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FEATURES OF DIGITAL PRODUCTION MANAGEMENT OF IMPORT-SUBSTITUTING PRODUCTS WITHIN THE FRAMEWORK OF GOST R 57189-2016/ISO/TS 9002-2016 STANDARD

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. Basic, in their opinion, their two. First, standardization should be carried out in three directions, linking them into a complex - to determine the standard of the product within its functional purpose, taking into account a broad understanding of the safety of use; to regulate the production process and to form a consumer attitude to the product. The consumer is a full participant of standardization. Without proper consumer interest in the product, the product will not be in demand on the scale necessary for its sustainable production. Second, standardization of production is carried out on the basis of conceptual understanding of its position in the system of specific historical conditions, as it is due to the quality of the stage of economic development. No matter how it is perceived by the consciousness, it is necessary to put up with it. Third, the product must be in demand not exclusively, but on a mass scale, otherwise the production will cease to be mass, will waste its quality. The authors considered that the range of products of mass demand in the USSR was not great, but the quality of consumer goods satisfied and allowed the manufacturer to solve its problems. Departure from the standards of production developed in the USSR allowed to expand significantly the range of goods, at the cost of quality loss. Increasingly, in stores and advertising there are Soviet brands that were not in the USSR them, as ordinary products. Apart from the fact that digital production is built on the basis of physical impact on the object and requires a standardized re-quality. History known as the history of quality management, essentially there is a history of standardization of production, concretization of quality into sample production.*

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

Language: *English*

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Introduction

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There is not a single enterprise that does not have an external environment and is not in a state of constant interaction with it. Any enterprise needs to regularly obtain raw materials from the external environment to ensure its life. At the same time, each enterprise must give something to the external environment as compensation for its existence. As soon as the ties with the external environment are broken, the company dies. In recent years, due to increased and more complex competition, as well as a sharp acceleration of the processes of change in the environment, enterprises are increasingly forced to pay attention to the issues of interaction with the environment, and increasingly develop the ability to adapt to changes in the external environment.

Management, especially the top level, plays a key role in the development and implementation of the company's interaction policy with the environment. Issues of long-term strategy of interaction between the enterprise and the environment become the main focus of all management processes. Management is no longer only concerned with internal issues of the company. Equally, or perhaps more, his gaze is directed beyond the enterprise. Management tries to build effective interaction of the enterprise with the environment not only by influencing the processes taking place in the enterprise, but also by influencing the environment. Strategic management, which solves these tasks, comes to the fore in the complex of enterprise management processes. The external environment of the enterprise, the state of interaction with which is mainly determined by the quality of its management, can be represented in the form of two spheres. The first area is the overall external environment of the enterprise. This external environment reflects the state of the society, its economy, and the natural environment and is not directly related to a specific enterprise. The overall external environment is more or less the same for the vast majority of businesses. The second area is the so-called direct business environment of the enterprise. This environment is formed by such environmental subjects that are directly related to or directly affect the activities of this particular enterprise. At the same time, it is important to emphasize that the company, in turn, can directly influence them [1]. The overall external environment is formed under the influence of political, legal, socio-cultural, economic, technological, national and international processes, as well as processes of environmental use. The direct business environment of an enterprise is created by buyers, suppliers, competitors, business partners, as well as regulatory services and organizations such as administrative bodies, business associations, trade unions, etc. Managing the processes of interaction of the enterprise with the environment, management faces a number of serious problems caused by uncertainty in the state of the environment. In this regard, one of the most difficult tasks facing management is to reduce the uncertainty of the company's position in the environment. This is achieved by developing its adaptability to the external environment and establishing broad links with the environment, allowing the enterprise to fit seamlessly into the surrounding environment. The most notable teachings of this group include: scientific management, behavioral teachings, and organizational theories. The founder and main developer of the ideas of scientific management is Frederick Taylor. Taylor was an engineer, so it was perfectly natural for him (within the paradigm of his time) to look at human control as machine control. Based on a mechanistic understanding of the essence of human labor, its place in the enterprise, Taylor saw a solution to the problem of success enterprises in the rationalization of labor operations. Therefore, the initial task for him was to study the problem. At the same time, he believed that workers are lazy by nature and can work well, at best, with economic incentives. Therefore, managers should think, and employees should work. The main principles of Taylor's scientific management are as follows: • development of optimal methods and techniques for carrying out work based on the scientific study of time spent on individual operations; • absolute adherence to scientifically based standards and norms; • selection, training and placement of workers in those jobs and tasks where they, realizing their abilities, can give the greatest return; • payment based on labor results (the greater the specific result, the greater the payment); • use of functional administrators who carry out norm-control in specialized areas; • maintaining friendly relations between workers and managers, in order to implement scientific management. Without losing attention to the scientific organization of labor, in the 20-30 years of the last century, attention was drawn to the fact that the productivity of labor depends significantly on the social conditions at the enterprise, and can be significantly increased if working groups in the process of joint activity create a special relationship-with signs of collectivism. The shift of the center of gravity in management from tasks to people has given rise to the development of various

behavioral management theories. Situational theories provide recommendations on how to manage specific situations. In this case, a step-by-step algorithm for solving problems is recommended. First, it is necessary to carefully analyze the specific situation, highlighting what requirements the situation imposes on the enterprise and what is characteristic of the situation. In the second, should be selected appropriate approach to the implementation of controls. Third, management must create capacity in the enterprise and the necessary flexibility in order to move to a new management style that is appropriate to the situation. Fourth, the Department must make appropriate changes to adapt to the situation. One of the most popular system concepts of management is the "7-S" theory, developed in the 80's (USA). It was noted that an effective enterprise is usually formed on the basis of seven interrelated components, the change of each of which necessarily requires a corresponding change in the other six. These key components are as follows:

* strategy – plans and directions of action that determine the allocation of resources, fix the circumstances for the implementation of certain actions in time to achieve the set goals;

* structure – the internal composition of the enterprise, reflecting the mutual position of organizational divisions, hierarchical subordination of these divisions and the distribution of power between them;

* systems-procedures and routine processes that take place in the enterprise;

* staff – key groups of personnel that exist in the enterprise and are characterized by age, gender, education, etc.;

* style – the way managers manage an enterprise, including organizational culture;

* qualifications – distinctive capabilities of key people in the company;

* shared values – the meaning and content of the main activities that the company brings to its members.

This means that we must regularly and consistently develop them in the most reasonable and balanced way. Spending time on self-renewal requires initiative. Effective skills are well-learned principles and behaviors. To turn something in your life into a skill, you need three components: Knowledge, Skill, and Desire. Knowledge is a theoretical paradigm that determines what to do and why. The skill determines how to do it. And desire is motivation-I want to do it in order to guarantee the efficiency of the company's staff in the production of import-substituting products. At present, companies pay great attention to employee motivation, because depending on how motivated an employee is, the results of their activities will also be visible. The main task of managers becomes their full involvement in the work of the entire potential of employees. Moreover, managers understand that financial incentives do not increase the loyalty and commitment of the company, but participatory management solves this problem. The essence of such management is that the company's employees are involved in the management process, participate in the activities of the company, and make decisions on a number of issues. Moreover, if an employee of the company has the right to vote, takes part in the activities of the company, receiving remuneration for this, then it will work more efficiently and efficiently. An employee whose opinion is taken into account and whose ideas are being implemented will have a better attitude to their place of work and will work with full efficiency. In participatory management, employees can discuss with the Manager the goals and tasks that they will need to complete. Employees of the company can form working groups of those employees with whom they would be happy and comfortable to work. In addition, employees of the company can put forward their ideas and suggestions for improving the work of the enterprise as a whole. Moreover, there should be a reward for putting forward ideas. Participatory management has a number of advantages. Participation of employees in management leads to an increase in the quality of decisions made, since employees may have information that is not known to the Manager. With this management, employees can fully Express themselves, show their knowledge and skills, and feel their importance in the enterprise, thus increasing motivation. Motivation is usually based not only on the employee's personal achievements, but also on the overall result of the company's work. Combining employees into working groups can best reflect on the corporate spirit of the enterprise. Having considered the features of participatory management, we can conclude that such management is not a lifesaver for improving the business, but it allows you to see the problems of the enterprise from the inside and try to solve them not by the efforts of one person, but by a group of people, where everyone can Express themselves for the benefit of the enterprise. Regardless of the fact that the participatory method of enterprise personnel management gets more and more approval every year in most countries with developed and developing economies, Russian enterprises are not yet ready to implement and fully realize the advantages of this method. All this is because HR management services prefer to work according to the established traditional scheme. Not all HR managers can achieve and skillfully use the consistency of their goals with the capabilities of the enterprise and the interests of employees. Another very important factor that does not allow us to fully adopt the participatory method of personnel management in Russian enterprises is the influence of the national culture of Russia on this Department, since this influence determines the choice of strategy for managing human resources in the practical activities of the enterprise. Self-regulation in this case is most effective through

the development and establishment of non-state industry rules and standards, as well as monitoring their compliance by all enterprises specializing in this area of the market. On the basis of a new methodological approach, the conceptual apparatus should be formed. The anti-crisis management matrix-a scheme for determining the most important aspects (performance quality parameters) that can be used to improve the effectiveness of managing such organizational and managerial partnerships-is shown in table 1.the First dimension (horizontal) of this matrix determines the variables that characterize the enterprise as a whole: objects; functions; processes; resources; environment.

Table 1. Matrix of anti-crisis management of the enterprise.

	Objects	Functions	Process	Resources	Environment
Revenue	+				+
Profit		+		+	
Profitability	+		+	+	+
Market share	+	+	+		+
Volume of own funds facilities	+			+	
Capitalization	+	+	+	+	+
Assets	+	+		+	
Anti-crisis strategy	+	+	+	+	+

And the second dimension (vertical) determines the indicators that characterize the integrated management system: revenue; profit; profitability; market share; equity; capitalization; assets; anti-crisis strategy. The main advantage of such partnerships is the ability to form a cluster of enterprises around the advanced technology of a new class, where it will be implemented. The main difficulty in building such partnerships is a complex system of coordination of scientific and technological, financial and organizational and industrial production solutions

Main part

The history of the market was formed as a relationship between two movements. One of them caused the expansion of the market, the other-its development. Both acted in the same direction - they gave stability to the market, ensuring the progress of production through the stability of the market. The growth of the market was the result of the division of labor and increased productivity, which led to a reduction in cost, price, and opened up the availability of goods to consumers. The development of the market was due to the quality of products and eventually found its continuation in the policy of quality management of production through the improvement of the organization and standardization.

After saving capitalism, economic science abandoned its political function, reduced its methodological and ontological base, and tried to get out of it by activating the mathematical apparatus, the fundamental concepts that support scientific knowledge ended up in the economic archive.

The modern history of Economics began in the minds of famous thinkers of the Philo-sophic type. Classical political economy was developed not so much by economists as by philosophers: Sismondi, Smith, Ricardo, Hume, Marx, mill. They held different philosophical concepts, but they were United

in understanding that the birth of science and the quality of scientific knowledge are primarily due to the methodology – General scientific and specific for each science because of its ontological originality.

The rejection of the political component in economic theory is explained by the need to achieve true freedom in knowledge, independence of scientific thinking. The truth is that through political analysis and only in this way, it is possible to give economic analysis a system-historical character. History shows that social progress was carried out on an economic basis, thanks to a natural change in the methods of production.

When it came time for the bourgeois method to replace the feudal one, for the permanent market to replace seasonal fairs and make them its private form, the freedom fighters began to glorify democracy and to prove the historical legitimacy of the arrival of a new economic, social and political order. Now about the natural process of changing economic orders amicably silent. On the contrary, attempts are made to turn the historicism of development back to the past, presenting the recognition of its truth as limited in time, valid only until the period of the formation of capitalism. The reserves of capitalism are quite sufficient to overcome the time limits.

In order to perpetuate capitalism, it was divided on a particular basis-the industrial form of production. Even under capitalism, history is part of a post-industrial formation that will remain forever, and all other manipulations with its definitions will not go beyond the post-industrial stage of history, whatever you call it-Technotronic society, information society, universal welfare, digital society.

We have specifically focused on the analysis of bourgeois philosophical thought, designed to identify the history of the future with the history of bourgeois society, in order to reveal the nature of the substitution of statistical probability calculations for the methodology of economic analysis, the economic science of financial analysis, and to show what this substitution leads to. Private scientific methodology is the most important component of scientific knowledge and creativity, but its significance is revealed in the more General context developed by epistemology. Scientific and technical creativity is subject to the system of philosophical knowledge and construction. It is a concretization of the knowledge's ascent from the abstract to the concrete, a process of filling the movement of thought with content that reflects the subject-specific feature of scientific and engineering thinking. This kind of thinking is related to the concept of quality.

Development of production, improvement of the market, organization of distribution and utilization-all this is subordinate to the solution of the quality problem. Entering the world market in 1970-80 and striving to win a worthy place there for the next ascent, Japanese scientists and engineers bet on the total – system – value of quality. They considered quality as a system of the most essential properties of production that require the mobilization of the national potential of spirituality: education, upbringing, citizenship, concentration of scientific and engineering thought. Quality has become a symbol of Japan's return to the community of world powers. The Japanese did not look for symbols among historical figures, monuments, nature, or creative achievements, they were not tormented by the search for a national idea. They closed their future on quality and won, within a decade and a half, squeezing the most technologically complex sectors of the market-automotive, electronic and, in part, textile. Japanese managers understood quality in two ways: first, as the quality of production of goods, and second, as the quality organization of their implementation, including the functional support of durable goods. In Japan, in pursuit of competitors, the end of the two thousand years was associated with a national movement for the quality of everything created in the country.

Correctly realizing that the quality problem in the least technical, so you should start with a philosophy of quality, moving steadily to the scientific development concept of quality, then for his technical expression, and then to the consumption and utilization of a quality product, Japanese scientists won the competition from global giants. Standardization and technical rationing in Japan were defined not instead of and not next to quality, but after quality as products of the development of the doctrine of the quality of production and the importance of a quality economy for improving the structure of national consumption and achieving the authority of Japanese manufacturers in the world.

"Quality", as well as "quantity", "measure", are universal philosophical categories for the characteristics of the subject world, its knowledge by science and transformation in the practice of industrial, scientific, technical and social creativity. All other concepts used are derived from the understanding of the above-mentioned categories developed in philosophy. It is incorrect to identify them with the original concepts, or to represent them as equivalent. They are the product of their concretization, so all derived concepts must meet certain requirements. There are two main ones: to be developed in the context of philosophical teaching and to be specific-subject-specific – in relation to basic concepts. Special concepts derived from philosophical categories such as "standard", "regulation", "technical measure", "technical task", etc., are appropriate as a necessary simplification of universal concepts, "binding" to practical specifics. Their essential importance for the organization of production policy should not be in doubt. In terms of solving emerging problems directly in the workplace, they are the most effective tools. This, in particular, is taught by the domestic experience – successful and not so

successful-of import substitution. However, you should always keep in mind the requirement of a systematic approach: particular problems are successfully solved in the light of the General context. It is not necessary to hope for the General as a God, and it is not possible to replace the General with a particular experience. Bib-Ley texts are indicative. They are written primarily not as an edification and indication of a single solution, but as information for reflection in a certain direction. The standard should be a quality standard.

There is a popular saying in the East: "No matter how much you hide the donkey's ears, they will still come out." Its meaning perfectly characterizes economic science. All efforts to separate economic theory from politics and replace political economy with "pure" economic theory are designed for the simple-minded citizen, who is happy with his achievements and confident in his future. Academic economists, acting on conviction or according to political trends, are concerned about one thing-the number of people who are happy with their recommendations becomes smaller over time, and the mass of critical attitude increases. There is nothing non-political in economic theory; there is only something indirectly connected with politics and openly serving politics. Even the very course of economic thought is built in a political trend.

Let's take, for example, such an urgent and seemingly completely neutral problem as quality management. Everyone is interested in its optimal solution, with one invariant edit-everyone pulls the "blanket on themselves", hoping to get the maximum. Therefore, in the foreseeable future, the problem will remain, and its relevance will only increase with the availability of quality products. All the real forces involved in production are concentrated in the quality of the product, and it has been and will continue to be a "bone of contention", just like the new "standardization of quality"promised by economists. The most impressive thing is that it is unfair to blame political regulators for the current situation, unless, of course, they are acting with an obvious steady shift in someone's direction, that is, unprofessional. The purpose of production is a product that brings profit. Without profit, scientists and politicians teach, production cannot be a sustainable, developing reproduction. And this is true. Only those who teach and govern, with varying degrees of skill, mask the quantitative certainty of quality. As a rule, qualitative certainty is obtained in the values of a given range of quantities. And here the measure is already beginning to work. Knowledge of the measure, a sense of proportion – the most important condition for effective management. There is also a certain freedom of variation within the measure, i.e. the possibility of a certain expenditure of funds depending on the financial contribution.

Technical rationing, OST, GOST, ISO, and all other systems born of the desire to take control of the quality of goods, already raise questions about their diversity. The effect is designed for the effect of the name, it is intended to evoke respect, especially when the name contains the authority of the industry, the state, international organizations of specialists, who are protected by the interests of consumers. The history of improving methods of production quality control is analyzed and advertised. Unfortunately, the well-designed facade of quality control policy hides a somewhat different content due to the priority of political interests. When the rich invariably get richer and the poor get poorer during frequent crises of various etiologies and the stagnation that accompanies the exit from the crisis, the middle class, which is the social support, shrinks, doubts are born about the sincerity of economic promises and distrust of plans aimed at changing the situation in the economy for the better.

It is considered bad form to talk about the class nature of economic policy – not temporarily. Modern history is an era of social partnership and globalization that requires mutual understanding. The world is tired of wars, revolutions, and violence. Humanity is worthy of a way of life that corresponds to its reasonable status and the social orientation that has been formed historically. Do not underestimate the psychological need for a better life and the hope to be a part of it not once, but in the real future. Psychological attitude can reduce the critical thinking response, block the analytical approach. How much objective information is there in advertising products? The question is clearly rhetorical. The business will be successful if the interests of success of the business are under the fifth margin. This was the case at the dawn of capitalism and will continue to be the case until the position of business in society and its reflection in the public consciousness change.

K. Marx put forward and justified the idea of the basic status of the economy in social progress. Then it was all the same as always: Karl Marx left not his brain, but just an idea, a thought in a more or less systematic presentation. If he had added as many more to the four volumes of capital, nothing would have changed in substance. Everyone has their own thinking head. The recognition of Karl Marx as right in the analysis of capitalism and the understanding of capitalism, as it was with Karl Marx himself – are two very big differences.

The most serious misconception, which was noted by his ideological and closest friend F. Engels, to whom the world is indebted for deciphering the drafts and texts of capital and preparing Them for publication, is the so-called "economic materialism". This looks simplistic in the absolutization of the value of the economic factor in social development. Society does not build its structure freely, guided by needs and in accordance with an abstract sense. Real social

creativity is conditioned by economic opportunities, which means that the reality of social reforms is of a concrete historical nature.

You can dream about anything and everything, but only those plans have a chance to come true, which are able to withstand the economic Foundation. However, we are not talking about a rigid and one-dimensional program of social transformation. There is a historical backlash in development and the possibility of implementing one of the social dominants - the social orientation of sustainable development (1) and the bet on economic development, coupled with a focus on obtaining the maximum profit, allegedly necessary to set up acceleration in subsequent social progress. Marx wrote about an economic basis, not an economic Foundation. The economic basis, in contrast to the economic Foundation, is mobile and its mobility can be used. Question: in whose interests?

99.9 percent of the time of its existence, humanity did not think about any socially significant systems of quality control of goods. There were no goods themselves, production and consumption were connected within the borders of a common entity. I ate, dressed, and put on what I made. Quality control had an ideal form, it was limited to the manufacturer who had the maximum family scale. During this time, there were decisive events in the fate of man: the ascent to the top of homo sapiens; proof of viability in the process of natural selection; the creation of a cultural environment and cultural self-development; finding the stability of social progress. Human history can be compared to weaving. In it, the same two combined types of movement – the base and the weft. The basis is construction, the weft is resistance to forward movement. Only knowing the history of mankind as a complex and contradictory process, an individual can become an optimist. Our trouble, like donkey's ears, came out in the 1990s and, in part, in the following decades. The essence of it is that we snatch individual periods from history and take it upon ourselves to judge everything by them. No one can judge history, and it is reasonable to draw historical lessons from history in the form of "information for reflection".

Progress in agricultural production was due to the knowledge and improvement of technical means. The success of the use of technology in the processing of agricultural products, increasing the need for construction, transport, and the arrangement of everyday culture stimulated artisan activity. Someone could do a great job on their own, like x. Huygens, who designed the pendulum clock, because he was both a great mechanic and an outstanding mathematician. In the Renaissance, there were a lot of single masters and they moved the technical side of production progress, relying on scientific knowledge. However, they could not move production, they needed those who with intelligence and production savvy turned unique things into series.

The objective regularity of production development split the Creator and the master, raising the question of quality assurance of product reproduction. There is a version of a conversation between Huygens and the king of France, to whom he gave a constructed watch. The king asked the mechanical scientist: "How long will he enjoy the gift and how accurately will the clock show the time?": "This watch will serve Your successors." What kind of public quality control could you judge if your professional reputation was at stake? The mark of the master meant on the level to be a master or not to be. The quality was identical to the business, and the craftsmen put the best they could into the product.

The problem of product quality and the need to control the quality of products in the interests of consumers began to manifest itself at the end of the late middle ages, closer to the XII-XIII centuries. The number of masters has grown, and with the increase in the mass of commercial products, the difference between masters has also become more relevant. A person is unique in everything – in feelings, skills, needs, interests, attitude to the mentality. People's differences are reflected in activities and their products. In addition, the growth of production in connection with the formation of a stable market with transnational, TRANS-regional elements implies a comparison of products by their quality. It was necessary to develop General mandatory requirements for manufacturers. In turn, manufacturers realized the advantages of combined actions.

