their feelings into words: "In a country, this language is useless).The feeling of belonging to a certain "space" always remains with the lyrical heroine, for whatever boundaries, to whatever transcendental heights she would not rush. Native land, attempts to convey its love for it, the pain for its future - that which impels the poet to work and at the same time makes him feel his helplessness. "The country makes me say too much things I can't say" (This country makes me say too much of what I cannot say). The final phrase: "Home of my rotting pride, my motherland" (literally: the house, (understood as a source and refuge) of my pride, my native land) is read in two ways. We are talking about ambitious attempts of the lyrical heroine to express the inexpressible. But at the same time, the words "rotting pride" inevitably give rise to associations with the fate of today's Britain, which lost its position as an imperial power, as it was at the end of the 19th - early 20th century, and with the fate of the British, in whose minds the current situation of the country came into conflict with the "first-rank" complex that has been formed for decades.

The words "England" and "Home" in the text of Shepkott prevail in terms of frequency of use over the word "Motherland" (3/3/2, if not to take into account the title), while in Tsvetaeva the ratio is different: "homeland" / "Russia "/" home "(4/1/1, also excluding the title). Apparently, for the English mentality in the word "Motherland" there are too many pathos, therefore preference is given to more "chamber" and "home" "England" and "Home".It is noteworthy that for English poetry the name "Motherland" looks very unconventional and even exotic. So, in the authoritative Norton anthology of English literature, consisting of two volumes, each of which contains more than a thousand pages, the poem under this or similar name is not found even once. While in Russian literature with the name "Motherland" is connected a powerful tradition that takes its origins from the poetry of the "Golden Age".The distrust of the English national consciousness to the excessive manifestation of emotions is connected with the almost complete absence of exclamation marks in the poem Shepkott, with which almost every sentence of Tsvetaeva ends (7 out of eight). The only place where the exclamation mark remains is the phrase “Come back HOME!”, However, the meaning of its use has been fundamentally changed. He expresses ironic mockery, since direct speech is accompanied by a remark: “says laughing” (speaking, laughing). The dash characteristic of Tsvetaeva’s creativity as a whole and the intonation of high emotional tension and intermittent breathing, which is characteristic of her intonation, have also been removed.

They are replaced in the English poem by a slow, reflective intonation typical of modern British poetry.In free translations, when there is initially no installation to convey the original text in any way at all, the discrepancy between national concept spheres manifests itself most clearly. In the English text, the theme of the Motherland, which has not received such distribution in British poetry as in Russian, is replaced by the theme of creativity / poet and poetry.The concept “Motherland”, and the concepts of “England” and “Home” more characteristic of the English mentality, is coming to the forefront. “Dal” with its vastness is replaced by “distance” with its “measurement”, which more corresponds to the empirical consciousness of the British, who are in actual accuracy and certainty. Consciously and consistently removed in translation is a lyrically-tense, agitated intonation of a color poem created by playing assonances and alliteration, paronymic attraction, as well as punctuation marks. The poem

Shepkott has a more loose structure and, as is common in modern English poetry, does not rhyme.

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SECTION 30. Philosophy.

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DEVELOPMENT OF BILINGUALISM IN THE PERIOD NATIONAL INDEPENDENCE OF UZBEKISTAN

Abstract*: This article examines the theory of bilingualism: types of bilingualism, the causes of bilingualism and development of national-Uzbek bilingualism in the context of the national independence of Uzbekistan. According to the author, development of bilingualism in various forms is an important factor in strengthening national consolidation, enhancing the economy and culture of Uzbekistan. The author analyzes the theoretical, historical and socio-political aspects of development of bilingualism.*

Key words*: bilingualism, types of bilingualism, social sources of bilingualism, Uzbekistan, multinational state, national-Uzbek bilingualism, influence of bilingualism on thinking.*

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Introduction

Bilingualism is a very complex phenomenon that is comprehensively studied in such disciplines as philosophy, linguistics, psychology. Numerous studies and scientific works of well-known foreign scientists, such as L.Scherba, G.Vereshagin, U. Weinreich, V.Avrorina, and A.Zalevskaya are devoted to the problem of bilingualism. But many of them have different, contradictory opinions that it is important to study, systematizing them. Among them, the problem of the correlation of cultures in the formation of culture of bilingualism has been studied very little.