In the most economically developed countries of Western Europe – Italy, France, England, Germany in the XII century, there were associations of artisans by profession – workshops. The workshops mainly operated where there was a demand for their products - in cities, some of which had a state status. It was convenient for everyone. Some had the opportunity to learn from experience, bring their work to perfection, others received control over the activities of organizations that produce goods, and others - certain guarantees that they will purchase a quality product. The guilds quickly multiplied and strengthened their position, both in the market and in society.

In most European cities there were workshops of blacksmiths, armourers, weavers, clothiers, bakers, carpenters. Later, they were joined by Guild organizations of brewers, winemakers, and leather goods manufacturers. Each shop had to have a Charter agreed with the city authorities, an emblem, a seal, and a cash register. The charters prescribed the working conditions of masters, apprentices, requirements for the quality of raw materials, production technology, conditions for purchasing raw materials, organization of sales of products, and even the conditions of apprenticeship. In fact, it is from the organization of

workshops that the time of public control over the quality of production of public goods can be counted.

The transformation of seasonal fairs into sustainable markets has led to an increase in demand, and demand has led to a rise and diversification of supply. The increase in the number of manufacturers required increased control over the quality of manufactured goods. Local authorities have taken control of a number of key parameters of shop activity, and the state has also joined the local authorities. Before the state Standards, the history was not ripe, and the Ostovsky history, we can say, began with the statutes of the workshops. Technical rationing started with the organization of shop production, and at that time it was really effective, since it coincided with the main interests of all market participants, including local governments. Shop order was the best guarantee of quality, so self-control then could be counted on. The employees watched each other and each of them started with himself, aware of the high cost of violating the rules of work defined by the Charter.

Of course, the knowledge of the Late middle Ages, Renaissance and Modern times that replaced the Renaissance is difficult to compare with the achievements of the XX and XXI centuries. In those epochs, the birth of modern scientific knowledge began, scientific knowledge was intertwined with religious dogmas, myths, and everyday knowledge of "common sense". The statutory canons of the guilds reflected the peculiarity of the time, the prevailing worldview, they were, as we believe now, imperfect. At the same time, they were not pressured by the specifics of capitalism of the developed period, sharpened on margins at any cost. They included a sincere desire of the manufacturer and the regulator to ensure the legal rights of the consumer to a quality product at its real price. The consumer was protected from the arbitrariness of the manufacturer to the extent possible - cognitive, technological, hygienic, aesthetic. And in this regard, the market relations were dominated by objectivity. Apparently, even then there were some attempts to cheat, but they only confirmed the assessment of the ability to control quality by defining technical and technological regulations.

The history of standardization was a continuation of the policy of regulating shop activities. The initial technical regulation was quite consistent with the level of development of economic institutions. Workshops were not organized in associations in order to unify production and produce the same product. Standardization of the product was carried out with an eye to the quality of the product. The basis of production was still "secrets of the company", "know-how" developed in the depths of family stories, carefully protected technological recipes.

In Western Europe, the shop organization of production activities has long since sunk into oblivion, and popular products of mass demand, in particular, beer, wine, tobacco, certain types of shoes, clothing, some fruits and vegetables retain the seal of those shop times. Consumers prefer them, regardless of the market expanse of offers.

Market masquerade could surprise us, the Russians, at the end of the XX century, when the country was flooded with consumer goods from the West and from the East; they carried everything that was not in demand locally. Who then remembered about the quality and quality control tools, and if they did, they would have their memory and brains knocked out by the brisk reformers. During the period of "shock therapy", it is proportionate to think not about quality, but about how to survive with the hope that later life will be better. Native of Europe, and ropati react poorly to a variety of goods, most of them conservatives, educated and traditional family preferences. Conservatism has a healthy beginning; conservatives do not run the risk of being seduced by innovations. They believe in experience and experience justifies their choice due to the time-tested quality of the product. Naturally, it is not cheap to be a conservative, but European conservatives are also not from the poor part of society.in this discussion, we are more interested not in the moral side of the matter, but in the organizational side, in particular, the question of the possibilities and limits of standards in regulating production. Specialists who think and are aware of the measure of their own responsibility for the invention understand that standardization, no matter how perfect it is, will remain conditional, expressing the objective and subjective circumstances of the action-the concrete historical reality. Standardization is a systemic phenomenon, and at the same time it is an integral part of the overall political and economic system. It must have a system conditioning, both internal and external. It is naive to believe that standardization is developed in the interests of all equally. First, everyone who has sufficient financial resources for freedom of choice does not need to be standardized for most of the necessary products. They are in direct contact with trusted manufacturers. Secondly, the standards have long been defined not by manufacturers, which does not mean objectivity, as we want to convince us.

The most democratic government and the most impartial organizations authorized to draft standards are not as objective as they might seem. The policy will lose its effectiveness if it refuses to participate in such a case without its own interest. Politics is driven by the economy and serves the economy.

In standard systems, the objectivity of the calculation grounds is determined by the minimum values. Otherwise, production will SAG and there will be a crisis, or prices on the market will exceed the actual purchasing opportunities so much, due to increased costs for producers, that the market will freeze.

In domestic luxury supermarkets, the fabulous richness of the assortment is not due to gourmet whims. The reason for this is the opposite – the low level of payment demand of the mass buyer. By and large, there is nothing to choose from with their wallet. A set of mass buyers does not require an assortment yet. At the time, refer to standard sets of products manufactured to minimum standards, so that it is cheaper. Sanpiny-a wonderful thing, but they are not only due to the danger of excess for health. They contain time of action, socio-cultural, economic, and political factors. Let those who do not believe this, promonitorit sanpiny, compare and see the results of their use.

The high values of subjectivity in defining standards can be judged by the standardization of time. "Standard time" is the official local time for a country or region. A region can be part of a country, and, conversely, a number of countries can form a common region. There is one invariant feature in the definition of standard time: it must be the same for all points on the same Meridian. The local average solar time depends on the longitude; it increases to the East with each degree for 4 minutes. The earth is divided into 24 standard time zones, each of which is equal to ≈15° of longitude. This is where the administrative initiative of local authorities manifests itself. The boundaries of zones are determined by them and in many cases deviates significantly from the standard 15°, which should not be qualified as arbitrary. These costs are related to administrative divisions and production activities. The time in different (adjacent) zones is divided by 1 hour, and the minutes and seconds do not change.

Standardization is associated with limitations, so personal and public perception of standards are imposed on the worldview background, which is very important for the functioning of standards. The worldview that prevails in historical time serves in different ways. It can be a "black soil", a fertile soil – stick a branch and do not doubt - it will take root, but the worldview can also slow down when, rolled out under the absolutization of liberties by liberals, it forms a militant attitude to any kind of restrictions.

The easiest way to implement standards in practice was in the Middle ages. Mythology and religion are reflected in various kinds of prohibitions and taboos. The medieval mind was calm about restrictions and understood the necessity. In the Statutory standards of craft workshops, restrictions were introduced not so much to simplify the technology and make production more technological, but to preserve the developed concept of production, preserve it and facilitate continuity in the development of production.

The shop was primarily interested in the quality of its product. The regulator tried more to ensure that innovations were not introduced into production that could worsen the result under various pretexts. This has become especially relevant with the growth of production and the division of labor. Increased productivity often threatened the quality of the product. The negative scenario in the development of production was restrained by the traditions of shop activity. The history of the shop emphasized its social and economic situation. Zech – "Association, company". At the beginning of the workshop, class associations were represented, emphasizing the special position in society of persons who are members of the workshop. The development of the middle Ages found expression in a change in the social status of the shop. The workshop has historically been concretised and has already become a Union of artisans of a General specialty.

We have a common simplified idea of workshops. In fact, due to their social background, shopworkers were usually culturally formed individuals with related knowledge and skills. The conditions of the shop organization required a high level of creative attitude to business. It was not easy to become a member of the Guild Association. For example, painters were included in the shop of doctors and pharmacists as Junior members, because they used paints that were prepared as medicines in pharmacies. Sculptors worked in the General shop with the bricklayers, masons, with carpenters. According to the terms of the Charter, which standardized relations, the master could be a member of only one shop, but most of the masters sought to master different crafts. The owner of a large workshop, Florentine L. Ghiberti, who performed orders for bronze-casting, hammering and jewelry works, was a sculptor, goldsmith, caster, draughtsman and painter. In his Bottega (workshop) studied outstanding representatives of the Italian Renaissance: Donatello, Michelozzo, Uccello, filarete, Finichuerra. To obtain the title of master, apprentices had to complete their own training according to an approved pattern at the end of their training period. The fact that the title of the work for the master's title was "masterpiece" can be judged by the performer's qualifications.

On the one hand, it was not easy to standardize shop production, since it was about high performing skills and traditions that were established on the basis of respect for the cause that you serve. On the other hand, it is easy, because the standards were produced by shop workers, there could not be any random people in the shop, the organization did not allow it.

In the depths of standardization of shop production, two trends have developed: the first, - deepening, tightening the requirements for the organization of production and quality of goods; the second, - expanding the requirements, which eventually led to the change of the shop organization of production to large-scale production of commercial products. Factories replaced the workshops. The main reasons for the decline of the shop organization of

production and the change of workshops to manufactories should be found in politics and Economics. In the XVI and XVII centuries, centripetal processes were strengthened in Europe, the main States were formed in the modern form, and wealth was concentrated. Along with capital, the needs of those in power grew.

Huge revenues were provided by the colonies, which also provided unique materials for construction and decoration. Luxury has become a symbol of power. The workshops guaranteed the highest quality and, in turn, did not require much effort and money to control the quality of work. However, in the new scale of the quantity of goods, the desire to have everything as quickly as possible, the shops clearly lost. The time has come to modernize the organization of economic activity.

The manufacture, from the technical and technological points of view, did not differ significantly from the workshops, but the quantity is associated with a change in quality-this is the law of development. Quantity itself, of course, does not pass into quality; it creates by increasing or decreasing the conditions in which the existing quality loses its qualitative status. Additional measures are needed to maintain the quality characteristics of the product.

The size of the workshops, despite the variety of work performed, remained limited. And only on this scale did they satisfy the demand. However, such a clear increase in demand, as it happened at the very beginning of the New time, the workshops could not provide. At the same time, at the end of the XVI – beginning of the XVII centuries, the technical prerequisites for the Industrial revolution had not yet developed. The most painful question remained about the energy source of production work. They didn't know how to use the energy of the sun, and the power of wind and water didn't differ reliably. You couldn't order wind, and the water, especially in Central and Northern Europe, was freezing. The interest of science and technology in steam energy, which began long before Modern times, has not yet promised the required results.

The manufactory was required to provide the necessary amount of assortment as quickly as possible without technical and technological re-equipment. It is not surprising that the formation of manufactories was not only based on shop production, but also with the preservation of mostly the same working conditions. Perhaps someone understood the auxiliary role of the manufacture, its historical futility, but such an understanding of the actual history did not help much. When a society does not have a fundamental recipe for solving a problem, it always looks for a solution in what is already there, trying to stay in motion until the time when the desired solution will be found.

Manufactory appeared as a new dimension of the old plants. The shop has ceased to be quantitative - but by performers, technical and technological equipment, the number of products produced-the necessary manufacturing institutions, its inherent internal mechanisms for organizing quality activities have lost their force. Workshops have exhausted their quality reserves, focused on the limited demand for manufactured goods. Manufactories, of course, for a certain time maintained quality due to the achievements of shop practice, but the increase in production of goods inevitably reduced the quality of the product. The solution to the problem has come: divide the quality into ranks. It was a kind of knight's move. Privileged customers could count on high quality, while others got worse quality products. And here the necessity of intervention in the Affairs of manufactures by an external regulator was actualized. The time has come to standardize the new order. The standardization function has evolved.

Public standardization duplicated the main one, which is written in the shop charters. The Manufactural form of production has outgrown the potential for self-regulation and has caused the need for intervention of quality control from outside production, not formally, but actually. Workshops regulated production cycles, set production rules, work schedules, and distributed orders, controlling the quality of products. Manufactories, in terms of production, could no longer rely on the internal system of organization.

Large manufactories were born in the South of Europe, first in Italy, then in France. They arose at the initiative of the Ducal courts, located in the same places, in the neighborhood. In the main, the manufactories produced expensive products: tapestries, furniture, utensils, jewelry. The products of the manufactories were mostly akin to works of art. The first European furniture manufactories in Vaux-Le-Vicomte (1658) and in Paris (1662),which served the needs of the Bourbons, can serve as an illustration of this. At the junction of the XVII-XVIII centuries, trellis, bronze-foundry, and phasis manufactories were added to them. In 1710. In Meissen, you built a manufactory that produced the famous Meissen porcelain. The absence of machines and conveyors in factories made the quantity and quality of products depend on the quality and quantity of manual labor.

As for quality, it was not difficult to bring together skilled shop workers in one place. It was more difficult with the quantity. There were not enough such masters, and orders had to be fulfilled. The order of shop training of masters was violated. As a result, it was necessary to increase the control function on the part of public institutions, taking into account the highest state status of customers of products. The quality had to match their position.

The workshops and manufactories had a common essence, but the scale of its expression in the phenomenon distinguished them. Both in the workshops and in the manufactories, masters of their

craft worked; the work was mostly manual, but we provided manual labor; the performer knew the fate of his product and it was unlikely to upset him. The products of workshops and manufactories decorated the best buildings and their interiors, causing constant public delight. The time of expressiveness of alienation in the work of the performer's personality has not yet come, although the process of alienation with the growth of production went on. In order for the essence of alienation to become obvious, it was necessary to implement the division of labor within production at the microeconomical level. Manual labor became obsolete under the technical onslaught. At the same time, the master's attitude to work changed.

"Skill", like any concept, evolves. In the workshop, the master created a masterpiece, a unique work and understood that he objectifies his feelings, thoughts and skills in it. In the manufactories, the attitude of the master and the product changed. They kept the creative principle, but it was with the expansion of the scale of manufactures, it turned out to depend on the number of products. Quantity weighed down quality and reduced interest in creativity. Creativity turned out to be subordinate to production plans. The responsibility of the artist, the Creator retreated from the previous dominant positions.

The original idea of standardization was formed during the latent form of the phenomenon of alienation in the work of creative abilities of the performer of works. The master's art still felt free, and the continuity of creative work removed the contradictions of production. The master alienated the product, but there was no sense of social injustice among the feelings that accompanied the alienation. The product was created for the consumption of others, for which the master received a reward, part of which was the opportunity to continue to reveal their creative potential, working in the shop or at the factory.

The standards were not intended to unify the product, its details, production conditions, and technological structure. Their goal was to preserve the creative results achieved. In the standards of the period of shop and factory organization of production, the interests of producers, consumers and regulators coincided, which resulted in the effectiveness of their actions and insignificant maintenance costs.

Authoritative reference publications omit the presented part of the history of standardization, apparently believing that it is not related to standardization. This interpretation can only be accepted if we return to the Aristotelian approach to concepts. After Hegel has established the historicism of concepts, such a retreat looks like a very unfortunate step into the past. In the theory of art, "standard" is identified with" stereotype "- a form that repeats without changes, regardless of conditions (English standard – "accepted","approved"). "Stereotype", writes V. Vlasov, - an artificial entity, so it is different from both of the archetype, and creative thinking. By limiting creative participation in production, the Statutes of workshops and manufactories did not encroach on creativity as a creative force. The regulation was protecting the quality of the products, which conform to the model. The problem of samples-standards was solved organically. In areas where improvement of products already recognized as quality was required, new standards were allowed to be developed.

The organizers were forced to spin in the literal sense of the word in search of a rational solution to the contradiction between conservatism in production and the need to move on. The brewers had more conservatism; the craftsmen who made shoes, harnesses, and saddles had less. No matter how slowly life flowed in the middle Ages, there was a movement and changes took place with it. There are new materials that have varied tastes. All significant changes in public attitudes and views had to be monitored and reflected in the products of production.

The fact that until the XVIII century the content of the concepts "standard", "standardization", put a slightly different idea is not sufficient reason to make an audit aimed at denying the relevant policy. Standardization has its roots in the Medieval period to the th time when I found out the history of mobile crews of craftsmen. The farm has acquired a fixed look, was enlarged and transformed in the end into the shops. The workshops have strengthened the position of the creative component of the production of products on the commodity market and thus made it necessary to use control over creativity, so that the desire for new things does not damage the traditions of quality production.

Genius and control are not compatible, but the workshops, like the manufactory, were forms of relatively mass production, for which the stability of the assortment and the quality of the product are particularly important. Workshops and manufactories were part of social life and in this status required constant control over their activities. Control that takes into account the specifics of shop floor and Manu-invoice production. Skill doesn't need much tutelage. Popular wisdom says: "teach the master, only harm the cause", but in the production of approved samples, a strict order is required, which was subordinated to the standard approach. The certificate has been received, please act in accordance with the regulations. Standardization was more like regulation, but it was not something that did not fit into the understanding of standardization.

We have a classic demonstration, on the one hand, of the connection of the essence with the phenomenon, and on the other, of the lack of understanding of the historicity of the phenomena of social development. "...Nowhere: neither in heaven,

nor on earth, nor in the spiritual world, nor in the world of nature, is there that abstract 'or or' which is affirmed by reason," Hegel explained. Everything that exists anywhere is something concrete and, therefore, something in itself different and opposite. The finiteness of things consists in the fact that their immediate existence does not correspond to what they are in themselves."

Homo sapiens has two types of thinking: rational and rational. The division is introduced by GE-gel in his own linguistic manner. F. Engels translated Hegel's thoughts and expressed them in a language understandable for non-philosophers who prefer to choose and use simpler and more practical thinking, referring to" common sense", which serves as a Navigator in knowledge. "Sane human reason," wrote Engels, a very respectable companion within the four walls of his household, experiences the most amazing adventures as soon as he ventures out into the wide expanse of research. The metaphysical (common sense) way of understanding, although it is legitimate and even necessary in certain areas, more or less extensive, depending on the nature of the subject, sooner or later reaches each time the limit beyond which it becomes one-sided, limited, abstract and wrapped in insoluble contradictions, because behind individual things it does not see their mutual connection, behind their being – their emergence and disappearance.

To make our reflection clear, we refer to another authoritative source-the EN-Cyclopedia Britannica: "Standardization, in industry, the development and application of standards that make it possible to produce a large number of mutually substituted parts. Standardization can focus on design standards, such as the properties of materials, their compliance and tolerance, requirements for the execution of drawings, or on product standards that detail the properties of manufactured items and are embodied in formulas, descriptions, images or models...". We turned to Britannice, because Its materials are actively used by other information publications.

The author of an article in Britannice summarizes the understanding of standardization in our time. Britannica is being upgraded when reissued. Without much mental effort, you can isolate the main concepts: the essence and purpose of standardization. We have already written about the essence of standardization, i.e. its social significance. Standards and monitoring of their compliance are the most important conditions for the socialization of production. Production exists as a way to meet social needs. The function of the state, no matter how much liberal economists clamor for the absolute freedom of producers from political control, has always been to stimulate production, to act not only in their own interests.

The class character of power does not mean that it openly and directly protects the interests of the dominant class in the economy. Democracy – historically polished mechanism of political activity of the state, creating the impression of its neutrality. Politics is the art of lobbying certain economic interests. Standardization is one of the technologies of such a policy. The British are the founders of Modern European democracy. They have long mastered the technology of political participation in public life. Presenting standardization from a purely production side, British experts are clearly deceiving. All that can be learned by reading the article from Britannice is true, there is no guile here. It is behind the text, it was simply not included, either because it was considered unnecessary or inappropriate.

"Standard" is the basic concept of standardization, a concept not so much of a technical and technological order as of a political economy. Having abandoned political economy, having replaced political economy with macro and microeconomics, having descended to Economics, one should try to recall the history of economic science and its philosophical roots as rarely as possible. Saint-Simon, G. Spencer, J. St. mill, economic theory was developed in a broad socio-political and historical context. Before becoming a technical and technological concept, the concept of "standard" was intended to regulate a certain level of product quality. And then it had technical characteristics, but they had an auxiliary value. Without historical analysis, it is hopeless to understand the essence of the basic categories.

Tools for managing economic phenomena, depending on their scale and pre-metrical certainty, may be within the scope of economic and production competence, or have a socio – economic scale of action. The second option requires analyzing them already within the boundaries of social development, as a factor of social progress.

Standardization belongs from the beginning to the second type of management. Moreover, it was in the original time that its social purpose was particularly noticeable and manifested itself both as a class and as a General one. Standards for brewing beer, making wine, household items, clothing, and shoes were calculated for public consumption, and were a kind of protection of the interests of the General population. Furniture production, jewelry, was mainly addressed to the upper class.

In both cases, we see the participation of the state and municipal authorities in protecting the interests of consumers by forcing producers to perform their work efficiently. The standard was taken as the quality criterion. However, in the initial standardization, it is easy to distinguish the lack of small-scale care of producers, which is explained not by the sentimental approach of the regulator, but by the quality of skill and professional responsibility of producers. Recall that even in factories, production has not yet reached the level of mass action.

The essence of standardization was defined from the very beginning of its history - to develop a mechanism for neutralizing the opposing interests of the manufacturer and consumer. There was a spontaneous search for tools to repay the growing process of alienation of the individual in work. Hegel is right in asserting that essence is abstract and manifests itself in experience not by itself, but through phenomena conditioned by the concrete historical environment. In the period of its origin, standardization was directly focused on the qualitative certainty of the result of labor - the product. In the absence of internal division of labor, the highest efficiency was achieved in the final expression of the process. Standardization partly regulated the production process itself, but centripetal forces were preferred – it was necessary to guarantee the quality of the result. The quality side in measuring the efficiency of production was relegated to the background, given over to the producer himself. The controller regulated the quality of the result through the quality of products.

The interpretation of production efficiency also corresponded to the historical and economic situation. There was no such concept yet, it was just maturing. Efficiency has become vital to many of the poses are the same, when production has reached the mass production of goods. Competition for product quality has been replaced by competition for product production costs. The manufactories did not increase the quantity of production goods so much that production costs came to the fore. As for the competitions of technologies, it is unlikely to be substantially meaningful. Differences in technology naturally took place, but within the boundaries of the General manual form of production, where the advantages could be obtained through better skills and better organization, economy of time, perhaps somewhere through the successful use of logistics alignment.

Manufacturers temporarily solved the problem of meeting the increased demand for products, but production has not yet grown to measure efficiency. The quality of products remained relevant, and the quality guaranteed high remuneration. Since in most cases the product was made to order, the competition had a hidden form.

The need for standardization, potentially inherent in the development of production, was revealed gradually, in proportion to the state of production. Its abstract form was loaded with concrete content. The process of becoming a standard was similar to the work of a master tailor, who first took the measure in the absence of any material signs of the future product, made the first fitting of something not very clear to the customer, and only at the end showed the product that embodied the concreteness of the image. This was also the process of ascent of the original purpose of standardization to its concreteness, which is recorded by modern scientific and information sources. The functions of standardization changed, and its content as an instrument of economic activity management also evolved.

Standardization as one of the basic techniques of economic policy drifted from the quality of the finished product to the production of a product that ensures its quality. The wind in the sails of standardization was blowing from another important concept of political economy-production efficiency. While efficiency was determined by customer satisfaction with quality and price, standardization managed quality. The standardization was based on the regulation of the parameters of the technology of its production. Samples of products agreed by manufacturers ' associations with regulators ruled the ball. The situation was fairly balanced,but its stability was determined by the technological specifics of manufacturing.

Progress allows stagnation within certain limits. Just as there are vast areas in the mountains, so in the history of production - areas of active professional activity there are lull in the movement. They are natural, since they correspond to the social state as a whole. The middle ages was not a sleepy Kingdom, as it is depicted in school textbooks, it simply reproduced itself equidistant, without jumps. At this time, humanity was gaining energy of action, creating approaches to obtaining critical values of impulse energy in various spheres of activity. The peculiarity was that in the social life of Europe and not only, religion prevailed, and in the political - absolute monarchies, carefully protecting the movement from any perestroika. The public mind was dominated by a sense of satisfaction with the success achieved, forced to tolerate troublemakers within the confines of the increment vector created by religion. No faith could become an impassable barrier to social progress. When this happened, however, the changes took place in the religion itself. Christianity entered the middle Ages as a single faith, and came out unfurled like a fan.

The peculiarity of the middle Ages affected the subsequent development of history. Modern times (XVII-XIX) could not come immediately after the Middle ages. It took a transitional historical stage – the "Renaissance". It was necessary to clear the socio-cultural and political conditions for the free and independent movement of scientific knowledge, the methodology of scientific knowledge, education, and technological progress.

In the XVII-XVIII centuries, the development of scientific knowledge is out of the control of the Church. By this time, the completion of the formation of science as an independent field of culture is attributed. In Europe, there are associations of scientists, science management bodies. Scientific knowledge is being transformed into technical creativity on a new scale. The engineer becomes a

"scientist Builder". Technological progress is crowding out manual labor. The factory is replacing the manufactory - a new way of organizing production and labor. Production is becoming mass-produced, so it is more affordable.

Accessibility requires a different quality. Quality comes to the fore mass product. It should be and be inexpensive. The place of the named consumer is replaced by the x consumer, which can be anyone. Previous quality control capabilities are being squeezed by new tasks.

In Russia there was a common saying: "Cheap and angry." Young people are unlikely to understand its essence, so let's explain: the product does not have to be expensive to be in demand, but not every product will be demanded, but only the one with the signs of a quality product. In modern times the saying has been given a modern form of expression: "A quality product - at a reasonable price."

The change in the nature of production forced a change in the philosophy of standardization. Standardization of product quality by result has been replaced by standardization of production of a quality product. The "synthetic idea" of sample control is gone, the "analytical idea" has come: all production and the product itself are decomposed into components - nodes, parts, operations to the last screw, seam, nut, forced movement and take everything under control. Keep differences to a minimum, and maximize versatility. Such a thing for the masters of workshops and manufactories could not be dreamed of in the worst dream.

Skill is closed to originality, it is unique. Even the master himself can not fully decompose the process of making his product. Creativity only begins with a General set of tools, actions, and order, but it reveals itself in the fact that it is impossible to construct a "constructor" from a set. The mind acts according to logic, so there is a possibility and need for rationalization. The innovator does not invent, his thought is focused on bringing the invention to its hidden perfection. The mind, and only the mind, jumps from the known to the unknown. The creative power of man is concentrated in it. Hence the name of the species - "sapiens".

Both manufacturing and factory production combine creativity with rationality, but they do it differently. The workshops were the first to create. The master was the Creator, the apprentice and the apprentices provided the conditions for the master's inspiration to manifest. At the factory, the master is the organizer of work on the production of an approved sample, essentially the head of the operation for assembling the product, or, if it is particularly complex, its individual parts. Creativity and production are separated, so that there is no temptation to depart from the scheduled and controlled order. And in this order, you do not need to use unreason, on the contrary, only by following a rationally separated and fixed order can you maintain the pace of production when it is mass. The power of mass production is in the availability of goods to a wide range of consumers. And no state will deviate from the philosophy of satisfying mass needs. Quality here is the price for mass production, which all participants in the process are forced to pay.

The history of mass production shows how the solution to the problem of quantity quality was sought. This history is not a series of events and actions, but first of all, the logic of resolving contradictions written into the historical process, the history of economic policy, which should be perceived as a higher school of Economics. After passing through the historical experience in your mind, you can escape both romanticism and liberal illusions in the management of economic activity.

The beginning of the studied history confirmed the natural character of the development of economic progress. History began where production was more Mature, the importance of science and technical creativity was more in demand, and the political situation was more democratic in England. In this regard, we once again call for the help of Britannice: "Industrial revolution", the process of transition from an agricultural economy to an industrial one based on machine production. It began in England in the 18th century. Technological changes included the use of iron and steel, new energy resources, the invention of new machines that increased output, including the Jenny spinning machine, the development of the factory system, and important inventions in the field of transport and communications, including the steam engine and the Telegraph)... The industrial revolution mainly took place in England from 1760 to 1830, then spread to Belgium and France. Other countries temporarily lagged behind, but when Germany, the United States, and Japan built a strong industrial base, they surpassed England's initial success. The countries of Eastern Europe lagged behind in development until the beginning of the 20th century.

The description of the industrial revolution, apparently, was prepared with the mass consumer of information services in mind, and is perceived, from a professional point of view, critically. There is no essential assessment of economic development, and the beginning - the transformation of England from an agricultural country to an industrial one-looks somewhat strange. England for a long time relied on its own agrarian Foundation, in which the transition to industrial foundations occurred not without complications, as well as in industrial production, it is enough to recall the well-known Pro-test movement of the "ludites". At the same time, we can trace the historical path of industrial revolution in Europe and beyond.

We are interested in just what the author did not finish telling, relying on professional logic and

ingenuity. The industrial revolution led to the mass scale of production and the necessity of dividing labor into the depth of technological progress. Skill was replaced by performance discipline, and the internal motivation of the master gave way to an external urge. The industrial revolution led to an economic revolution. The method of production has changed, starting with the source of strength and internal motivation in achieving the quality of the product and ending with the priority in the new method of production technical division of labor. The organization of production has steadily become a leader in the economic theory and practice of economic activity management. The art of the master was replaced by the art of the dispatcher, the importance of technological discipline, the ability to count and read, and to take risks in order to win increased.

The period of economic history that followed the Industrial revolution is usually divided into two stages. At the first stage, mass production of the classic model developed. We call it classicist to emphasize the uniqueness of the stage of maturity. Maturity as a stage of development, regardless of what exactly has reached it, is characterized by transparency of the essence. The essence comes out of the shadow of the phenomena that hide it, reveals itself almost as it really is. All the most perfect, the best is presented at the stage of maturity. At the same time, the disadvantages and costs of development look more contrasting.

At the Zenith of mass production classics, its philosophy was formulated quite clearly and enticingly for the consumer: the buyer should save time on making a purchase, the store is not the best place for a responsible person to live, so that it is so, it is necessary to concentrate the maximum assortment in one place. We don't know who was the philosopher who helped economists define the essence of shopping, because its anonymity is carefully protected, but exclusivity was not a modern philosopher. The mission of trade was presented methodologically flawed, without a systematic approach. The lure turned out to be like a lure.

Economic science can be separated from politics, however, even the supporters of making it to the economy comes from the fact that we are talking about the economy and not extravagance. The implementation of the philosophy of product availability in one place implies unjustified neither economically, nor humanitarian, nor environmentally huge costs. It was not possible to write them off and they put all their weight on the cost of goods, significantly raising the price and undermining the possibility of mass access to the market.

The foundations of the philosophy of mass production were laid towards the end of the XIX century by famous specialists in the field of management: F. Taylor, A. fayol,A. Sloan, G. Ford, Jr. They also have the initial experience of developing the theory of production management, in particular, the idea of the system-forming value of quality management through the standardization process. In the XIX and the first half of the XX century, the issues of humanizing the economy and protecting the natural conditions of social progress were not included in the first line of relevance, so they were usually ignored when solving production problems.

The situation changed abruptly towards the end of the second Millennium. Economic planning and design became dependent on higher-level relationships. Solve the question of how to live on? Without an answer to the question: will there be life? Illogically. Management specialists thought about the historical logic of providing consumers with the formula "here and now". B. S. Aleshin, L. N. Alexandrovskaya, V. I. Kruglov, a.m. Sholom and many others opposed mass production with the type of production called "lean production" - a prudent, expensive production. Having decided that it will not be so mass, since the focus on market research can still remove an undue burden on production, it will make production targeted. It is not clear why they came to the conclusion that it will cease to be mass.

Mass production did not initially become a brand, it merged with the essence of production. Production will not be able to be otherwise in the foreseeable future. Naturally, in parallel with mass production, artisanal and individual co-exist-heirs of workshops and Manu-textures, however, unlike their ancestors, who are not limited in technology to hand tools, and actively use scientific and technical products. "Prudent production" - this is really a good trend for a more adequate form of continuing mass production.

In its former form, mass production looks decidedly out of date in the twenty-first century. Among the global challenges: "energy conservation", "resource conservation", "concern for the state of the natural environment", "global warming", "protection from the destruction of the ozone layer", an economic philosophical strategy is being developed independently. What kind of humanism is this? The very participation of science and philosophy in the development of mass production, which, as has been repeatedly noted, was of the most important importance in the cause of social progress, allowed to create hundreds of millions of jobs, increase purchasing power, make people learn, improve their skills, enjoy civilizational achievements, gain freedom in national and transnational space, etc., was undoubtedly a significant factor. But we should not forget that science and philosophy are initially perfect in comparison with existing knowledge - mythological, everyday. Their strength is not in what they have already done, but in what they can do if they are not allowed to.

Pythagoras also explained that he is not a sage and is not all-powerful, his goal is to understand how wisdom works. At the origins of economic science there were prominent representatives of philosophical thought who were able to understand the essence of the matter and give a forecast of development within the limits of historical concreteness. They thoroughly understood the present, determined the nature of the upcoming movement, developed a scientific methodology, and the philosophical foundations of scientific knowledge as a private search within the framework of the General.

Science and philosophy are not allowed to guess and search for truth in the Scriptures. Their job is to analyze what has grown. Much has grown in the nineteenth and twentieth centuries, but more has just begun to grow. These sprouts were not adequately evaluated. The natural environment seemed an endless storehouse for thinking. Dialectics could not be completed in time with a systematic approach.

"Zena production" is not an alternative to mass production, but only its next stage of improvement. The essence in case of a successful transition will remain the same, and the costs related to excess will be reduced. Understanding the real essence of a" prudent, sparing " economy is important for developing a valid economic policy.

The effectiveness of economic policy is primarily determined by how well the quality of existing production is assessed. It would seem that there is no need to update the apparent dependence, when everything should be clear to everyone without it. Let's explain: evidence is a dangerous state of consciousness. In it, the essence of what is happening is often seen as a rod submerged in water. Even a mirror shows its character in a reflection, so what should the mind that thinks in a reflection do?

Physical reflection is devoid of intent, and reflection in consciousness is a way of understanding, therefore, along with the object of reflection, the state of consciousness - experience, interest-actively participates in reflection. An example is the categorical rejection of bourgeois economic thought in the twentieth century from the political essence and even from the bourgeois orientation. At the dawn of capitalism, the term "bourgeois" was an honorific. It reflected the revolutionary restructuring of the economy, social relations, and the transition to democratic freedoms. Everything was clear – the time of feudal social structure has developed its historical resource and is obliged, according to the social progress, to give its place to capitalism - a more perfect social structure. The concept of " bourgeois "has historically been included in the definition of the most effective"great French bourgeois revolution". Then why in the XXI century do Russian liberals shamefully hide the term "bourgeois" in relation to the definition of the state of the economy and its reflection in economic science? The reference to the objectivity of scientific knowledge is inappropriate, since it is not science that is defined, but its object. Scientific knowledge and scientific methodology in this context strictly preserve their objectivity. Science is applied to a historically specific object and gives it a scientific understanding.

No one and nowhere officially declared the end of bourgeois history. If this were to happen, it would be necessary to open a new Chapter of social progress, which was attempted in 1917. The attempt was defined as historical arbitrariness, unlawful violence against the history of capitalism, which required the totalitarian nature of the social structure, violation of individual rights, freedom of expression, and so on.in a word, capitalism has survived and has not gone away. But try to find the term "bourgeois" in the democratic media and modern scientific journals in relation to the economy. What is it that prevents the phenomenon from being called adequately? - Historical lo-geek.

History is a naturally developing process of changing phases (stages, formations, civilisations, epochs, etc.). Capitalism replaced the feudal structure of society, the basis of which was the agricultural and artisan type of economy, built on manual labor, non-stationary commodity market, shop and factory organization of production. Management went through standardization, focused on the certification of the final product, rather than the manufacturing process. No matter how perfect capitalism is, its perfection is historically regulated. Sooner or later, contradictions will "eat" his perfection and he will give up his place.

What will follow? This is still a mystery to science, but it is absolutely clear that it is vitally important for the bourgeoisie and those it contains to re-classify the historical status of capitalism from concrete historical to non-historical, i.e. universal. Remove the problem of the future society, transfer it to the technical level of regulation, including through standardization.

Rate for lean production – a knight's move. It is intended to show the humanitarian and environmental reserves of the bourgeois economy and draw attention to the need for a new paradigm of development within the existing economic platform – the bourgeois mode of production. We cannot share the satisfaction with the transition to" rational production " of a number of authors of the late XX – early XXI centuries, when research was carried out on various grants, including the Soros Foundation, and the products of science were presented in a technical spectrum free from ideological influence. In political economy there can be no freedom from politics. Dependence was in the period of socialist history, and it continues after. Self-determination of the state of the domestic economy as the most convenient course. What we are moving away from has become clear since 1991. Try to find out where we are headed, but we are going exactly

there - in the bourgeois mode of production, not calling it technological industrialization, the digital economy. And we will be there in the end, so we must clearly understand that all technical solutions have a political nature, just in some cases it sticks out like donkey's ears, and somewhere it is hidden for intermediary actions.

The bourgeois economy was born as an alternative to artisanal, manufactured production, which could not be mass-produced, but was technologically very high-quality. The quantitative ska-chock was supposed to affect the quality, which forced the management to take a course to ensure the acceptable quality of the product. The only possible vector here is the creation of standard conditions for obtaining high-quality products in bulk. The heterogeneity of mass demand caused a wide range of product quality, which was reflected even in the scale of national and TRANS-national planning.

In Western European countries, products are marked for consumers from the Eastern part of the continent and specifically for Russia. Quality, and along with quality and standards, are largely determined by the political map. Standardization as a technical technique is really necessary and reasonable as an economic policy tool, but only outside the system understanding. In a systematic view, it has political ears that, like donkey ears, how much not to hide, will come out.

Let's go back to the paradigm of "efficient production". At first glance, writes B. S. Aleshin and colleagues, it may seem that it is all about the widespread implementation of the so-called "just in time" system, in which products are produced only when they are needed for the next stage of the production process, and only in the amount necessary for this. However, a closer look shows that it is not just a matter of organizing production under this system. It is necessary to rethink the logic and technology of production, which inevitably leads to changes in mentality or, as is now often said, to a change in the culture of the organization.

In the first approximation, one gets the impression that the metamorphosis of standardization is inevitable in the conditions of development of efficient production. As long as the RP exists only as a project, you can indulge in reflection, the subject of which should be the main thing in any business, regardless of its scale and significance – the quality of the process and product.

If we think strictly logically, the concept of "quality" is a specific philosophical category. In philosophy, it is the second in order, following the concept of being, and reveals the essence of being. In all non-philosophical reasonings, quality is modified, acquires a concrete-objective, very often sensually-concrete definiteness. Economic science and production practice are no exception. The difference can be felt by comparing the understanding of quality in philosophy and beyond, focusing on the human explanation of what quality is. Quality, in the words of a famous German philosopher , is "that which is lost, the object ceases to be co-combat". The philosopher has the right to define quality in this way, because he takes the object in its abstract form. In an abstract form, the object exists conditionally, so the object also ceases to exist conditionally, taken in the system of philosophical abstractions. A product ceases to be a product only for a Philo-Sophist when it is devoid of consumer value. But who is going to organize the production of something that no one needs? This can only happen in a madhouse,and not in a real production.

The definition of the quality of philosophical phenomena allows for a human formulation. The cause has one quality, the effect has another. Losing its quality, the consequence may become the cause of new changes. It does not disappear, but only transforms according to the natural order of movement. An accident that has been deprived of quality becomes a necessity; a possibility becomes a reality or an impossibility. The product assumes, as a necessity, the absence of the manufacturer's own needs in it- it is manufactured for sale on the market; and as an add-on (if you are preparing it for sale), it must have something that someone really needs, that's what they came to the market for. A product really ceases to be a product when it doesn't have what someone else needs except the manufacturer. Only such a "product" is not a standard of commodity production. In production designed for the market, the philosophical concept of quality is concretized in terms of the reality of the product and looks like a standard. This explains the fact that the entire history of quality management in the XX and XXI centuries was developed in the form of mass production standardization.

The modern history of production management focuses on managing the quality of product production and is carried out through improving standardization. This should guide the assessment of the economic efficiency of management. And we should start by clarifying the concept of economic efficiency. The reason for this is that there is an increasing tendency to separate economic efficiency from the systematic functioning of the economic block of public life.

Scientific economists sequestered the methodology of knowledge and management to mathematical support, trying to implement the failed idea of Comte In the XIX century to make each science simultaneously a philosophy. One of the attempts of this kind, Karl Marx called "the poverty of philosophy", for which the bourgeoisie is not destined to pay, and not those who serve it, to pay a certain amount to consumers. Therefore, the increment dynamics looks stable: the rich get richer even in a crisis, while the rest of us float on the actual waves of economic movement. As those who are in a hot air

balloon in distress, try to reset the ballast to make it to the desired location, and current economic theorists of the movement seek to detach from the economy, they believe, not market, enrolling in infrastructure activities aim-ing directly on the development of human capital, and thus claimed that human capital is the main source and reserve increments of the economy.

It is surprising how experts, fascinated by the term "humanization of production", read statistics. "Learning is becoming the norm of life," the authors of the study guide "Philosophical and social aspects of quality" enthusiastically state. The average cost of American companies for training is about 1, 5% of the salary Fund. Once this one and a half percent was an indicator of special attention to something. There is just a division of profit by the residual value.

So, let's highlight the essence of our thesis: standardization from the very first steps of its history had the purpose of defining and stabilizing quality. At first, the product itself, since there was no special chance to influence the technology and organization of production, but with the transition to mass production, when the value of the organization of production significantly increased as a result of the activity, the direction shifted to the manufacturing process. Standardization of production has come to the fore. It was believed that if the production organization meets the requirements of the developed standard, the result will be high-quality.

Turning the switch to standardizing production from the outside seems to be a justified action. In fact, where to get not the quality of the product, when there are only quality actions around. Naive people are convinced that it is enough to combine high-quality alcohol with high-quality water, and you will get high-quality vodka. Chemists have a different opinion. They claim that in order to obtain a high-quality alcohol-containing drink, it is still necessary to observe the order of combining water with alcohol in order to properly start the reaction.

Shop and partly manufacturing production were subordinated to the quality of the product. Manual labor was low-productivity, but highly mobile within the skill range. This is why creativity is always involved in the product. The quality of the product completely subordinated the technology and organization of production. It is pointless to fantasize about the topic: would Stradivari or Amati have changed the sample if they had experienced difficulties with manufacturing? They would not deviate a step from the idea of its material objectification, they would look for a solution in production and find it. The nature of mass production of any type is quite different – wasteful and wasteful. If a product that is recommended for mass production cannot be prepared without a serious restructuring of production and requires serious expenses, it is easier to involve innovators in order to "improve" the product in the interests of production.

As an illustration, we can cite the Soviet experience. Consumers knew that Prime shipments would be perfect, but the further they went, the worse it would get. German car manufacturers are among the most qualified, but they also falsified engine performance, confessed, and were fined approximately. Similar cases have been repeatedly noted in the practice of Japanese manufacturers. Unfortunately, this is even worse in the Russian Federation. The main reason for the flourishing of corruption.

We must understand the dual function of standardization. It combines technology with politics. Its importance for improving production is objective - it is the only main way to move the economy forward, but, at the same time, it is also the main means of objectifying economic policy, so the objectivity of standardization has been and will be oriented by political interests. Standardization can be managed (and should be!), and therefore can be manipulated.

When the President of the United States came to power, Trump took measures to withdraw the country from the Paris agreements on environmental policy, despite the complication of relations with European partners, especially sensitive to the effects of environmental changes-the continent is small, population crowding and production is large. Trump is a man of business and business policy for him is the essence of politics. Everything else must be subordinate. Trump has taken on the task of rebuilding the economic life of his country, and he will build standards based on purely American interests, without straining infrastructure processes, which trump refers to the state of the natural environment. Through the technical form of standardization, its political essence is manifested.