Bilingualism - a common phenomenon in modern society, associated with the movement of ethnic, political, geographical factors. The intensity of international relations, the free movement of capital and labor, information, cultural and political integration require knowledge of two or more languages. This is important for obtaining education, work or activities in another country [1, p.89]. In the current period, when the mixture of peoples, languages and cultures has reached unprecedented scope, and more than ever the problem of raising tolerance for foreign cultures, awakening interest and respect for others, bilingualism in intercultural communication acquires extraordinary importance.

The term bilingualism from Latin means "bi" - two, and "linqua" - language. In special literature, the concept of bilingualism has many definitions. Combining these definitions, bilingualism means the simultaneous use of two languages. For example, if U. Weinreich calls “bilingual practice the alternate use of two languages” [2, p.48], then Rosenzweyg defines “Bilingualism is usually understood as the possession of two languages, regular switching from one to another depending on the situation of communication” [3, p.67]. The commonality of data definitions by linguists is that the simultaneous free use of languages is not focused on how widely used is the second language, but on the practical use of communication.

Scientists distinguish different types of bilingualism: individual and social bilingualism (for example, in countries with two state languages). For example, E.M. Vereshagin distinguishes three levels of bilingualism: receptive (a type of bilingualism in which an individual who speaks a second language understands it, although he cannot synthesize text in a given language), reproductive (an individual can reproduce what he read and heard in that language on which he perceived them) and productive (the ability not only to understand and reproduce, but "to make up meaningful statements") [4, p.112].

In the theory of bilingualism the causes of the emergence of bi - and polingvism, that is, social sources are studied [5, p. 98]. Various contacts:

a) the mixed coexistence of different nationalities on the same territory. In the same city can live a few dozen or hundreds of different nationalities who have not forgotten their native language. In neighboring regions, near the borders, the number of people speaking two languages is growing. In some countries (Switzerland, Canada) the people who can communicate freely in two or three languages make up a large number. There are also countries in which linguistic inequalities can be traced, which sometimes leads to serious conflicts. However, despite the conflicts, bilingualism also inevitably develops;

b) there is an increase in bilingualism as a result of political conflicts, wars and labor migration;

c) economic, commercial and cultural ties, education, tourism and other social ties and factors lead to the study of other languages;

d) in the education system, foreign languages are studied (independently in families) in secondary schools and higher educational institutions of all countries;

In general, knowledge of languages spiritually enriches a person, develops intelligence, expands educational opportunities, gives him the opportunity to read foreign literature, scientific works, travel around the world and communicate with people without an interpreter.

Materials and Methods

Uzbekistan is known as a multinational state. Uzbek as a state language should serve as a means of inter-ethnic interaction, to unite and consolidate the peoples of the republic.

It should be especially noted that the multinationality of our country was complicated by the influence of socio-political factors. In particular, during the times of the tsarist invasion and the Soviet empire, representatives of different nationalities moved to our country. Also, the national composition of our republic changed again during the Second World War (1941-1945). Uzbekistan received more than 1 million evacuees from the front lines, helped them and showed kindness. In addition, as a result of repressions of all people’s, representatives of different nations, such as Koreans, Crimean Tatars, Meskhetian Turks, Germans who were forced to move to our country, were obligatory resettled in our country. If in 1897, representatives of 70 different nationalities lived on the territory of Uzbekistan, then in 1926 their number reached 91, in 1959 it was 113, and in 1979 it was 123. Today, their number is more than 130, the share of the population of Uzbekistan is 20 percent [6, p.616].

Analysis of the results of a study conducted by the Institute of Strategic and Regional Studies under the President of the Republic of Uzbekistan showed that among the representatives of other nationalities living in our country, namely the Slavic diaspora (Russians, Ukrainians, Belarusians) - 38.6%, the people of Volgograd (Tatars, Bashkirs, Chuvash) - 72.5%, the people of Central Asia (Kazakhs, Tajiks, Kyrgyz, Turkmen) - 78.2% consider Uzbekistan to be their birthplace. All of them are bilingual at one level or another: they know both Uzbek and native. This form of bilingualism is called national-Uzbek bilingualism. In addition, Uzbek-Tajik, Uzbek-Kazakh, Uzbek-Kyrgyz, Uzbek-Russian bilingualism is quite common among Uzbeks throughout Samarkand, Bukhara, and some areas.

Giving the Uzbek language the status of the state language has become a great impetus for the development of national-Uzbek bilingualism. Representatives of other nationalities who consider Uzbekistan their homeland, increased attention to the study of the Uzbek language. The number of families who send their children to Uzbek schools has increased noticeably.