And the last argument in favor of the dialectical perception of standardization - the President of the Russian Federation declared the creation of digital production as a Central economic task. Since the time of the Pythagoreans, numbers have been a symbol of ultimate abstraction. the number loses its objectivity and is replaced by a number, but not chaotically, but quite definitely. A single figure is pointless. Another de-lo a certain combination of numbers, it, with the help of a certain code, recreates the object in its most accurate expression, which opens up almost unlimited possibilities of identification and management. Due to the transfer of actions to a sphere independent of the subjective factor, the emotional and motivational component of the subject activity, the costs of professional readiness of the specialist, is removed from management. As they say: nothing personal, only in the interests of the case. It is bad when the role of the individual is underestimated, even worse when the fate of the common cause depends on the individual.

Production management, including standardization, should be carefully prepared with the maximum reliance on the reserves of professional culture of specialists, but it is desirable to entrust the dynamics of running production to technical programs and tools. This way everything will be safer. In June 2018, the Russian icebreaking fleet was supplemented with the most modern Arctic-class diesel vessel for conducting caravans along the Northern sea route in the annual re-press. Height-with a five-story house, the main engine power is 45,000 HP. The ship is operated by 19 people, which may be more convincing in favor of the advantages of technical production management. But technical management has its weaknesses. Among them: a high level of energy dependence, computer security is not absolute, and the requirements for personal abilities of specialists in conditions of personal and team responsibility are increased, sometimes even exclusive. Problems in production are usually caused by people, but it is in the absence of qualified specialists that the most serious problems arise. Technical standardized management is not a panacea.

Let's try to formulate rules for standardization. In our opinion, there are two main ones. First, standardization should be carried out in three directions, linking them in a complex : to define the standard of the product within its functional purpose, taking into account a broad understanding of the safety of use; to regulate the production process and form a consumer attitude to the product. The consumer is a full participant in standardization. Without proper consumer interest in the product, the product will not be in demand on the scale necessary for its sustainable production.

Second, the standardization of production is based on a conceptual understanding of its position in the system of concrete historical conditions, since it is determined by the quality of the stage of economic development. No matter how it is perceived by the mind, we must put up with it. The product must be in demand not exclusively, but on a mass scale, otherwise the production will be mass-produced and will waste its quality.

The range of mass-market products in the USSR was not great, but the quality of the consumer's product satisfied and allowed the manufacturer to solve its problems. The departure from the production standards developed in the USSR allowed us to significantly expand the range of products at the cost of quality. More and more often in stores and advertising there are Soviet brands that were not in the USSR at all , being ordinary products.

Concepts are expressed only in words, they can not be translated into numbers, unlike products. Once again, we note that the concepts of "quality" and "standard" are related as General and particular in the characteristic of the phenomenon. You can only really manage quality with the help of words, and the word, by definition, generalizes the reflected phenomenon and removes its sense-object concreteness, making it difficult to have a practical impact, reducing efficiency. By defining the quality of an item, we only limit it and specify the management, setting the management vector and goals. For management to become practical, it is necessary to have not an image of the subject, but its subject expression. Here you need a subject or an adequate sensory, digitized sample, which after technical processing takes the form of a program of practical action. Digital production is built on the basis of physical impact on the object and requires a standardized quality reality. The history known as the history of quality management is essentially the history of standardization of production, the specification of quality in the production model.

The first experience of control intervention in the production process in order to give it stability and a certain increment can be found in the activities of workshops, individual productions, schools of masters. Most of the famous sculptors of the Renaissance tried to work in the offices of stonemasons, directly in the places where the material was extracted. They searched the quarries for the right texture to create an image. It was then that the joke appeared: a masterpiece is easy to make - you need to remove all unnecessary, superfluous, but first you need to find the basis. In the shops in the interests of quality craftsmen thoroughly tested products were observed during the manufacture of the work of journeymen actively at-talked to the secrets of students, selecting from them the most capable. Despite the fact that each product was individual, made by a master, it passed through an internal control, followed by an external one from the city's workshop organizations. In the future, this work will be defined as a phase of rejection.

It was much richer in content, synthetic, more like a "selection" than a "cull". Creativity moved the masters, the masters studied no less than the students. They were looking for paint, soil, Foundation, ideal images and ... they were wrong. Creativity does not spare anyone-neither the great nor the beginners. Had to work for all, especially the masters, by sticking. The concept of "marriage" is not as simple as it seems from the outside. Marriage is not always in sight, the masters got its hidden forms, which manifest over time. "Culling" was not an act as in mass production, but a technology. Today it is difficult for us to look beyond the achieved horizon in the development of mass production. What is clear is that its "rational" form is still more a direction of development than a phase. However, the logic of progress, built on continuity, does not exclude a return to some part that is characteristic of the shop organization. Mass participation should not be a hindrance to creativity. It will eventually reveal a variety under the General "roof" of multiple results. Therefore, it is necessary to

carefully study the production process that has been perfected in the shop form.

Modern culling as an action aimed at standardization dates back to the last quarter of the XIX century. The beginning acknowledges the experience of plants S. Colt, I believe that there is a ro-was born the idea of "standard quality". If we evaluate the system of our version of "quality-standard", it was a subconscious embodiment of Hegel's conclusion about the dialectic of the ascent of knowledge from the abstract concept of quality to the concrete concept of" standard " of product quality.

The Colt was assembled without pre-fitting parts. Specially trained controllers performed pre-calibration and rejected the non-condition, thus speeding up the main-Assembly part of production. The experience of S. Colt at the beginning of the next century was developed in the automobile production Of G. Ford and G. Leland ("Cadillac"). G. Ford, by introducing conveyor Assembly, removed the control of components from the conveyor, logically considering that such work should be done earlier. As a result, the "input control" of compliance with the standard calibers was replaced with" output control " at the adjacent production, which cleared the main production from defects and made it qualitatively cleaner.

Further, the process of standardization went on by improving the achieved, it included the theorists F. Taylor, A. Fayol., And M. Weber. In Alliance with the managers they identified the basic principles of scientific approach to mass production organization: system approach to management; personnel management; delegation of responsibility; scientific labor rationing. The developed production management system went down in history as the Ford-Taylor production system. Having undeniable advantages, the Ford-Taylor system also contained serious defects that had long been "dormant" in its potential. The development of production in the new socio-political conditions of activation of social-democratic interests inevitably pushed the Ford-Taylor system into a dead end. This was also facilitated by technological progress, the process of turning scientific knowledge into a direct productive force. The desire to implement by all means the principle of not allowing defective products to reach the consumer could not but lead production into a technological structural crisis.

This was also driven by the lack of a clear understanding of quality and standard in management theory. They were changed instead of being considered in development. The most noticeable and sensitive was the identification of quality and standard in the field of mass-consumer goods production, where the concept of product quality reflects the dualistic nature of the product.

A product intended for subjective, more precisely, subjective use by a person or a social group must be of objective quality-physically and subjectively-to satisfy the consumer with its physical quality. It is naive to believe that only by advertising the physical perfection of a product, you can cause the consumer to like it. Such a consumer must be subjectively non-existent. Interest in the physical quality of a product can be generated by demonstrating its capabilities, but this is not enough to generate interest in the need to buy it. The product must capture the buyer's feelings, and this process is irrational, deeply intimate in nature, expressing the consumer's individuality. Especially if the consumer is attached to a significant assortment, is picky and fastidious.

The quality of consumer goods is not reduced to a system of physical parameters, but it exists as a kind of core in their quality. And just as the atom is not limited by the presence of a nucleus, so the quality of such goods is not limited by a system of physical characteristics. In contrast, the standard is a purely physical phenomenon and requires a clear description in physical units of measurement. The concept of "product quality" should go through the market, and the" product standard " should be defined in terms of scientific and technical creativity.

Subconsciously, the differentiation of the concepts of "quality" and "standard" came to the end of the first quarter of the XX century, when they felt the insidious absolutization of control over the standard compliance of products. In high-tech, complex production, the share of supervisors exceeded one third of the employees employed at the enterprise, which significantly increased the load on the cost of goods. The price has increased, but the quality has not improved in accordance with the price increment. The buyer was paid for the previous level of guarantees. Quality has become a drag on production efficiency. In fact, there was a contradiction between standardization and efficiency. We had to think about how to improve the physical model of the standard - about new materials, original design and technological solutions. Standard - technical image of product quality. And just as the quality of a product described in words depends on the knowledge and ability to use them, the standard is determined by the capabilities of technical modeling of the concept of quality. The understanding of quality is evolving, and the technical model of the quality standard is also changing. Thinking has its own language and technical creativity has its own language, which is intended to serve as a translator from a scientific language into a technical language that is understandable to production. At the same time, the translator must have a good sense of the organizational and technological possibilities of production, so as not to absolutize the meaning of the idealized model. The image of the model is significant when it fits into the image of production, otherwise the above situation will arise. Good intentions will bring

the organization of production to hell condition. When the desire for total organization of quality control came into conflict with the total goal of improving production efficiency and it became clear that the conflict could not be resolved by any other method, V. Shukhert, who worked in the technical control Department of the American firm "Western electric", suggested shifting the focus of quality management to organizing the dynamics of the production process. Innovation In. Schuchert's point was that he looked at production and the quality of production as movement and in this context understood the main thing as movement: first, achieving stability, and second, the inevitability of deviation from the direction of movement (figure 2). Translated features of the movement on tasks to ka-quantitative result, we got two conclusions: the desired quality can be achieved only under conditions of steady movement of production, therefore, it is necessary to stabilize the production of certain quality parameters (1), and the quality is a generalized process, which really represents a variation. Variations must be enclosed within certain limits (2).

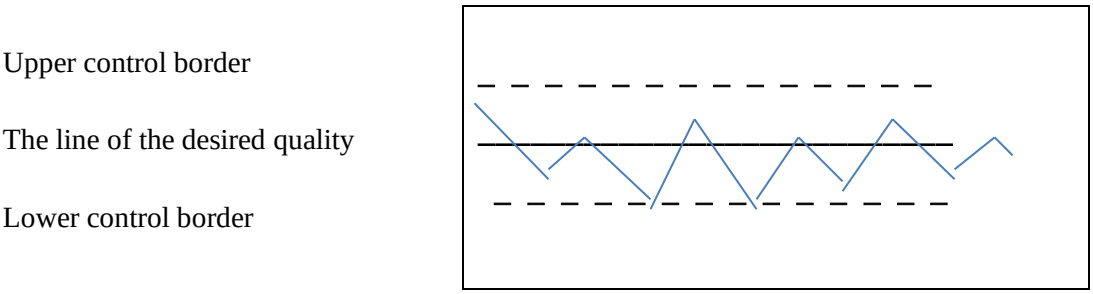

Рис. 2 quality graph

The task of achieving the quality of production has acquired V. Shukhert technical appearance and meaning: it is impossible to avoid variations in the parameters of the resulting quality of products, you need to try to reduce the variation. The quality criterion is the stability of production in the static sense, that is, the convergence of variations with the Central line. One of the most important factors in solving the problem V. Shu-Hert called the restructuring of personal interaction-cooperation, team organization.

V. Shuhart first approached the interpretation of the standard in mass production, presenting the quality of production and of goods statistical form, implying a certain fluctuation, which is called tolerance. V. Shuhart not introduced the concept of statistical model of the standard, but it need formed the basis of his innovative ideas. B. S. Aleshin and co-authors compared the quality management systems of Taylor and V. Shukhert in a table (figure 3), which clearly shows how far management thought has progressed.

Comparison of systems	
Taylor System	Shewhart System
• Establishing product quality requirements • Manufacturing of products • Product inspection • Administrative impact on the performer (fines, dismissal)	• Process quality planning • Execution of works (process) • Control of process characteristics, use and analysis of control cards • Exception for special reasons
⇩	⇩
Each element is performed by different people, which is accompanied by a conflict of interest.	Each element is executed by a team that has a common goal-reducing variation.

Fig. 3 Comparison of Taylor and V. Schuchert systems

V. Schuchert tried to give quality management a human face. He stressed the importance of internal, including personal, motivation. But he did not seek to radically change the position of the worker in production. The alienation of the individual remained essentially the same, so the motivation was supported mainly by the financial assessment of the activity. Researchers of V. Shukhert's experience clearly overestimated its content, introducing into the characteristic such reaction of employees as "joy from getting results"; " pleasure from teamwork, recognition of merits by colleagues and management of the enterprise»; "feeling of importance", etc. Adequate it to say that the method of V. Suharto forced managers to learn what is called the Humanities-governmental knowledge .

The restructuring of the quality management organization has become more significant. The technical control departments were replaced by the quality audit service, which is focused on checking the effectiveness of the quality assurance system through selective control of individual small samples from the total batch of products.

The next step in improving the standardization of production was the concept of "quality management" by E. Deming. It was formed and optimized for almost half a century, from 1950 to 1992. Based on the ideas of V. Schuchert, E. Deming formulated three basic "pragmatic axioms":

• all production activities are reduced to a standard technical process and contain reserves of improvement that need to be identified and mobilized;

* production has two standard forms of existence: stable and unstable, so the solution of specific (current) problems is ineffective, it is necessary to direct the vector of managerial activity to fundamental changes;

• the main responsibility for a failure in the development of production should be assumed by the top management.

The doctrine of E. Deming is well known, it has received wide practical application. We would like to draw attention not so much to the structural divisions that make up the concept, but rather to emphasize the question: what does Deming owe his resounding success, which contributed to the effectiveness of the application of the provisions he developed in the real economy?

The years of E. Deming's creative work fell on two crucial events in the world economy. First of all, the project designed for the omnipotence of technological progress turned out to be a myth. The history of science was repeated in the age of Enlightenment, when it seemed that humanity had found a full-fledged substitute for religion in the face of science. Science is universal knowledge, it will solve all problems. It is only necessary to expand the consciousness of the masses face to science, and to make education scientific and universal. E. Deming first realized and warned that the view that mechanization, automation and computerization will make a breakthrough in the field of sustainability of production quality belongs to the sphere of difficulties in solving the problem of effective quality management, as well as the mood to achieve positive

results in the shortest possible time. E. Deming proposed his philosophy in the form of a "chain reaction" (figure 4).

Fig. 4 "Chain reaction" (by E. Deming)

Comparing the management philosophy of V. Shukhert and E. Deming, to see how much the economy and economic theory depend on the trends of social development. V. Shukhert reflected in his concept the socio-political and cultural mood that developed after the crisis caused by the First world war. Europe and the United States and Canada were having a hard time recovering, because the war of annihilation called into question the dignity of democracy. At the same time, a certain part of thinking humanity tried to rethink the situation and save the image of democratic transformations, believing in the power of the creative principle of homo sapiens.

Economists of the first half of the XX century felt a crucial role in the development of production of the human factor, questioned the rate of Taylor, Ford, Fayol on the technical factor. Before the concretization of the human factor in human capital was still half a century, but, as in nature, in society, cataclysms are more harmful than useful. Revolutions are really locomotives in history, with the correction that it is not the time factor that forms the core of the revolution. Revolutions, whether in industry, technology, science, culture, or social organization, are first and foremost in total, the process of changing the previous quality to a new one. Revolution is identical with the quality of transformation; it makes ideals the standards of practical life. The time factor of revolutionary transformations is secondary and is determined by the concreteness of historical reality. But one thing is important in history-the decisive power of man as a primary historical factor. History is a process of human creativity, though not always successful. Still, even then, there is no one to correct, except the person.

The merit of V. Shukhert and E. Deming was that they stood on the platform of classical political economy, did not succumb to numerous "temptations" - technical, statistical and other. Their logic was characterized by a belief in the historical power of human subjectivity as an individual. Having weighed on the" scales " of history the technique and creativity of the individual, they confirmed that the growth of capital is carried out by a person. Technology is both existentially and functionally dependent on the individual.

And here time worked on the side of E. Deming. The time has come for Japan's rebirth.

The war destroyed the country's economy, but did not undermine the samurai spirit. Japanese nature has taught them to hold the blows of fate. The national will was ready to restore the country to its former greatness in the Pacific region, and the residents of the "rising sun" state were well aware that the path of rebirth lay through the industrialization of the destroyed production potential. They just didn't know how to implement it. At the very end of the 1940s,

leading Japanese specialists United in the Japanese Union of scientists and engineers – JUSE. Within the Union, a group emerged that aimed to study the industrial experience of the United States. It established the relationship between progress in quality management and increased productivity. We tried to understand the mechanism of established communication.

The informal leader of this group was K. Ishikawa is the future initiator of the"Japanese miracle". JUSE in 1950 invited E. Deming to get better acquainted with the technology of American industrial development, but, unlike the Russian reformers of the 1990s-noughties, the Japanese themselves were well prepared. They did not expect a miracle from the Americans, but "information for reflection".

Ishikawa concentrated his thoughts in three conclusions:

• all experimental engineering work must be determined by a statistically adequate. In order to increase the level of knowledge of statistical methods of analysis, at the initiative of JUSE, the industrial faculty of the University of Tokyo introduced a mandatory course "how to use experimental data»;

* dependence on imports of raw materials and food can be overcome only by increasing and expanding the range of exports, and there must be a clear focus on the production of high-quality products, so as not to waste resources;

• it is necessary to reorient the minds of specialists and society as a whole to the management of high-quality high-tech products. Japan did not have a alternative is th way as the financial reserves do not allow you to plan for a total modernization of production. E. Deming was invited to go to the goal not in the American way, but in the Japanese way, moving not from big finances, but from the national mentality, in which the culture of work occupied the most important place.

Domestic demreformers failed together because they knew what to get rid of, but they did not know how to do it in a civilized way and, most importantly, what to replace it with, based on the Russian specifics of reality. The Japanese have already decided what they will do. They only needed a concrete road map, which is why they called on E. Deming as a Navigator or pilot. E. Deming was paid for lectures by the Japanese, and our" foremen " were paid by sores. The Japanese saved the national prestige, while our people cut down the national historical roots and stole wherever they could. It is not surprising that the Japanese 30 years later (by the beginning of the 1980s) produced 40% of the world's production of color TVs, 75% - transistor receivers and 95% - video recorders. Russia thirty years later still can not restore the destroyed potential.

The ideas of Deming, Ishikawa, and Juran were realized, confirming the importance of counter-courses of the national interest movement and innovative, creative, and creative thinking of unbiased, honest specialists. The "Japanese miracle" is a product of interaction of scientific thought, critical analysis of the production experience of advanced economies and features of the Japanese national identity. Ishikawa, Deming and Juran happily met in the very place and at the time when the situation matured and objectively – it was necessary to save and return the economic potential of the country and subjectively-the Japanese nation has a high and United responsibility for its image. Only the Japanese team that lost the 2018 world Cup match in the last seconds. I cleaned up my locker room and left a note in Russian with a single word: «Thank You». Of course, this fact has no direct relation to the subject of our research, but it is indicative as a characteristic touch to the national character.

Stations are decision stages, where certain actions are performed in the sequence specified by the movement organization. Components of the problem at the stages of Development.Juran called them " basic phases." The Scheme Th. Jurana is still relevant as "information for reflection". We give it (figure 5).

Stage of solving the problem	Components of the problem (phases)
Development of the main provisions of the project	1. drawing up a list of problems and identifying priorities. 2. Defining the composition, responsibilities and powers of working groups
Diagnostics	3. Analysis of symptoms 4. The articulating versions 5. Verification versions 6. Identifying the causes
Finding solution	7. Search for optimal solutions 8. Development of necessary measures 9. Overcoming resistance 10. Implementation of solutions
Retention of achieved results	11. Checking the effectiveness of implementation results. Regular comparison of the achieved results with the planned ones.

Fig. 5 phases of problem solving (by Y. Juran)

The philosophical concept is revealed in the verbal form of definition. The word has a special meaning here. Words should be few and many, even so much that they convey the essence of the quality. The essence of quality is not what is indicated in the guidelines, not a list of essential features, but their systematic coexistence. The quality of the product plays – indirectly through the identity of a physical substratum – the nature of the market as structure of the two subjects – producer goods and consumer goods (the sellers are infrastructure and do not count). A commodity is only something that is needed by someone other than the manufacturer, therefore, along with the physical component, there is a consumer interest in the quality of the product as a superstructure above the physical basis of the phenomenon.

It is impossible to manage a philosophical category; it is used to develop a route of practical action, as a Navigator of movement from an idea to a subject (organizational) result.

The quality of the product, after a balanced determination, must be translated into the form that corresponds to the production process, expressed in symbols of technical management of production, and turned into a standard. Then the history of standardization begins. The concept of "quality" is revealed in dialectics and is governed by dialectics. The concept of "standard" implies management at the production level. It is described physically, chemically, biologically, ecologically, hygienically and, finally, mathematically. At the level of the standard, a model is formed – physical and mathematical, and a systematic approach prevails. The future of standardization management is in the system approach.

Let's illustrate this with an example of a product produced by light industry enterprises. The assortment of products is so diverse and significant that the possibility of skeptical perception of our example is close to zero and there is enough reason to neglect it.

Let's start with quality as the highest form of abstraction when defining a product. Quality is that the absence of which makes an object pointless from the point of view of its existence. Those who are in the places of sale of light industry products, at exhibition demonstrations, have a feeling that the vector of creativity is one – to create something different, unlike. The fan has limitations, and creativity has no limits. The feeling is false, the limit is hidden in diversity, as Thales said:"everything is in one". We must always remember this and keep the quality in creativity in the form of a collecting orientation. Shoes, socks, stockings, tights are not similar to each other in appearance, but they are all of the same quality - they serve as clothing for the legs and hands, that is, they are clothing in the broad sense of their quality. The head, individual parts of the head, face, and torso have their own clothing. There are different levels of clothing – internal, external. Legprom protects the person and ennobles his appearance. It so happened that the evolution of man, having deprived him of much of the natural means of protection, forced him to solve the problem artificially.