The multinational development of Uzbekistan also requires the development of national-Uzbek bilingualism. This is necessary so that representatives of other nations and nationalities living in Uzbekistan could integrate more deeply into society, contribute to the development of our country as a whole, fully realize their capabilities. Whatever state it is, it will not be able to achieve progress without bilingualism. The reason is that bilingualism is one of the most effective means of achieving the world achievements of science and culture. Around the world, several hundred thousand special translators are needed for the translation of scientific, technical news and other information in time. If we spend our intellectual potential only on translation, the number of people who are directly involved in creative work will reduce. Therefore, every specialist, especially the creative intelligentsia, without translation should read and understand the literature relating to his field in English, Russian, French, German.

The history and current state of our Uzbek culture is largely associated with bilingualism. At their own time, such scholars as Al-Farabi, Abu Rayhan Beruni, Ibn Sina, Ulugbek, Ali Kushchi, Al-Bukhari, Al-Termizi, Khoja Bahauddin Naqshband , Navoi, Babur, studied Arabic and Persian, and some even Sanskrit, Greek and Latin, they became geniuses of their time for careful study and development of scientific, artistic, philosophical works created in these languages. Therefore, it was not for nothing that scientists said that this was the era of the “Eastern Renaissance.” By knowing many languages, they became acquainted with the socio-economic development and culture of other countries and, thanks to their works, they introduced our country to the whole world by their masterpieces.

There is no consensus among scientists on how bilingualism affects thinking. In particular, the need to learn languages from childhood and the perception of what is done in practice, how does the growing child's consciousness affect, does confusion cause? Some philosophers and psychologists positively assess the impact of bilingualism on thinking, while others do not have a significant positive or negative impact. However, in practice, all three situations may arise. It depends on the teaching methods and level of instruction in the language. Bilingualism does not have a negative impact on thinking with the best knowledge of one of the languages. Comparative knowledge of two languages has a positive effect on thinking. As noted above, the problem of bilingualism remains one of the controversial problems in science, especially in social psychology and social philosophy. Philosophers, psychologists, representatives of social linguistics dealing with language and thinking, among various groups, linguistic sociologists who study the tendencies of language and culture, note that bilingualism has a negative impact on thinking, that there is a mixture in the speech of the majority of both languages and interference of languages.

The influence of bilingualism can be both positive and negative, depending on the conditions in which the interaction of two languages takes place. W. Lambert (1974) writes about this. He distinguishes between two types of bilingualism: additive bilingualism and subtractive bilingualism. When the first language is the main one and learning a second language does not crowd out the first, bilingualism has a positive cognitive effect. In this case additive bilingualism takes place. In the opposite situation, the impact of bilingualism is negative and is called subtractive bilingualism [7, pp. 71-87].

Considering the issue of the impact of bilingualism, most researchers emphasize the importance of language proficiency [7, pp. 71-87.]. J. Cummins put forward an "interdependence hypothesis". He pointed out that if the child's first language skills and linguistic skills were well developed, the bilinguals would be able to use the skills of a language in the second language and use it successfully, and that the second language would be easily integrated (Cummins, 1991) [8, p. 310].

"Theory of the threshold level" is aimed at determining the causes and patterns of the positive influence of bilingualism on the intellectual development of the individual. It focuses on a certain point from which the positive influence of bilingualism on the cognitive abilities of a person. According to this theory, a bilingual child must reach certain thresholds in his development in order to have a positive impact of bilingualism (Cummins, 1979; Skutnabb-Kangas & Toukomma, 1976). Researchers identify two threshold levels - the lower (lower threshold) and upper (upper threshold). The achievement of the lower level occurs when oral speech development in the native language can continue its development along with the second language without any interference from its side. Achieving this level helps to avoid the negative effects of bilingualism. Reaching the upper level implies a positive impact and is associated with the development of reading skills (Cummins, 1979) [9, p.404].

Those who are in the opposite opinion emphasize that bilingualism has only a positive effect on thinking. Another group of scientists, being indifferent to the position, insists that bilingualism does not have a positive or negative impact on thinking. All these views are one-sided. In fact, any of the above cases can occur under certain conditions.

Conclusion

In conclusion, it can be said that the development of bilingualism in various forms is an important factor in strengthening national consolidation and improvement of the economy and culture of Uzbekistan. In this regard, the necessary conditions must be created for the national-Uzbek bilingualism, that is, other people living in Uzbekistan, along with their native language, know the Uzbek language. This also follows from the law of Uzbekistan "On the state language" and directly depends on the fate of the future of the country. National-Uzbek bilingualism should be implemented voluntarily through science-based policies, while national languages should not contradict each other, but complement each other freely.

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