Manufacturers in search of a new product must be guided by the requirements of typical product quality, due to the quality of the item. Clothing should contribute to the preservation of natural forces (health), protect from the effects of harmful factors, be, if possible, light, elastic, do not constrain movements in their natural expression, breathe with the skin, minimize the disadvantages of physical development and be mass accessible.

Then the second level of the concept of product quality is formed, which ensures its consumer appearance. This "quality" has a subjective basis, represents the spiritual development of the consumer, his personal status. The subjective side of the product quality complements the objective quality of the substrate, it tells it what the product would lose its consumer significance without. Combined in a General image, the objective and subjective sides of the product quality represent the subject specificity of quality (figure 6).

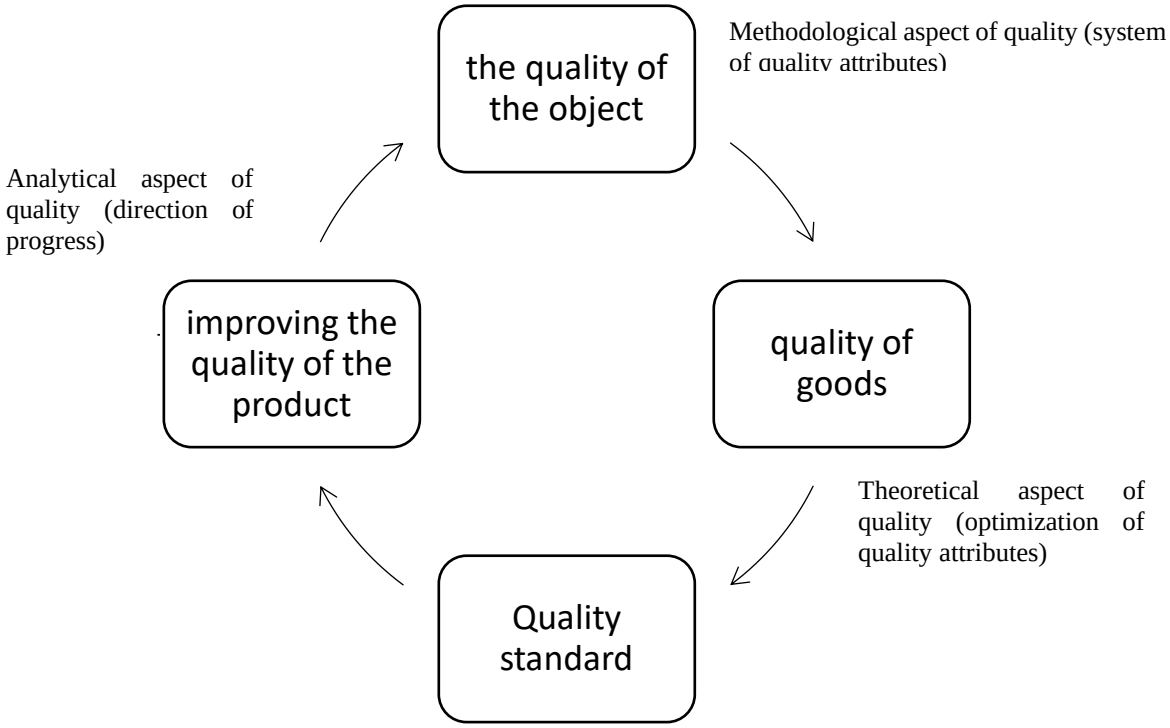

Fig. 6 Route of ascent of quality in the process of reproduction.

In this capacity, the philosophical interpretation of quality is combined with an economic and technical representation. Quality, loaded with commodity specifics, is transformed into a production standard that assumes technical and mathematical expression in the form of a quality model. The circle of movement of quality from the abstract to the concrete expression is exactly half completed. The second part of the product quality history begins: comparing the product with the ideal one, improving the standard (model) in accordance with the quality requirements of the item.

Conclusion

B. S. Aleshin and his colleagues restored the" road map " for the revival of the Japanese economy as one of the world leaders in the quality organization of production . We are more interested in the lessons of movement of Japanese specialists to the goal. They are quite enough to not pass by, but this is a feature of our fans to steer the economy on the American lotsiyam after Gaidar and his students. They do not like it when something does not want to move in the rut of a liberal economic theory that weans the state from production. So, what does the Japanese experience teach (it teaches, that is, directs thought, and does not write prescriptions):

* quality is time, years of consistent, strenuous work, coupled with the need to collect and analyze creative approaches;

* quality is the product of interaction with the consumer based on partnership relations of mutual respect. The consumer is understood very broadly, including all participants in production;

• the totality of the participation in achieving quality results;

systemically established audit control;

• a key role in ensuring the sustainability of the quality of work of masters and foremen, their continuous retraining in various forms, including special programs of national and regional television;

• special attention to the mobilization of physical, moral and creative abilities of employees;

* promotion of quality and its key importance for the development of production;

• finally, what infuriates liberal managers is the need for a consistent state economic policy, especially in the production of export products; mandatory state certification of products for other countries.

Attempts to sell non-certified goods outside the state are considered contraband. State support for exports, assistance in promoting goods to the world market. As a final touch in the Japanese quality management program, it is advisable to consider the idea of dividing problems into sudden and chronic, proposed by Y. By Juran. It is not possible to foresee

all possible problems in planning and therefore it is not necessary. It is enough to have mobilization reserves that ensure the stability of the movement. The goal should be chronic problems that have become part of the organization-in fact, disorganization – of production. Chronic problems are often latent, as if they are adapted by production. It is no secret that there is no waste-free technology, so tolerances are a natural state of quality management. Orders, resolutions, appeals, slogans are powerless here. Once chronic problems have become part of the organization of production, then overcoming them must be carried out within the established order. Juran presented the process of solving chronic problems as a kind of "road map" of traffic with four junction stations. Stations are decision stages, where certain actions are performed in the sequence specified by the traffic organization.

In the 1970s, Japan's expansion in world markets reached such a scale that the "Japanese miracle" appeared to the United States as a "Japanese threat". The success of Japan in the production of high-quality and relatively (with the Americans and Western Europeans) inexpensive products in the range of high technologies made it necessary to re-actively engage in the theory of quality management. The time has come for the author of the program "Zero defects" F. Crosby. Taking Deming's experience as a basis, Crosby developed his "Thirteen points". The development of Crosby's ideas was the program of A. Feigenbaum. As a result, Total Quality Control (TQC) was formed, from which all subsequent quality standardization systems grew. Was it finally possible to build a unified basic model of quality management based on the standardization of organizational and managerial actions? Yes, the comprehensive program was developed and tested by international practice. As for its systematic assessment, we would refrain from a positive conclusion here. There is still a lack of clarity in the interpretation of the concepts of "quality" and "standard".

International standards ISO 9000-2000, domestic GOST 10 57189 2016 / ISO/TS 9002-2016 is a linear continuation, that is, in fact, a rationalization of what has been achieved. It is necessary to Refine the methodological foundations of the theory of quality and standardization in accordance with the new requirements formed at the stage of post-non-classical development of science. First of all, separate the concepts of "quality" and "standard" in order to find out the hierarchy of their relations and combine them in a new approach to solving the problem of quality management. For clarity, we will repeat: "quality" is a philosophical category, its use in a non – philosophical context-scientific, scientific-practical, practical – is a logically legitimate phenomenon with the clarification that it will not bring direct pragmatic benefits. It is necessary to descend from the height of philosophical generalization to the level of practical action, to transform the concept of quality, filling it with a specific content that reflects the specifics of the subject activity,in our case, the production of commodity products in mass production. The philosophical concept is revealed in the verbal form of definition. The word has a special meaning here. Words should be few and many, even so much that they convey the essence of the quality. The essence of quality is not what is indicated in the guidelines, not a list of essential features, but their systematic coexistence. The quality of the product plays – indirectly through the identity of a physical substratum – the nature of the market as structure of the two subjects – producer goods and consumer goods (the sellers are infrastructure and do not count). A product is only something that someone needs, other than the manufacturer, therefore, along with the physical component, there is a consumer interest in the quality of the product as a superstructure above the physical basis of the phenomenon.

It is impossible to manage a philosophical category; it is used to develop a route of practical action, as a Navigator of movement from an idea to a subject (organizational) result. The quality of the product, after a balanced determination, must be translated into the form that corresponds to the production process, expressed in symbols of technical management of production, and turned into a standard. Then the history of standardization begins. The concept of "quality" is revealed in dialectics and is governed by dialectics. The concept of "standard" implies management at the production level. It is described physically, chemically, biologically, ecologically, hygienically and, finally, mathematically. At the level of the standard model is formed, both physical and mathematical, and is dominated by a systematic approach. In the system approach, the future of standardization management. Let's illustrate this with an example of a product produced by light industry enterprises. The range of products is so diverse and significant that the possibility of skeptical perception of our example is close to zero and there is enough reason to neglect it. Let's start with quality as the highest form of abstraction when defining a product. Quality is that the absence of which makes an object objectless from the point of view of its existence. Those who are in the places where light industry products are sold, at exhibition demonstrations, have a feeling that the creative vector is the same – to create something different and different. The fan has limitations, and creativity has no limits. The feeling is false, the limit is hidden in diversity, as Thales said:"everything is in one". We must always keep this in mind and keep the quality of our work as a guide. Shoes, socks, stockings, tights are not similar to each other in appearance, but they are all of the same quality - they serve as clothing for the legs and hands, that is, they are clothing in the broad sense of their quality. The

head, individual parts of the head, face, and torso have their own clothing. There are different levels of clothing – internal, external. Legprom protects the person and ennobles his appearance. It so happened that the evolution of man, having deprived him of a significant part of natural means of protection, forced him to solve the problem artificially. Manufacturers in search of a new product must be satisfied with the requirements of typical product quality, due to the quality of the item. Clothing should contribute to the preservation of natural forces (health), protect from the effects of harmful factors, be as light and elastic as possible, do not constrain movements in their natural expression, breathe with the skin, minimize the disadvantages of physical development and be massively accessible. Then the second level of the concept of product quality is formed, which provides its consumer appearance. This "quality" has a subjective basis, represents the spiritual development of the consumer, his personal status. The subjective side of the quality of the product adds to the objective quality of the substrate, it tells it what the product would lose its consumer significance without. Combined in a General image, the objective and subjective sides of the quality of the product represent the subject specificity of quality.

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ON THE IMPORTANCE OF IMMANENT FEATURES FOR EFFECTIVE ECONOMIC PLANNING OF PRODUCTION OF COMPETITIVE PRODUCTS

Abstract: *In the article, the authors consider the importance of economic planning for the effective production of import-substituting products with the mandatory use of the systematic use of the concepts "consciousness" and" reasonableness " to guarantee the successful production of popular and competitive products. To achieve these goals, manufacturers need to rely not on policy, but on the results of scientists who form effective ways of economic development of the country. Only in such a Union, the enterprise is guaranteed its financial stability and obtaining high technical and economic indicators.*

Key words: *immanent features, planning, reasonableness, consciousness, social structure, structure of relations, measure of measurement, level of improvement of enterprise activity, competition, import substitution, manufacturer, methodological basis, system analysis, economic growth, socio-cultural effect, labor potential, demand, competitiveness, profitability, demand, profit, financial condition.*

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Introduction

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Man became aware of his intelligence and its advantages much later than homo sapiens. The understanding of reasonableness seems to have been influenced by the development of economic activity, specifically, in the historical period when the process of diversification of socially important labor began – producing labor significantly displaced gathering, from among the hunters of products of purely natural origin, those who tamed and managed domestic animals, and farmers who first tested the design potential of reasonableness were distinguished.

It is still extremely problematic to build a productive way to get the desired result in the conditions of the domination of the natural order that was established long before your appearance, and in the early period of the history of human activity it was almost hopeless. Nevertheless, it was then that what can be defined as proto-planning or arch-planning was born. Man has turned on the reserves of his intelligence.

Reasonableness – the ability of a person within the framework of systemic relations with the natural environment to complete the animal (biological) form of subordination to nature not only by the art of adaptation, but also by transformation.

Planning was born in the process of mastering the advantages of human intelligence. And here it is necessary to clearly dialectically contrast intelligence and consciousness as the specific characteristics of modern man. Reasonableness is primarily a biological feature, consciousness is its concrete historical development in the conditions of the social form of human life, a kind of way to realize the potential of reasonableness. In this connection, the systematic use of the concepts "consciousness" and" intelligence " differs. "Intelligence" is part of consciousness as a tool for building the latter. Intelligence has separated man from the totality of biological species, consciousness has allowed him to develop into a modern man and build his own human, social structure of relations, thanks to the ability to anticipate and plan, and by planning, to anticipate possible – desirable and undesirable-results.

Planning is an attribute of an activity, one of its qualitative features. It is twice as qualitative: both as a qualitative sign of activity,and as a measure of the level of perfection of activity. The art of planning shows the active side of homo sapiens. To a certain extent, this is a sign of the highest state of activity. Attempts to contrast planning and creativity are nothing more than a desire to limit the universality of planning, to simplify the nature of human intelligence. It is also a mistake to contrast planning with freedom of competition. Both creativity and competition are ways of manifesting activity, so they must contain all its attributes. Another thing is that the General is realized through the special and therefore in its reality is specific, concretized. S. V. Kovalevskaya ventured to the original solution of the problem of describing the rotation of a solid body with a shifting center of gravity-aerobatics in mathematics, according to the Paris Academy of Sciences, available only to L. Euler and J. Lagrange, planned her actions both in terms of subject and time, meeting the deadline. Even the ancestors of the current apologists for the fight against the planned economy - the pioneers of the development of the riches of North American lands – cowboys, who are considered to be free from everything, planned their actions within the limits of available knowledge.

In 2019, the world economy grew by three percent, the EU economy added about 2 percent, and did not lag behind its Western neighbors and the Russian Federation. The indicators can be qualified as satisfactory based on the conclusion of science that the basic indicator of social development in the conditions of ecosystem tension caused by exploiting technologies in industrial and agricultural production is the stability of growth, and not the absolute value.

Slowing down the growth in production may not be desirable in the context of present, present existence, but it is necessary as a temporary measure. It is more important for modern humanity to buy time, to give nature hope that the global nature of the environmental problem can be solved without a global cataclysm. Both nature and humanity have reserves. Now it is important not to increase the pace of production development, but to have time in the "reserve time" to develop sparing technologies and rebuild production on them, especially material and energy-intensive, with open cycles. The fate of humanity will depend on how intelligent it really is. It seems that homo sapiens is being tested for survival again, with the difference that this time it has forced nature to test itself for viability. Climate change is already calling into question the advertised possibilities of technological progress to protect people. Humanity as a whole does not yet feel this danger, but it already frightens the inhabitants of certain places, regions and continents, who recently looked prosperous.

The analysis of the situation is directly related to the Russian Federation. We will also have to move in a short time from the idea of absolute mass production and gigantomania in the centers of sale of goods to the relativity of subordination of the economy to the principle: "meet the customer's needs here and right away." The manufacturer must know his customer "in person", only then will the production costs acquire a rational scale and everyone will be happy: nature, the producer, the consumer. The functions of trade will also change, and it will become an industry that provides direct communication between the consumer

and the manufacturer. The market will be forced to invest in science in order to have a real picture of the state of the market, to know the trends of the current movement of interests, consumer purchasing power, to be ready to promptly provide routes of goods from "porch to porch", to solve logistics tasks on the ground in real time. The "consumer society" will gradually return to the" production society", and consumption will again be closely linked by the public consciousness with participation in production. Fake labor – the product of the virtual part of "production" - will be reduced, fake workers will be legalized and will work for their own future.

Big science, through systematic analysis, is designed to determine the optimal rate of economic growth on the scale of national, regional, continental and global progress, and not a phantom "world government" acting in narrowly accumulative interests.

At the beginning of the third Millennium, the most urgent question is how to optimize the organization and management of production development in the priority of consumer interests and environmental safety.

In underestimating the strategic scope of planning, there are evils born of an understanding of reasonableness, and ultimately defects in the reasonableness of those who are behind attacks on the universality of planning. In relation to planning, one can easily trace, first, the lack of panoramic thinking, and secondly, its ideological orientation to the narrow format of utilitarianism as a perverse progmatism.

The ideological pluralism that replaced the Communist ideology must be considered critically. The right to work is not the same as guaranteed employment. With the right to work, you can remain unemployed and complain has no legal meaning. Something similar is observed with ideological pluralism. The guaranteed right to adhere to the ideological concept that is closer to the values of your consciousness is blocked in the information society by ownership of the official and most significant sources of information. The Internet with its "toys" is portrayed as a competitive means of ideological monopoly, but in reality it is not. It is fair to compare ideological pluralism to a large river, for example, the don. A large river is not born big, it is made by it as small rivers and streams flow into it, the traces of which are dissolved.Rostov-on-don, by and large, is not on the don, but on the totality of water sources United in the Don. Only, all these sources will remain anonymous in Rostov. To the question: what is the river? The answer will be short: Don, and it will be on the map.

Pluralism is usually dominated by one thing that reflects the balance of power provided by economic interests and financial resources. Now the mass media, General and professional education programs, and pop-cultural practices are inducing the formation of a worldview in the direction of liberal values. At the same time, few people say that modern liberalism is not the democratic one, under whose banners the Europeans stormed the citadels of absolutism, and the bourgeoisie of the XVIII – XIX centuries won the historical right to build social relations required by the specifics of capitalist organization of production.

The founders of political economy as a science - A. Smith, D. Ricardo, D. Hume, J. Sismondi were based on the systemic value of labor in any production system, and were the first to realize the increasing importance of the qualification component of labor in connection with the scientific and technical equipment of the industrial form of labor organization, which manifests the reasonableness of human status. Capital, in order to reach its potential, had to grow in freedom of promotion, and the freedom of capital movement had a prospect only in the conditions of freedom of the subject of labor, its social independence, formalized in legislation and guaranteed by a new type of state. They were socially oriented liberals, the concept of "people" for them had a concrete historical meaning of the totality of people whose lives were determined by the development of production. Science, the subject of which was the organization and meaning of production and economic activity, was expected to protect the producer from arbitrariness.

The revolutionary bourgeoisie emphasized the value of fairness in distribution – remuneration in any form should be tied to the quantity and quality of labor, and the place in the managerial hierarchy of production. It is no coincidence that A. Smith drew attention to the fact that the correlation between productivity growth and remuneration is widely violated. In the spirit of the times, a Scottish scholar attributed this to the moral decline of property owners. Sismondi, in his famous work "New principles of political economy" (1819), argued in favor of regulating economic competition and the balance between supply and demand, and initiated social reforms as a law of production development. His ideas were later guided by the classic of the XX century, J. M. Keynes.

The outstanding achievements of the classics of political economy should be attributed precisely to what the learned economists, who guard the interests of the present heirs of the revolutionaries – the bourgeois of the XVIII-XIX centuries, strive to carefully disguise:

* the fundamental position in the production of labor that can be specifically measured in the product produced;

* development of the theory of value in relation to such work;

* freedom of the producer as a necessary condition for the development of production;

• productivity is a crucial factor in the development of production, and the improvement of labor productivity is due to the division of labor,

which also facilitates the introduction of scientific and technical achievements into production;

• the goals of the economic movement are only partially located within the development of production, the main goal is determined by the systemic position of production itself in the life of man and society. Production is a tool for solving problems of social and personal development, therefore planning should be socially and culturally oriented.

It is interesting that all the leading theoretical economists of the EIGHTEENTH and early NINETEENTH centuries were noted in the history of thought as philosophers. So far, no one has tried to explain this fact, apparently believing it to be irrelevant. Vainly. The combination of philosophy and Economics in research turned out to be a tradition of later times – Proudhon, düring, Marx, Engels, mill, Spencer, the list can be continued. The essence of the explanation of this Union is in the specifics of the epistemological and methodological purpose of philosophy and science. Philosophy is more focused on the discovery and definition of development problems, science-on ways to solve them. Hence the normative nature of scientific knowledge. A. Smith and his contemporaries saw first of all the problems of the economic movement, that is, they showed their philosophical talents, then took up their scientific understanding.

The need for planning in the economy was initially discussed exclusively in the context of its optimization, because planning was provided for by the rational nature of the organization of production. Planning was a phenomenal expression of management, and management was an attribute of production. In the names of numerous studies of D. Ricardo, which served as material for his heirs-worthy and doubtful, there is no word "planning", but the content of the works is built as a superstructure over the process of planning appropriate actions of the economic order. Especially the British economist D. Ricardo was interested in pre-planning - a set of calculated operations of thinking that preceded planning at the stage of determining the subject actions-choosing the direction and nature of participation, and when evaluating the results, when planning subsequent actions.

The freedom of economic choice was not opposed to planning by either S. Smith, D. Ricardo, or Sismondi, and planning was not considered an action incompatible with economic freedom. They interpreted freedom within the framework of the political conditions of life, that is, in the spirit of the ideological positions of the class that solves the historical task of changing the socio-political, economic and cultural structure of social relations. It should be noted that a certain degree of progress was also characteristic of the methodological foundations of scientific research. They contained some limitations, but it is not difficult to see that these defects were actively overcome when it came to scientific calculations.

Unlike most of their descendants-current scientists of Economics, the classics of economic science sought to involve in economic analysis not so much mathematical methods and narrow content of the concept, but rather the fundamental categories of economic science. Their talent built a theoretical basis for science-specific analysis. In essence, the progress of scientific economic knowledge in the twentieth century was a superstructure on this basis, and what came out from above is more like the tower of Pisa.

Intensive discourse on the content of basic political economic concepts in the NINETEENTH century is not difficult to explain, the birth of a new theory requires methodological advances. To understand what the mechanism of pendulums of the clock should be, Huygens had to independently complete mathematical analysis in six directions. A. Smith, being a pioneer in economic theory, solved methodological problems and could not divide the purchased labor with the spent. Smith's mistake Was corrected by d. Ricardo, explaining that his predecessor did not notice that the cost of the product should be taken into account and the cost of production and operation of equipment. At the same time, D. Ricardo himself did not consider the cost of producing raw materials.

And Sismondi, and Smith, and Rikordo the cost was estimated by the relationship the main things. Historically conditioned relationships of people remained for them as if on the sidelines. Hence the inconsistency in understanding the political essence of industrial relations and their class character. For them, production was a stage where the production scenario unfolded as a relationship of partners. Some had the capital, others were able to do things. Everyone-part of the common cause. In this combination, the political essence of the economy is reduced to the basis of organization, development planning and distribution, that is, simplified to the level of expertise, moral responsibility and decency of the participants.

What does the above have to do with the theory and practice of modern planning? Straight. The previous analysis serves as a basis to assert that the effectiveness of the practical part of planning is directly dependent on the quality of theoretical understanding, which reflects the natural nature of the origin and development goals of production. The quality of the planning theory is determined by the methodology of its political and economic equipment. Planning shows the level of depth of knowledge of the economic process that requires management, and the degree of reasonableness of management actions. The latter needs special explanation.

Intelligence, as a phenomenon, has a double interpretation. In the philosophy of the past time and in the new century, "intelligence" was understood and is understood as an independent phenomenon that

implements the identity of thinking and being, for example, in Hegel, the expression of this was an absolute idea; or it is considered as a unique ability of the subject - the highest level of the ideal ability to reflect reality. The characteristic of this level is determined by the adequacy of reproduction by thinking of what is happening outside of it.

Reasonableness is a guarantee that you can get a perfect copy of objective reality. The task of thinking with intelligence is to transform an opportunity into an appropriate result. The process of cognition-reflection of reality by thinking is natural, so it can and should be planned. Here the main condition for obtaining a product is to conform actions to the nature of the object. There are many obstacles on the way to the truth, both related to the specifics of the planned action and the specifics of the thinking itself. Thinking is capable of knowing the truth, but it also tends to move in a false direction, which may be a delusion, or may be deliberate in order to fit the result of someone's interests, or be the result of moral dishonesty.

Most of the flaws in the search for the right solutions to economic problems have fundamental foundations, they are associated with a single-sided understanding of the functions of economic research, in particular, the sequestration of the political essence of economic science. Planning as a tool is considered on a utilitarian scale, allowing you to simplify the process, leaving out everything that is not directly related to production.

The essence of economic transformations in Russia in the 1990s and their continuation in the "zero years" of the twenty-FIRST century was to remove responsibility for social development from the economy, which meant contrasting the economy with social policy. Politics is the business of the state and its institutions, and the new owners should only be engaged in production. In addition to what was traditionally considered non-economic, there was no less than what was traditionally referred to as the economy. All the additions were taken out by the new owners for "staff", considering all this to be production support, in other words, its infrastructure. And so we grew up sort of oligarchic capitalism: mastering with the help of the state's most cost-effective property, outright theft through raids, the induction with the help of his people in a state of political activity in the direction of the objectification and legitimation of the "new economic policy".

Corruption is not the abuse of official authority in their own interests and not providing for bribes profitable economic projects, corruption is the fusion of business and government. Such a rich country as the Russian Federation could not become poor in ten years due to irrational economic policies and miscalculations in the organization of planning. Poverty did not come for economic reasons, it was the result of the usurpation of power by political clans that expressed the economic interests of those who wrongfully became the owners of national wealth. According to clearly understated statistics, at least 71 percent of the resources are currently controlled by one million owners, and 140 million even the remaining 29 percent can not be counted on, because the economic "reforms" that began in the 1990s are continuing.

Economic violence was carried out under political and ideological cover. The demreformers carried out a gigantic Scam, masking their actions by the need to fight decisively against the centralized planning model. Realizing that their own practice and theory was doomed to failure, the initiators of the collapse of the socialist economic system of the image was in a hurry to get to use by the people of this great country and scattered around the world, hoping to find shelter from its enemies.

The" scholarship " of the reformers was so high that it did not suggest to them the most elementary thing - the idea of socialism has long since become a political program in various parts of the world, including government parties. Socialism attracts by its concentrated expression of the logic of social progress and the meaning of the systemic position of production. The concreteness of socialism reflects the specificity of historical time and national history. In the socialist orientation and organization of production, the systematic beginning of social life – the dialectic of the individual and society-is crystallized.

Society is a form of reality of human existence, but the reality of human existence exists and develops only thanks to the three hypostases of the individual. Social history begins with the individual, he is its main subject of promotion, and it is the goal of social progress. Production is intended to be the economic base of social practice aimed at creating socio-cultural conditions for the comprehensiveness and harmony of the human personality.

The economic policy that defines the image and purpose of planning may be different, but all this political and economic diversity is ultimately decomposed into two sets of actions. The first row is formed by programs that Express private interests and focus on the social benefits of representatives of these groups. Typical cases of such economic plans are the political programs of trump in the United States and Macron in France. These programs are real, but not historical. They focus on one side of production - stimulating its growth, but do not define the other - the final goal of the system status of production. The systemic place of production in social progress is being deflated. Let's repeat: production is a way of personal development. Through participation in production, the individual earns the reality of his existence and it is natural to wish that the way of his existence is development as the only opportunity to realize potential talents.

In terms of the genius of Hegel, economic planning is divided into "real" and "reasonable", aimed at creating conditions for personal satisfaction with their development, and "situational", that is, beneficial to those social groups that create this situation in their private, rather than historical interests. Such a reality is possible, but it lacks the "reasonableness" that reveals the logic of social progress. Here you can get temporary and private satisfaction, for which all other generations will have to pay handsomely.

Actual history will necessarily pave its way through this kind of economic "blockages". But the" tax " of historical logic on the illogicality of human economic activity is very high. When they say: "measure it seven times, then cut it off", then, in comparison with the" tax " on the unreasonableness of economic policy, this ratio seems modest. There are calculations showing that for every year of "market" - criminally arbitrary planning practices-the country can pay for an eighteen-year recovery.

The "pawnbrokers" of the 1990s did not win the planned economic development on a national scale. They were more active than the "masters" of the 1980s, confirming an old truth: history requires an active attitude. Naturally, the difficult history of the Russian Empire and the USSR did not deserve the continuation described above. Russia's economic status had to be activated in a different way. Russia will have to spend a lot of effort and money to restore its international prestige. Politicians like to write about how bad Americans and NATO deceived the first Presidents of the USSR and the Russian Federation. Much less common are analytical materials showing how Gorbachev and his company and Yeltsin and their associates deceived those in the world who looked with hope at the fate of socialism in the USSR and not without reason counted on an Alliance with the new Russia.

It would be interesting to go step by step along the route of the "road map" of the reformers of the 1990s, if only in order to bring their heirs to reason, who, two decades later, are not appeased by the current political liberals. Follow how they were looking for a replacement for the previous practice of economic planning, completely ignoring not only the national identity, which could somehow be explained, but also the specificity of the historical process. In search of a possible model, domestic engineers and economists went through States from all continents. However, it is still unclear what should happen after the "transition period"ends. What economic order we have to prepare for. The arrow is able to transfer us to capitalism, however, here we are a century and a half late, and to socialism, which seems to have renounced. Let's try to analyze the current situation the situation, using objective grounds.

Despite the differences in particulars, economic reformers remain within the General framework of the goal – to clear the planning of economic construction from social aspects. If the banners of the revolutionary bourgeoisie were written liberte, which gave the name to liberals and demanded that the state grant civil liberties in full, the liberals of the new generation want to get freedom by removing the state from active participation in the development of production through planning and control. They are trying to decentralize the management of the economy, remove social responsibility from economic activity, forcing only the state to be socially responsible, while doing everything possible to prevent the actions of the state that lead to an increase in the social burden on the economic system profit. As a matter of fact, liberal - leaning economists strive for a special freedom and privilege of their status within the state. Any objectively reflecting analyst will see a clear historical illogism: the founding liberals, who laid the Foundation of the liberal ideology, clearly identified the main value of liberalism – equal freedom for all, as a necessary condition for social responsibility, and their successors in the twenty-FIRST century are eager to be free enough to not be responsible for social progress. By and large, this is nothing more than a 180-degree reversal of the model of social inequality. Social equality is built not only by the state as political subjects, but also by all other subjects of society. Even more than the state, they are obliged by their social status to be responsible for the exercise of constitutional freedoms. Redundancy in the liberal interpretation of the foundations of social relations can easily be forgiven. Smith, convinced of the system-forming status of morality, but after it became clear that morality has a historical appearance and is formed under the active influence of the economic basis, is not a unitary entity – several varieties of morality operate simultaneously in society, it is immoral to separate the economy from direct participation in socio-cultural improvement, positioning its progress as a self-movement, and plan to purge it from the socio-cultural load. The idea of "infrastructure" is possible and expedient acquisition of science, but not in the case of the economic movement.

Human intelligence has its own special history, but it is absurd to deal with it separately from biological evolution and the sociobiological continuation of natural history. Before human intelligence appeared as the special intelligence of liberal economists infected with the idea of reformation, it was itself a derivative product of labor activity, that is, the formation of economic reality.

The actual history of the mind is embedded by a natural historical process in the history of the development of what was eventually called the economy, therefore, the socio-cultural progress that reveals the potential of human intelligence must belong immanently to the economic movement. The concept of "superstructure" does not characterize some artificial structural addition to the main

structure, it helps to understand the architecture of a monolithic structure. How not to portray the first floor and second don't call first, you won't be able to get rid of its structural unity, the second will be considered on the first and second will, thanks to the first: not the first, there will be no second. But the first without the second is quite independently real. Labor history has a natural beginning in the life of animals. It was in the world of animals that nature "worked out" the model of human reality and "realized" that without achieving a socio – cultural effect in such practice-psychological progress; the transformation of intelligent thinking into conceptual thinking through the development of abstract ability; the establishment of the significance of a holistic perception of the world based on imagination and the strengthening of the social value of responsible behavior - that is, the formation of intelligence, labor will not be able to realize its potential. The history of labor, developed into a history of production, which became the special object of scientific analysis, which gave the subject of Economics is the story of a single interdependent process,sostoyaschego activity and its social and cultural support.

The problem can only be the extent to which the socio-cultural factor is economic?

Trying to be smarter than everyone else, liberal economists were both above science and above the achievements of a philosophical understanding of the reality of human existence. In the interests of business, they decided to reconstruct the logical structure of the system of social existence that has developed historically. To simplify the basic part of the social structure – to separate economic activity from socio-cultural activity, regardless of the objectivity of relations or the regularity of development. To this end, the reformers came up with a new scheme – to close the socio-cultural sphere to the state.

The state does have this function, but it is not the only responsible social entity. Intelligence and sociality are the immanent attributes of all that constitutes social life. An attempt to get rid of" super – economic " loads, referring to the need to rationalize and optimize the structure of relations - to change the directness of relations to mediate; economic policy – we are taxes to the state, it works out socio-cultural responsibility for us-is a typically egoistic move. The goal here is obvious, and it is, unfortunately, not to make production more perfect, but to pay less for the right to produce, leaving yourself a larger margin. One example to illustrate: the first libraries, cultural institutions, and in many places schools in Siberia appeared only with the construction of the railway and with the help of the railway. Builders, railway workers and railway managers considered these activities do not burden the infrastructure, on the contrary, for them it was the Messiah of a new kind of transport. Compare what Russia received from the reform of railway management in the 1990s-2000s: only in the 1990s, the length of Railways in the Russian Federation decreased from 87,200 km to 86,000 km. The reformers did not build anything, they closed traffic along the rockade roads, sections connecting settlements formed on the sites of large-scale development of wood and peat, with the main course; they stopped the maintenance of socio-cultural development of residents, including railway workers. Thousands of localities and millions of people have lost their steady access to regional and regional socio-cultural benefits. Planning turned exclusively in the direction of switching to full self-financing, which meant one thing- "optimization of the economy" by reducing expenditures, primarily "non-productive", which included the socio-cultural complex. In words – in speeches and publications – the leaders called for mobilizing reserves to create sufficient conditions for the development of "human capital" as the main resource for the progress of production, but in fact it turned out to be quite different. The official apparatus did not deprive itself of the advantages of socio-cultural support. Full self-financing in the Russian Federation during the full transition to the new economy was extremely simple in the planned context: not so much to increase labor productivity through scientific and technical equipment of production and the creation of socio – cultural conditions for the growth of human capital, but to "optimize" expenses. Before the reforms of the 1990s, there was a long queue "for the driver", the reform reduced it and led to a deficit. There are many places, especially in Siberia, Transbaikalia and the far East, where the railway service would be depopulated if people had other jobs.

Railways are our main national mode of transport. Russia and the Soviet Union grew Railways, built them actively socio-cultural equipped, thinking about people. Socially and culturally equipped people-value in the state number 1, even Catherine the Great complained: I would be happy to build an enlightened society, but we do not yet have an enlightened people. Planned railway construction since the 1840s; Nicholas I personally appeared as a domestic hamlet-solved the problem:" to be or not to be " Railways. The court dissuaded the Emperor, persuading him that the Railways from Europe will roll revolutionary evil spirits, and in General our climate makes railway construction unprofitable. Scientists and entrepreneurs, cultural figures actively advocated for the railway future of the country. The destinies of economy and culture were still United in economic policy, revealing the dialectic of interdependence in planning economic and socio-cultural interests. The reforms in Russia in the 1990s were economic in motivation and purpose, but they were essentially political reforms. It was only possible to redistribute state property between enterprising businessmen within 10 years, relying on the full support and patronage of the state.

The result of the reforms was proportional to the new approaches to planning and management: the economy cannot recover in thirty years. The exception is the extractive industries that have increased production, developing mainly previously discovered fields. In agriculture, grain production has increased, and grain is an exported product. Construction has been launched, but none of the chronic problems of the population has been solved. The picture corresponds to the above analysis. Only export-oriented production is moving steadily. It is either owned by the oligarchs, or under their real control. We are ready to provide gas to the whole world, and our population can't wait, especially away from the main pumping. Gas and gasoline prices hurt those who are classified as owners of energy resources by advertising. Statement: Gazprom – national property " irritates more and more Russians.

Optimization in planning has destroyed the system of health care and education; forest fires have become regular disasters, and floods have been added to them, which are significantly different from the usual ones and have been known for a long time. The authorities try to blame them on the" natural disorder " caused by climate change, but few people already believe this explanation. The population is migrating from the Far East, Eastern Siberia, and Western Siberia is next in line.some 50 years ago, people actively went to these places to build , raise science and culture. BAM was built all over the world, finances were limited, but on social culture, even on a modest scale, money was found.

Those who developed plans understood from real experience that it is impossible to implement projects without something that serves the development of the individual, meets its cultural needs, and warms the soul. After all, people went to large construction sites from places inhabited and equipped. To the question: what is it? The answer is simple. In the described time of recovery, with all the punctures and costs, the goal was universal-the welfare of the Fatherland. Of course, even at that time, the benefits were not shared equally - there were both rich and poor, the main thing-the goal seemed to be the same and the opportunities to make a career equal. They did not build and produce for the pleasure of the "gold miners", they promoted the country and themselves along with it.

The liberal ideology of planning, which clearly dominates modern economic policy, reflects the objective state of society in a difficult situation of development, when the previous understanding of the political and socio – economic prospects, either could not overcome the emerging crisis, or realized its creative potential, required a change. In both cases, the opposition forces claiming the right to resolve social contradictions were involved.

The growth of globalization has also affected the implementation of political and economic changes in the domestic reality. Our "messioners" were helped by their foreign colleagues to direct public consciousness to the path of liberal ideology, but the essence of what happened in the 1990s was not conditioned from the outside. A foreign policy conspiracy undoubtedly took place. This is evidenced by the collapse in the price of energy resources of clearly artificial origin, numerous false promises of assistance, and a demonstration of sympathy for change and a willingness to share the accumulated ideological experience. At the end of the 1980s and the beginning of the new decade, the world was still bipolar. In General, we never considered our competitors to be enemies. For us, they were adversaries. And suddenly the enemy appeared to be a friend, ready to help in every possible way.

The metamorphosis in attitude should have made you wonder: why such grace? The answer lay on the surface. New relations offered for a change of political and economic course, the beginning of which was supposed to be a radical methodological break.Gorbachev's" new political thinking " found objectification in "perestroika", which blurred the contours of social development guidelines. We went out of our way instead of repairing it again, as we did in much more difficult conditions. It is enough to recall the NEP: the socialist industrialization; the reforms of higher education that made it one of the best in the world; the creation of optimal conditions for the development of science, the mobilization of scientific and technical resources that made it possible to prevent the third world war; the initiative to use nuclear energy for peaceful purposes; the space exploration program, and much more. It was necessary not to "patch holes" in what had outlived its time, but to develop new versions of socialist construction on the former methodological and socially – oriented platform.

Capitalism, again, for the twentieth century completed their "classical kind" story and was forced to rebuild, refusing forced from what helped him once quickly to build advantages: broke up, after a long struggle for independence, the colonial system; the war with the purpose of redistribution of property have become dangerous - could backfire; I had to accept the idea of peaceful coexistence; needed to strengthen economic policy social direction; there was a question about full load on natural environment. In the history of capitalism, there have already been different stages: primary accumulation of capital; revolutionary activity; monopolization of capital; concentration and domination of financial capital. In nature, there is a biogenetic law, according to which representatives of a more perfect species in the process of their uterine formation in an accelerated mode repeat the main stages of biological evolution. Thus, nature binds the course of evolution, ensuring continuity and strengthening the strength of evolution. Something similar can be conditionally distinguished

in social history. At the turn of the twentieth and twenty-FIRST centuries, it is quite possible to try to become a capitalist, but it is very doubtful to become capitalism, to fit into the system of capitalism that has been formed for centuries as a socio-economic entity. The train was formed, and the locomotives, intended to be the driving force, were at the limit of their capabilities. The new "cars" threatened to slow down traffic, increase the frequency of "stops" in the form of economic recessions and exacerbate political tensions in social relations.

The capitalist perspective of the Russian Federation was enjoyed exclusively by domestic liberals, who were blinded and stupefied by their hatred of Communist ideals. To them, and twenty years later, it seems that capitalism, and not communism, is the bright future of humanity. The metaphysical character of liberal thinking is manifested in the desire to strengthen the ideology of the position linearity of thinking, stop the historical development at the level of bourgeois social relations of capitalist to snatch the revolution from the spiral of social progress and to announce that at this stage the nature of the development of society has radically changed historical spiral straightened and became permanently straight. We could agree and accept their understanding as an option, if liberal reflection had an internal systemic form, would not simplify the vision of social development to the point of breaking system relations.

A liberal approach to planning economic activity, which removes the solution of economic problems from the systemic nature of social relations, and opposes the economy to socio-cultural improvement, leaves no grounds for compromise with adherents of the liberal course.

A critical analysis of the liberal planning methodology provides sufficient material for a number of fundamental conclusions.

First of all, it should be noted the desire of liberals of the XXI century to methodological simplification of knowledge and social construction, including planning, economic development. By actively involving the mathematical apparatus in economic science and turning to IT technologies everywhere, academic economists do not activate their own methodological resources of economic science. In comparison with what A. Smith, D. Ricardo, K. Marx, J. Miles, and G. Spencer contributed to the methodology of economic knowledge and transformation, the methodological acquisitions of the twentieth century look more like a deep depression of philosophical and scientific reflection. A small number of modern researchers continue to search for ways to move in the direction of dialectical and systematic approaches, realizing the limited capabilities of the mathematical apparatus. Mathematics for economic research is an auxiliary part of the methodological equipment of the search for solutions to the problems of development identified by research experience. It is not even able to formulate a problem; its capabilities help to quantify the state of movement of economic processes. Mathematical modeling is effective in terms of developing possible perspectives of natural and constructed processes, but it has never been "political mathematics" in contrast to political economy.

We must heed K.'s warning. Yaskers on the fundamental difference between the desire for simplicity of scientific thinking and simplification as a search for a way out of a complex scientific situation, sequestering its content. Simplicity is the path to true understanding, and simplicitarianism is a movement away from it under the guise of science. A direct confirmation of this conclusion is the recognition in economic research and projects of the "permissibility of speculation". Speculative thinking is a well-known phenomenon that occurs in philosophical reflection or in the course of scientific discourse. Its epistemological nature is well studied – the non-systematic evaluation of certain aspects of the subject of thinking and, as a result, the absolutization of the meaning of these sides. Mental speculation falsely reflects objective reality, so it can be qualified as a cost in the production of the desired knowledge. Very rarely has speculation been the product of artificially inducing the process of knowledge in the wrong direction of movement. The "scientific acceptability of speculation" (by liberal economists) has a completely different epistemological mechanism of education, indicating that nothing is related to postulates, differentiating the scientific method of knowledge from non-scientific ones, not in their thinking. We must always clearly differentiate between philosophical reflection, scientific thinking, and non-scientific ways of knowing the world. The problematic nature of philosophical knowledge is logically compatible with the subjective costs of thinking. Falsifiability of philosophically identified problems is limited, since philosophical knowledge is conditionally normalized.

Scientific knowledge must be subject either to strict verification or to equally severe falsification. It does not reproduce in consciousness its relation to the object (object), it is, in content, a completely objectified process. It is regulated at all stages of knowledge, even the choice of the subject of thinking coordinate system, reference point, etc. When scientific knowledge is "enriched" by the "permissibility of speculation", this addition indicates one thing-the desire to modernize the post-non-classical stage of the history of science by something that has nothing to do with the current time or scientific history at all. Allowing speculation not as a problem, but as a scientific phenomenon in the knowledge of economic movement, innovators want to squeeze subjective action into the chain of objective reflection of the developing reality, sliding in the

future into solipsism. Scientific knowledge is objective, with objectivity begins the characteristic of scientific knowledge, if economic thinking seeks to be scientific, it must filter knowledge on the basis of objectivity. "The permissibility of speculation" is equivalent to its legalization in scientific knowledge. This is nonsense for the legal Sciences, logic, ethics, aesthetics, cultural studies, and a negative phenomenon for historical science, political science, and sociology. As a fact of objective reality, speculation undoubtedly exists, therefore, scientific-economic, political, psychological, legal interest in it is justified, however, it is one thing for science to pay attention to the fact, and quite another - the desire to justify the regularity of the systematic belonging of speculation to economic science as a necessary condition for its development.

"Speculation", by definition (omitting its philosophical interpretation as "contemplation, speculation") is "calculation, intent based on something, the use of something for self-interest". Therefore, law enforcement agencies should deal with speculation.it would be good for them to pay attention to speculative manipulations, those who are looking for an excuse for speculative actions in the economic and political Sciences. Political liberals, for example, make little secret of their desire for terrorists to bring to action those who are called political opposition, then terrorism would be easily ended. So the United States and its partners officially recognized the Taliban as an opposition political movement, that is, they legalized al – Qaeda and Isil - organizations banned in the Russian Federation. Speculators in Economics are no less dangerous in the context of social progress than lawyers for terrorists. Simply, the effects of their negative impact on economic and socio-cultural development are not so psychologically resonant, in addition, they have grown into the existing corruption scheme and look like their own for many.

The promotion of Economics, as follows from the above, is not accidental. It is primitive, manipulative, controlled, and it is not anchored by the requirements for objectivity and essential reflection of reality by scientific knowledge. Scientific knowledge reveals facts in order to understand the regularity of their existence, and Economics scientifically describes the structure of facts.

The second main conclusion is no less obvious: on the platform of methodological simplification of scientific analysis, curtailing the system approach and abandoning the dialectical way of thinking in favor of methodological anarchism and borrowing, liberal economic theory systematically lowers the epistemological and sociological status of the concept of "planning". The task here is to simplify the concept to such a content that its scope of use opens up the possibility of a purely digital solution to all problems under the program of optimization of the economic component. Planning should be a technically feasible action, free of social policy. The main obstacle on the way is the increasing demand of social progress for the effectiveness of economic construction. If we convert the concrete historical content of the modern stage of social development into a purely economic process, that is, remove the socio-cultural construction, "pushing" it to the state, then economic planning will be completely freed and will move forward, driven by the prospect of maximum profit and the absolutization of competition.

Liberals hide the growing contradiction of Economics to everyone else. The day is not far off when mathematics will present its accounts to the liberal economists. Economists, mercilessly exploiting mathematics, do not give the expected results either in the development of production management or in mathematics itself, and in fact they devalue the value of mathematical analysis by their extremely low productivity. Another" lifeline "to Economics was promised by political strategists who spoke in favor of the "digital economy", replacing the concept of" economy "with the concept of"production". Production will become digital. The economy has emerged, formed, and will continue to develop as a basic social tool of social progress, which, in turn, has been and will remain the main factor in the development of people. The economy must have a human face. All its other characteristics are derived from its humanitarian vector. But in the liberal - economic dimension, economic planning consistently moves away from satisfying personal development needs. It would not be so, it would not make sense to "learn speculation". Speculation is persistently tried to be presented as a necessary link in scientific thinking, and this is done in the interests of the minority that controls distribution and does not produce a real product. Within artificially constructed relations in the superstructure of the trade speculation has long legally thriving, but it is unnatural in the framework of the laws formed a system of production where everyone, regardless of their position, is a member and entitled to her legitimate share in the manufactured product. The order of distribution is determined mainly by ownership, and only then by the share of participation in the production of the goods. The gap formed in connection with the regularity of the development of production and social superstructure between two realities - labor and property, the direct Creator of a real product and its real owner opens up a real opportunity to Supplement the objectively natural reality, the reality of conditionally existing, virtual or speculative. This is what is seen as the path to property.

Speculation is a road map to the capital that can be sufficient to start a real business. And in this case, speculation has a real meaning, it can be a conditional fact of scientific research. But under the domination of financial, essentially speculative capital,

speculation has become a stable Autonomous type of activity, detached from the production of a real product. Market speculation is an excessive form of intermediary activity. It has already become an obstacle to the development of production. And so it began to concentrate the costs of the social movement. By and large, speculation has matured, dissolved, and outgrown the limits of law enforcement reality.

It is a typical phenomenon of the form of reality that slows down progress, wasting the reasonableness of its action, is subject to denial. However, everything will remain the same, because speculation has a reliable "roof" that protects it from political control, financial capital on a transnational scale. Thus, historical logic requires that economic activity planning should be carried out in a systematic form of expression, create optimal conditions for socio-cultural development, and be consistently focused on the humanitarian result. Economic planning is determined by the solution of socio-cultural problems, so the models of economic planning should be complicated, not simplified. The economic analysis of the situation that precedes planning should be based on special scientific research and be conceptual. The deepening of the epistemological and methodological equipment of economic reflection implies the active use of the requirements of dialectical thinking – the comprehensive involvement of historical dialectics and sufficient completeness of the analysis of the relevance of historical dialectics involvement, as well as the advantages of a systematic approach. Domestic specialists should keep in mind that foreign researchers also criticize liberal innovations, contrasting them with an objective analysis of trends in production development. We have something to be interested in. Let's take for an illustration the reasoning of the authoritative American expert J. Galbraith. In his famous book "the New industrial society", he critically traced the history of the modern industrial system of the twentieth century, which subordinated the formation of social relations and the human personality itself. In the end, J. Galbraith came to the conclusion that radical changes were needed, but not the ones the liberals were advertising.

J. Galbraith compared the development of industrial systems according to two significantly different scenarios: planned, which liberal economists identify with socialist management, and market, regulated through competition. The latter is always held up by liberals as the ideal embodiment of economic freedom. Based on the experience of the economic history of two-thirds of the twentieth century, which included both the rise and the" great depression", peace and war, the American scientist showed that economic progress does not contradict the planned activities of the state. Thanks to the analysis of economic processes in the format of social and personal changes. J. Galbraith convincingly demonstrated the limitations of the liberal concept of economic freedom.

Galbraith's conclusions are relevant for a correct understanding of what happened in the late twentieth century and the early decades of the twenty-FIRST century in Russian society, on the one hand, and for an adequate assessment of the futility in scientific and practical aspects of the ideas of domestic liberals who turned into conservatives. The industrial system is dangerous because of its high level of organization; it is becoming more and more a gigantic mechanism that acts according to its own order, tightening the personality functionally, subordinating its freedom to its organization. The industrial order, which is so important and profitable for the development of production, becomes a trap for the progress of the individual, and leads to the one – sided development of the individual-the formation of the technical man. The "specialist" displaces the individual from the goals of social development. Economists need a specialist sharpened for the technology and organization of production, personal development for liberal economists seems to be transcendent for the purposes of production. Production requires for its development not a person, but a knowledgeable and able to work specialist. They also build the functions of culture and education for the training of a specialist. The arguments are not far to seek, there is no need to dive into the history of the United States, you just have to turn in the direction of modernization of Russian education – secondary and higher, displacing all of the programs that contributes to personal development with the aim to focus the process on preparation of specialist in direction. The personal model of education has given way to the competence model.

The United States experienced this reform in the 1960s and, according to J. Galbraith, became disillusioned with the idea of training education to teach a specialty. Both in the field of foreign and domestic economic policy, Galbraith wrote, everything that is considered – and not without reason - as the automatically accepted or accepted position of the people now called "the establishment"is questioned. These attitudes need political guidance… This process of re-evaluating tasks arose because the idea of liberal reform is no longer quoted. In the past, liberals were seen as economic liberals; by reform, they meant economic reform. The task of this reform was invariably repeated in hundreds of programs, speeches, and manifestos. Production must grow; income must grow; income distribution must be improved; unemployment must be reduced. This is what the program of liberal reformism has been reduced to for decades. Even the ten commandments of the Bible are less well known, and certainly far less enforced, than these requirements… The role of a liberal reformer does not require effort, it is not associated with any violent disputes, scandalous discord, no one has to convince and persuade. You

only need to stand still and bow when the Gross national Product increases again. At the end of his book, J. Galbraith concludes: "The progress that we are talking about at the present time (recall that the book was published in 1967) will be much more difficult to measure than the progress that is associated with the percentage of growth in the gross national product or with the unemployment rate. This is because the tasks set by the industrial system are so narrow that they can be accurately measured. But life is complicated. The definition of society's prosperity should be the subject of discussion." We also want to complete the study of the methodology for planning production development by listing the monographs of J. Galbraith: "American capitalism" (1952), "the Great crash"(1955)," the society of abundance "(1958),"the Time of liberalism "(1960)," the New industrial society "(1967). it Seemed that the author found a name for modern society, perhaps it was, but when J. Galbraith revealed the essence of the" new industrial society", he realized that this society, despite its novelty, is outdated. What the future society should be, the scientist did not know, so he carefully defined the emerging society as a "society of prosperity", emphasizing the General significance of the socio – humanitarian goals of managing economic processes. J. Galbraith adjusted the status of economic science with the dynamics of welfare in society. As wealth increases, the role of economic research changes. When people are malnourished, poorly clothed, do not have decent housing and die of disease, the first tasks are those that contribute to improving material conditions of life, you need to look for economic ways to increase income – "the way to save the soul people most diligently seek with a full stomach." With a high level of income, there are problems that differ from physiological ones, and society is obliged to help its citizens solve them. The advantages of a comprehensive analysis of changes are significant, argued J. Galbraith. "The advantages of such an analysis of changes that goes beyond Economics are also great – and are becoming even greater over time. This is due to the fact that with the increase in people's welfare, economic science becomes less able to provide a reliable basis for judgments about social problems and guidance in matters of public policy."

Galbraith generally followed the" General line " of modern interpretation of the subject and functions of economic science in the West. He distinguished scientific economic research from political problems, and the belief that their solution is beyond the competence of economic science, is the prerogative of the government itself. We will not judge how fair his position is. Let us only recall that there was a post-war period of clear success in capitalist construction, economic science was not relevant to an expanded interpretation of the subject of its research, to be political economy, to explain economic inconsistencies with political relations; secondly, we note that J. Galbraith felt very uncomfortable, realizing that by limiting, like liberals, economic analysis to a simple study of the dynamics of economic characteristics of production, he was driving himself into a dead end. A systematic approach is needed to understand the system.

Economic globalization is a policy that uses an objective trend of integration of national economies. This is clearly seen in the example of the WTO. The WTO, on the one hand, encourages a planned form of economic movement management, on the other hand, it strictly regulates the possibilities of planning economic development on a national scale, subordinating national interests to global goals, the justification of which, from a scientific point of view, looks insufficient and politically biased. Meanwhile, having joined the WTO, the country is forced to accept the terms of this largely political game.

National economic development projects are increasingly overloaded and adjusted not in the national interest, which has to be accepted as a cost of globalization. However, it should also be borne in mind that there is no alternative to integration. Homo sapiens exists as a universal species. The earth is its common home, and development is a common interest that synthesizes biological evolution and socio – cultural development.

When planning, it is necessary to proceed from the dialectical requirement of comprehensive objective analysis of reality, once and it is necessary to act together in the common interests, twice. States have something to share, but you can not test the strength of history, the other humanity does not and will not. Dialectics has opened up to us a range of oppositions, both practical and theoretical. The struggle is reasonable only within the boundaries of unity, so contradictions should be filtered through the need to obtain a common result that corresponds to the regularity of the movement of human reality of being.

Scientific knowledge comes with costs. The scientist's understanding of what is happening does not always occur in the form of true knowledge; error is the natural movement of any knowledge, and it is important to have a critical attitude. To believe, a scientist should not, he must doubt. J. Galbraith is an honest scientist who is aware of the limitations of his scientific potential, he logically addresses the discussion, in scientific disputes he sees a way out of dead ends and questionable judgments.

Karl Marx took care of the mistakes of those who served science, believing that not politicians, but scientists are called to determine the path of economic development. Politicians should create political conditions for solving economic problems, following the recommendations of scientists. J. Galbraith is absolutely right when he speaks about the complication of social development and the need to consider economic knowledge and planning in a new, broad socio - cultural format. An American scientist

with such a methodological attitude fell out of favor with the domestic reformers-liberals at the end of the last century, when the time of economic reforms was compressed, and then there was a trail of vices of their actions. The idol of our liberals was Soros-a typical financial and political speculator. Speculators without ideas found a speculator with ideas. As a result, instead of improving the methodology of development planning, Russia received the methodology of economic and sociocultural crisis.

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SCIENTIFIC ACTIVITY OF ALOUDDIN BUKHARI

Abstract: *One of the great scholars of the Hanafi school of the Timurid period was Alouddin Muhammad ibn Muhammad ibn Muhammad ibn Muhammad al-Bukhari al-Hanafi (779-841 / 1377-1438), who was a disciple of Allamah Sa'duddin Taftazani. Alouddin Bukhari was also one of the great representatives of the Naqshbandi order, as well as a mature scholar in the field of jurisprudence, akida and other similar sciences. The article describes the scientific activities of this scholar.*

Key words: *madhhab, hanafiyyah, maturidiah, shafi'i, ash'ari, teaching, fiqh, kalam, aqeedah, logic, school.*

Language: *English*

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Introduction

Thanks to independence, the rich scientific heritage of our scholars, who grew up in our country on all fronts, has been restored. One of the most pressing issues has been the study of the heritage of our ancestors, the dissemination of historical truth to the general public through objective study, the creation of spiritual depth in the mind and heart, and the filling of gaps in religious beliefs. It is true that the avoidance of foreign ideas is achieved through an understanding of the scientific heritage of our ancestors. The brightness of our polished life is, first of all, the importance of understanding ourselves, imagining the places we are left empty, applying such a rich scientific heritage to our lives.

One of our great ancestors was Muhammad ibn Muhammad ibn Muhammad ibn Muhammad ibn Muhammad ibn Muhammad al-Ala Abu Abdullah al-Bukhari al-Ajami al-Hanafi, one of the great scholars of the Hanafi school and successors of Imam Moturidi (779-841/1377-1438) [1:291; 8:191; 9:44-45; 10:157]. In the sources, the year of Alouddin Bukhari's birth is given as 779. However, instead of it, the scholar Sahawi quoted Ibn Qazi from Shahba as saying that he was born in the seventies in the land of Ajam. Any scholar in his book, not even by Sakhavi himself, has not mentioned this idea. Therefore, he narrated it from Ibn Qazi Shahba in the form of a weak narration.

However, no source mentions the month and day of the scholar's birth. All history books say that Alouddin Bukhari was born in a foreign country (non-Arab country) and his place of birth is Bukhara. Later the scholar did not live in one place. He traveled to several countries, was the first to travel to India, and lived there for some time.

According to Sakhavi, Alouddin Bukhari lived for a long time in Kalburja, India. [1:291]. For this reason, Hafiz ibn Hajar al-Asqalani referred to the scholar as al-Hindi. He then traveled to Mecca and lived there for a while, then traveled to Egypt and lived in Cairo for some time. There he became angry with Qazi Bisati and Ibn Arabi over his disbelief and moved to Dimyat. After his disciples Burhan Abnasi and al-Qayyati agreed to return to Cairo, the scholar returned to Cairo and lived there until 831 AH. Alouddin Bukhari then decided to travel to Damascus at the request of the Sultan, and stayed in Salihiya in Damascus, where at the end of his life he moved to Muzza, where the air was clean, and died there [2:83].

There is not much information about the scholar's family in the sources, but many historians say that Alouddin Bukhari learned jurisprudence from his father and uncle A'la Abdurrahman. It is known from this that the scientist's family was perfect and

enlightened in the religious sciences. Other than that, no information was found about the mother, wife and offspring of the scientist.

Alouddin Bukhari spent his life from a young age in search of knowledge, traveling to different countries. Accordingly, a scientist's journey can be divided into two: the first, a journey in search of knowledge, and the second, a journey to spread knowledge.

A journey in search of knowledge. All of the scholar's biographical sources contain general information about his travels to several countries in search of knowledge. None of them mentions a trip or a specific country. Most of the information given in the books states that the scholar was educated in foreign lands and reached the level of jurisprudence in Bukhara, and all these trips took place in his youth.

The scholar was distinguished from others in his demand for knowledge and his love of the people of knowledge. Ibn Hajar writes in this regard: "He was very diligent in learning from the scholars" [2:83]. These qualities in him would increase his passion for science. His father and uncle, who were his first teachers, were among the leading scholars of his age. As a result, he became a leader in jurisprudence, method, vocabulary, logic, maturity, and other sciences. Even a scientist grows up to be a prominent person in the science of literature and poetry. Scholars of this century recognized him as "the imam of his age", "the only man of science of his time" [2:83].

A journey on the path of knowledge dissemination. Alouddin Bukhari's first visit was to Kalbarja, India, where he taught for a while and the students benefited greatly. Among those who learned from him was the king of this land. Seeing that the scientist had a deep knowledge, the people of the land and the king respected him severely. He then traveled to Mecca and settled near the Ka'bah [3:215], and the people who lived there also benefited from his knowledge. The scholar then traveled to Egypt and settled in Cairo, where he settled to teach. Abu Mahasin says: Many scholars of our century have benefited from his knowledge, even though they themselves belong to different madhabs.

In 831 he traveled to Damascus and settled in Damascus. A number of scholars have emerged from the scholar's teaching circle. In 837, the scholar moved to the land of Muzza in Damascus, where he lived for the rest of his life. The last person to learn from him was Imam Abu al-Fath al-Mizzi.

Alouddin Bukhari began his education at a young age and learned his early knowledge from his father, his uncle A'la Abdurrahman and Sa'uddin al-Taftazani [1:291]. There is no information about the scholar's father in the books. Nevertheless, about his uncle A'la Bukhari, Sahavi gave only brief and concise information. In it, he described his uncle: Abdurrahman as "tashlaqi" or "qishlag'i". However, Sa'duddin al-Taftazani, on the other hand, is also one of the greatest teachers of the scholar, and he is one of the prominent scholars of the eighth century AH.

Sa'uddin Mas'ud ibn 'Umar ibn Abdullah al-Taftazani was born in 712 AH in one of the villages of Nisa in the city of Khurasan. Scholars such as al-Azd al-Iyji, who were great scholars of his time, educated him. As a result, he reached the level of a mature scholar in grammar, spending, logic, maturity, method, interpretation, and theology, and his fame reached all sides. Students from different countries started coming to learn from him. He spent sixteen years writing books, during which time he wrote books such as "Tahzib al-Mantiq", "Sharh Risalatu al-Shamsiya", "Sharh Aqaid an-Nasafiya", "Al-Matawwal", "Hashiya ala Sharh al-Azd ala Mukhtasar Ibn Hajib", "At-Talvih ala kashf gavamiz at-tanqih".

Alouddin Bukhari became known as one of the leading scholars of his time as a result of his travels to different countries to study science. He has written more than a dozen works in the field of Islamic sciences. In particular, the following can be cited:

1. Aqeedatu Alouddin Bukhari. The work is related to the science of aqeedah and was published under the title "Risala fi al-itiqad" [4].
2. Nuzhatun nazar fiy fact essay and message.
3. Fatwa fi hukmi ijtima'i rijali van nisai li al-zikri.
4. Hoshiyatu ala hoshiyati-t-Taftazoniy ala-l-Kashshof [5]. A manuscript of the work is kept in the Khidiviya Library in Cairo under number 167.
5. The subject of the pamphlet. It is kept in the Khidiviya Library in Cairo, Egypt, under number 168/1.
6. Muljimat al-mujassima [6].
7. Fadihat al-mulhidiyn and nosihat al-muwahhidiyn [7]. This work was studied by Muhammad ibn Ibrahim Iwazi in 1993 at Ummul Qura University for a master's degree.
8. Risola fi raddi ala al-vujudiya.

Alouddin Bukhari became known as one of the leading scholar of his time because of his travels to different countries to study science. As a result, many students studied science in his circle and reached the level of a mature scholar. Here are some of them.

1. Ibrahim ibn Haji, Sarimiddin ibn Sheikh Terbah Barquq, Qadi al-Askar Zayniddin al-Hanafi.
2. Ibrahim ibn Hajjaj ibn Mehriz, Burhan Abu Ishaq al-Abnasi, al-Qahiri, Shafi'i, known as al-Abnasi (died 836 AH).
3. Ahmad ibn Muhammad ibn Abdullah, Shihabiddin Abu Muhammad, Damascus al-Rumi al-Hanafi, known as Al-Ajmi and Ibn Arabshah (died 854 AH).
4. Muhammad ibn Abdullah ibn Khalil, Shamsiddin al-Balantasi al-Dimashqi al-Shafi'i (863 AH).
5. Muhammad ibn Muhammad ibn Muhammad al-Ansari al-Khamavi al-Qahiri al-Shafi'i, known as ibn al-Barizi (died 856 AH).

6. Muhammad ibn Ahmad ibn Ibrahim al-Makhzumi al-Qahiri al-Shafi'i, known as ibn al-Hashab (died 873 AH).
7. Muhammad ibn Ahmad ibn Ahmad, Shamsiddin al-Maqdusi al-Dimashqi al-Shafi'i al-Muqarri (died 885 AH).
8. Muhammad ibn Ahmad ibn Muhammad ibn Maymun, known as Hamididdin Abu al-Ma'ali an-Nu'mani al-Baghdadi al-Farghani al-Dimashqi al-Hanafi (died 867 AH).
9. Muhammad ibn Ahmad ibn Muhammad ibn Abdur-Rahman, known as Shamsiddin Abu Hamid al-Maqdisi al-Shafi'i, known as ibn Hamid (died 874 AH).
10. Muhammad ibn Ismail ibn Muhammad ibn Yusuf Shamsiddin al-Vanui al-Qarafi, al-Qahiri al-Shafi'i, known as al-Balunai (died 849 AH).
11. Muhammad ibn Jaqmaq Nasir al-Din Abu al-Ma'ali al-Jarkasi, al-Qahiri al-Hanafi (died 847 AH).
12. Ibrahim ibn Umar ibn Muhammad ibn Ziyada, al-Burhan al-Atkavi al-Qahiri al-Shafi'i (died 834 AH).
13. Ibrahim ibn Muhammad ibn Abdullah Burhaniddin Abu Ishaq al-Romini al-Dimashqi al-Salihi al-Hanbali, known as Ibn Muflih (died 803 AH).
14. Ahmad ibn Asad ibn Abdul Wahid Shihabiddin Abu al-Abbas al-Amiuti al-Qahiri al-Shafi'i al-Muqarri, known as ibn Asad (died 872 AH).
15. Ahmad ibn Ismail ibn Uthman Sharafiddin Shihabiddin al-Shahrzuri al-Hamadani al-Tabrizi al-Kurani al-Qahiri (died 893 AH).
16. Umar ibn Isa ibn Abu Bakr ibn Isa, Sirojiddin al-Barwari, al-Qahiri al-Azhari, al-Shafi'i (died 861 AH).
17. Umar ibn Qudayd Rukniddin Abu Hafs ibn al-Amir Sayfiddin al-Qalamta'i al-Qahiri al-Hanafi, known as ibn Qudayd (died 856 AH).
18. Qasim ibn Qutluba Zayniddin Abu al-Adl al-Jamali al-Hanafi, known as Ibn Qutluba (died 879 AH).
19. Muhammad ibn Ahmad ibn Ibrahim al-Makhzumi al-Qahiri al-Shafi'i, known as Ibn al-Hashab (died 873 AH).
20. Muhammad ibn Ahmad ibn Ahmad, Shamsiddin al-Maqdisi, Damascus Shafi'i al-Muqarri (died 885 AH).
21. Yasin ibn Muhammad ibn Ibrahim, Zayniddin al-Ashmawi al-Mawlid al-Boshloushi al-Azhari al-Shafi'i (died 873 AH).
22. Abu Bakr ibn Ahmad ibn Ibrahim Fakhriddin al-Murshidi al-Fawi al-Makki al-Shafi'i, known as Fakhr al-Murshidi (died 876 AH).

In the sources, the disciples of Alouddin Bukhari, many scholars and even historians who knew him, praised his knowledge, praising his knowledge, sincerity, prayer and honesty. For example, Hafiz ibn Hajar, a scholar who was a contemporary of the scholar, described him as "the scientist of the time", "he worked hard to acquire knowledge, and as a result he became a mature man of his time in various sciences" and "there will never be another man like him" at a trial meeting in Egypt [2:83]. Ibn Hajar did not say this just to praise him. Perhaps he said this because he knew the scholar well and had been with him for some time. He added in his last words about the scholar: He was knowledgeable, pious, and pious in what he ate, but he should not accept gifts from the king and such people [2:83].

Ibn Arab, one of Alouddin Bukhari's disciples, was with his teacher until his death, and said the following about him: "My Shaykh Abu Abdullah Muhammad ibn Muhammad al-Bukhari was knowledgeable, perfect, virtuous, the only one of his time, pious, teacher of the world, Alo ad-Din, teacher of scholars, pole of time, murshid, may Allah reward him with great rewards".

Al-Shams as-Sahawi also describes the scholar's journey to India as follows: He is like the cotton of Kalbulja, he spread knowledge in this country, the people of this land even gained great prestige among the sultans read a book. He then cites the scholar's arrival in Cairo as follows: "He was respected by all people, young and old, and even if he was in a meeting with the judges, the judges would line up on both sides of him. The scholar would sit in the middle like a sultan [1:291]. Alouddin Bukhari became a man who brought a shock to people, and even if people wanted to praise a scientist, they would say that he was a man like Alouddin Bukhari in science.

In conclusion, the study of the sources shows that the scholars of this period, in particular Alouddin Bukhari was engaged in the sciences of puberty, jurisprudence, literature, logic, as well as theology, and found solutions to the problems of the time and contributed to the sustainable development of the state and society. Even today, the study of the scientific heritage of such scholar is important in preventing the infiltration of foreign ideas.

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FEATURE OF MODELING A RESOURCE-SAVING MOBILE UNIT

Abstract: *The method of describing the external conditions as applied to solving problems of agricultural mechanics related to the determination of micro-laws of processes and conditional distribution functions under stable external conditions and short periods of time (second, minute, hour) is outlined; macro-patterns of processes for typical average conditions (within a few hours or shifts); averaged mega-characteristics for a long period of time with their distribution to the entire soil-climatic zone.*

In the presented model, the space of states is formed by an additive set of structures of different scales, consisting of the operations of forming the general mathematical expectation and process variance, are more accessible to improve resource-saving machines and their working bodies, taking into account the influence of external factors. Having corresponding operators, it is theoretically possible to obtain similar characteristics for various process indicators.

Key words: *Agricultural mechanics, production processes, building models, external factors, random functions.*
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ОСОБЕННОСТЬ МОДЕЛИРОВАНИЯ РЕСУРСОСБЕРЕГАЮЩЕГО МОБИЛЬНОГО АГРЕГАТА

Аннотация: *Излагается методика описания внешних условий применительно к решению задач земледельческой механики, связанных с определением микро-закономерностей процессов и условных функций распределения при стабильных внешних условиях и небольших промежутках времени (секунда, минута, час); макро-закономерностей процессов для типичных средних условий (в пределах нескольких часов или смен); усредненных мега-характеристик за длительный период времени с распространением их на всю почвенно-климатическую зону.*

В представленной модели пространство состояний образуется аддитивным множеством структур различных масштабов, состоящих из операций образования общего математического ожидания и дисперсии процесса, оказываются более доступными для совершенствования ресурсосберегающих машин и их рабочих органов с учетом влияния внешних факторов. Имея соответствующих операторов теоретически представляется возможным получить аналогичные характеристики и для различных показателей процесса.

Ключевые слова: *Земледельческая механика, производственные процессы, построение модели, внешние факторы, случайные функции.*

Введение

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В Азербайджанской Республике большая часть пахотных земель отводится под зерновые, при этом более половины этих земель расположены на склонах, превышающих один градус. Это обуславливает водную эрозию плодородного слоя почвы, снижения их плодородия. С другой стороны интенсивная

обработка почвы с использованием одно-операционных орудий приводит к существенному изменению ее агрофизических свойств и нарушает ход биологических процессов.

При решении многих задач земледельческой механики требуется учитывать внешние факторы, которыми обусловливаются главные закономерности различных процессов. Все технологические, эксплуатационные и технико-экономические параметры, связанные с условиями работы агрегатов, относятся к категории случайных; к многомерным случайным функциям. При этом возникает необходимость статистического описания характеристик внешних условий и процессов для единичных условий для больших почвенных массивов на достаточно длительном промежутке времени, соизмеримом с продолжительностью агросроков или даже со сроками службы машин. Преобладающее влияние на показатели работы почвообрабатывающих агрегатов имеют такие естественно-производственные факторы, как физическое состояние почвы, свойства поверхности полей, их размеры, а также метео-климатические переменные.

Существующие методики предусматривают измерение лишь некоторых условных функций распределения параметров изучаемых явлений, которым соответствуют реализации случайных процессов $x(t,\rho)$, являющиеся одновременно случайной функцией времени и функцией какого-то случайного события ρ. Безусловные характеристики процессов получаются путем осреднения результатов по всем возможным внешним условиям. Случайный же процесс исчерпывающе охарактеризовывается полной совокупностью реализации меньшего и большего, которую естественно выразить как функционал распределения для случайных функций $x(t,\rho)$, на множество внешних условий. Поэтому при разработке методики исследовании и построения моделей процессов главные трудности связаны с определением множества, относительно которого требуется осуществить осреднение показателей и найти характеристики так называемой генеральной совокупности, то есть совокупности всех возможных в данном районе или зоне состояний.

Процесс работы агрегата можно представить в виде множества состояний- векторов выходных величин; агротехнических, технологических, кинематических, энерго-силовых и т.п. Роль входных величин играют внешние условия и воздействия операторов, которые также обладают определенным множеством состояний. В действительности понятия входа и состояния более сложны [1,2,3] Однако, не вдаваясь в математические тонкости и не касаясь фундаментальной задачи- установления соответствия между пространствами состояний агрегатов, внешней среды и параметров машин, даем их статистическое описание, удобное для приложений и экспериментальных исследований.

При изучений процессов возникают серьезные трудности, обусловленные так называемоой пространственно-временной шкалой физических явлений. Преодолеть эти трудности можно, если рассматривать любой процесс как совокупность локальных под процессов, обладающих некоторыми иерархическими свойствами (4). Это означает, что вклад отдельных составляющих в общий результат сокращаться с уменьшением их масштаба, а составляющие с резко различающимися масштабами можно считать практически независимыми.

Прежде всего следует установить, какие масштабы-линейные и временные- содержатся в рассматриваемых процессах. Это дает возможность выявит элементарные составляющие процессов, выбрать рациональную форму представления и усреднения внешних характеристик условий или показателей работы.

Аналогично предоставлениям статистической физики [5] линейный l_i и временной τ_i масштабы этих участков (τ_i- время, в течение которого сохраняется стационарное состояние физических параметров или показателей работы) будут характеризовать стационарную микроструктуру i-го процесса, статистические параметры которой не зависят от времени. Тогда нестационарный процесс, как случайный поток [6,7], можно трактовать как некоторый квазистационарный сигнал, обладающий рядом характерных стационарных структур, которые связаны с временным его масштабом и скачком сменяют друг друга.

Стационарная микроструктура процесса проявляется в виде неоднородностей и возмущений наименьших внутренних масштабов, например микронеровностей почвы, неоднородности ее физических характеристик, еще оказывающих ощутимое влияние на различные показатели рабочих органов. Приращение обычно вычисляется как среднее интегральное на скользящем интервале времени τ;

$$\Delta(t) = x(i+T) - x(t) = x(t) - \frac{1}{T}\int_{i-\frac{T}{2}}^{i-\frac{T}{2}} x(t)d\tau \qquad (1)$$

Приращение $\Delta(t)$ обладает, как известно [8], весьма полезными свойствами; медленные изменения уровня и постоянные составляющие будут мало сказываться на его значениях, а нестационарный процесс при ряде допущений можно рассматривать как процесс со стационарными приращениями.

Данную структуру целесообразно рассматривать [3] состоящей из случайной крупномасштабной(l_0 t_0) функции времени и (t) ,

представимой полиномами п-й степени и стационарной случайной функцией δ(t) с известной корреляционной функцией:

$$\times (t) = \sum n_i (t) + \eta (t), \quad (2)$$

где $u_i(t)$ – квазидетермизированные составляющие процесса.

В этом случае необходимо располагать также усредненными параметрами процесса по всем возможным микро-и макроструктурам и характерным масштабамN_{ij}, то есть его мегаструктурой

$$\{ \xi_{N_{ij}} ; t \in T \quad \to \infty \} \quad (3)$$

При этом полная совокупность процессов $\xi_{N_{ij}}$ - $\xi_{N_{ij}}$ будет представлять собой некоторый квазистационарный процесс [9, 10]. Стационарная мегаструктура существует на достаточна больших временных интервалах или площадях, когда процесс, усредненный по всем микроструктурам, уже не будет зависеть ни от масштабов составляющих компонентов, ни от времени.

Большой почвенный массив или даже зону в целом и соответствующие показатели работы машин характеризовать масштабом L_0 и T_0, опрелеляющими стационарную мегаструктуру, которая наблюдается весьма большой реализации квазистационарных процессов, когда правомочно усреднение параметров процесса по всем микро- и макроструктурам и по времени.

$$T_0 \gg t \gg \tau \quad L_0 \gg L_0 \gg L \quad (4)$$

Названные масштабы определим как интеграл от корреляционной функции процесса в направлении соответствующей координатной оси:

$$L_i = \int_6^\infty R \times_i (\tau) d \times_i \quad (5)$$

Приближенно временные масштабы элементов процесса можно оценить по порядку отношения характерного размера неоднородностей к осредненной скорости процесса $L_H : \bar{\vartheta}_1$

$M\xi_k(t) - m_k$ вторыми моментами (рис).

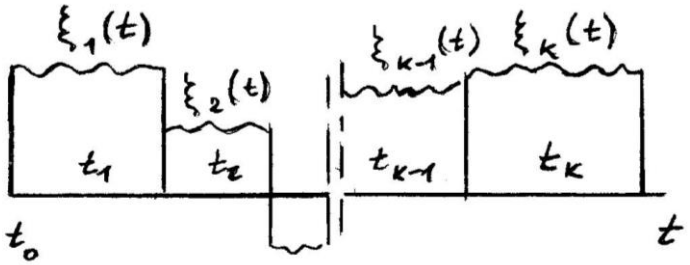

Рис. Структура квазистационарного процесса.

$$M [\xi_k (t) - m_k] [\xi_j (S) - m_j] = r_{kj} (t,s), \quad (6)$$

k.j= 1,2,…,n

При k=j r_{kk} (t-s) представляет собой корреляционную функцию процесса $\xi_k(t)$

Процесс × (t) формируется по некоторому закону путем случайного выбора одного из процессов ξ_k (t) и моменты времени t_k. Статистические характеристики процесса x (t) не зависят от времени:

$$\left.\begin{array}{c} M \times (t) = \sum_{k=1}^n P_k m_k ; \\ D\times (t) = \sum_{k=1}^n P_k \delta_k^2 + \sum_{k=1}^n P_k m_k^2 - m^2 \\ \sigma_k^2 = r_{kk}(0). \end{array}\right\}$$

Исчерпывающие характеристики исследуемого процесса могут быть найдены посредством двумерного совместного распределения случайных величин x (s) и x (t):

$$P\{x (s) < и, x(t) < \vartheta\}. \quad (8)$$

Если учесть две возможные ситуации: либо интервал [s, t] перекрывается другим интервалом [t_k, t_{k+1}] с вероятностью П, либо точки s и t принадлежат двум различным интервалам [t_k, t_{k+1}] и [t_j, t_{j+1}] с вероятностью 1-П, то по формуле полной вероятности

$$P \{ \times (s) < и , \times (t) < \vartheta \} =$$
$$П \sum_{k=1}^n P_k P_0 P \{\xi_k(s) < и, \xi_k(t) < \vartheta\} +$$
$$+ (1-П) \sum_{k=1}^n P_k P_0 P \{ \xi_k (s) < и, \xi_j (t) < \upsilon \} \quad (9)$$

При выполнении оговоренного выше условия значения П определяется по формуле полной вероятности:

$$П = \sum_{k=1}^\infty P (t_{k-1} \le s < t < t_k), t_0 = 0 . \quad (10)$$

Обозначив через $F_k(u)$ функцию распределения вероятностей величин t_k, получим:

$$П = \sum_{k=2}^\infty \int_0^s [1 - \phi_k (t - \omega)] d F_{k-1} (\omega) + [1 - \phi_1 (t)], \quad (11)$$

где

$$\phi_k (u) = \int_0^u h_k (\tau) d\tau.$$

Приняв гипотезу о показательном законе распределения интервалов $t_1, t_2, \dots \dots t_n$, с параметром $\lambda > 0$ и $h_k(\tau) = \lambda e^{-\lambda\tau}$, после преобразовании имеем:

$$П = e^{-\lambda t} + e^{-\lambda t} (e^{-\lambda s} - 1) = e^{-\lambda(t-s)}. \quad (12)$$

При этом рассматриваемый процесс будет стационарным в широком смысле с параметрами:

$$\left.\begin{array}{c} M\chi(t) = \sum_{k=1}^n P_k m_k ; \\ R (t\text{-}s) = \sum_{k=1}^n P_k [e^{-\lambda(t-s)} (1\text{-}P_k) + P_k[r_{kk} (t\text{-}s) + \\ +[1\text{-}e^{-\lambda(t-s)}] \sum_{k=1}^n P_k P_j r_{kj} (t\text{-}s) + \\ e^{-\lambda(t-s)} [\sum_{k=1}^n P_k m_k^2 - m^2] \end{array}\right\}$$

Принимая свойственное многим процессам выражение корреляционной функции

$$r_{kk}(\tau) = \sigma_k^2 e^{-\alpha_{k(\tau)}} \cos\beta_k \tau, \qquad (14)$$

найдем для всего процесса

$$r_x(\tau) = \sum_{k=1}^{n} P_k (1- P_k) \sigma_k^2 e^{-(\lambda+d_k)\tau} \cos\beta_k \tau + + \sum_{k=1}^{n} P_k^2 \sigma_k^2 e^{-d_k\tau} \cos\beta_k \tau + \Delta^2 e^{-\lambda\tau}, \qquad (15)$$

где

$$\Delta^2 = \sum_{k=1}^{n} P_k m_k^2 - m^2.$$

Соответствующая спектральная плотность по мегаструктуре будет:

$$S(\omega) = \frac{1}{\pi}\sum_{k=1}^{n} P_k(1-P_k)(\lambda+\alpha_k)\sigma_k^2 \; x \; x \frac{\omega^2+(\lambda+\alpha_k)+\beta_k}{[\omega^2-(\lambda+\alpha_k)^2-\beta_k^2]^2+4(\lambda+\alpha_k^2)^2\omega^2} + \frac{1}{\Pi}\sum_{k=1}^{n} P_k^2\sigma_k^2\alpha_k + \frac{\omega^2+\alpha_k^2+\beta_k^2}{[\omega^2-\alpha_k^2-\beta_k^2]^2+4\alpha_k^2\omega^2} + + \frac{\Delta^2}{\Pi}\frac{\lambda}{\omega^2+\lambda^2} \qquad (16)$$

Число состояний внешней стохастической среды и выходных параметров агрегатов практически бесконечно ($\rightarrow \infty$). Но для конкретных условий диапазон характеристик внешних ситуации и показателей работы ограничен агротехническими требованиями и техническими возможностями машин. Поэтому целесообразно дискретизировать состояния и ограничиться их числом. Например влажность почвы, как физическое состояние, можно разбить на классы 1-2%, твердость – 5-10Н / см^2. Тогда можно говорить о принадлежности микроструктур к тому или иному интервалу и подсчитать вероятность их существования по частоте повторяемости

Макроструктуру или последовательность микропроцессов, кроме того, целесообразно характеризовать текущими спектрами $\Delta S_T(t)$, а для общей характеристики квазистационарных процессов использовать показатель относительно частоты смены микроструктур:

$$\vartheta = \frac{\bar{\mu}}{\Delta S(t)}, \qquad (17)$$

где $\bar{\mu}$ – средняя частота смены микроструктур;

$\overline{\Delta S(t)} = \lim \frac{1}{T}\int_{-\frac{\bar{l}}{2}}^{+\frac{\bar{l}}{2}} \Delta S_T(t)dt$ - средняя по мегаструктуре ширина спектра процесса (текущего спектра). Плотность распределения параметров процесса по стационарной мегаструктуре может быть получена, через соответствующие плотности микропроцессов $f(\xi_{ij})$ и их весовые функции, определяемые законом распределения микро-и макрострукур.

Характеристика мегаструктуры процессов необходима для решения наиболее важных задач синтеза-выбора основных параметров агрегатов и режимов их движения.

Заключение

Модель, в которой пространство состояний образуется аддитивным множеством структур различных масштабов (то есть операции образования общего математического ожидания и дисперсии процессов аддитивны), оказалось наиболее доступной для приложений, а ее экспериментальная проверка обнадеживающей. Располагая соответствующими операторами для рабочих органов и машин в целом, теоретически представляется возможным получить аналогичные характеристики и для различных показателей процесса.

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CRITERIA FOR EVALUATING PUBLIC OPINION

Abstract: *This article discusses public opinion as a special form of social consciousness that has been manifested in all spheres of society for centuries, the methodology of scientific research that studies its stages of development, and evaluation criteria. The possibilities of optimizing the functional relationship between the mechanisms of organizing, managing and controlling public opinion are also considered.*

Key words: *community development, public unity, group, optimization prospects, public opinion, social consciousness, form of public consciousness, evaluation criteria, social attitude, information crisis, value measurement, state, body, social activity, relative evaluation, prospective forecasting, subjective factor , historical necessity, objective conditions.*

Language: *English*

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Introduction

Introduction to Research. Public opinion expresses its social attitude (assessment) on issues that are being implemented and should be raised in all spheres of society. In other words, if public opinion is seen as a manifestation of the attitude of certain social units to the problems of social life, its essence becomes clear in the special function of the social movement - the normative-evaluative status. That is, if there is a difference between alternative views on a particular problem of society, it means that the opinion formed in the community is evaluated, measured, valued, and treated on that basis. In the process of accomplishing this complex task, an event that reveals the overt or covert attitudes of individuals, groups, or social communities to current problems becomes known. In this context, this article discusses the criteria for evaluating public opinion and the prospects for their optimization.

The purpose of the study. It is the study of the phenomenon of public opinion, the formation of scientific and theoretical analysis and the development of criteria for its evaluation. This is because taking into account the fact that the public opinion assessment system is implemented in a multidisciplinary direction, firstly, allows to determine its place in society, and secondly, helps to find a functional system between the types of assessment. Third, it lays the groundwork for the formation of a stable (gradual) system of organization, management and control of public opinion in relation to the activities of public authorities. Therefore, researchers who have a deep understanding of the importance of public opinion assessment in the development of society, have tried to create a methodology for assessing public opinion from various disciplines. For example, V. Zhitenov contributed to the process of understanding the phenomenon of public opinion, calling it the "evaluative state of public consciousness" [1, 36]. That is, according to the researcher, since public opinion is a process that occurs in the form of social relations, he was in favor of focusing on forms of social consciousness (especially science) in shaping

its evaluation system. In general, a sociological approach to the phenomenon under study in Zhitenov's research is preferred. In particular, he believes that the assessment of public opinion is based on sociological surveys, research and analysis of the media or general attitudes.

Facts that reveal the essence of the study. It is no secret that in today's complex, ie information crisis, it is becoming increasingly difficult to determine the balance between the processes of formation of public opinion. In general, the interest in the tendency to form public opinion has always been in the focus of researchers. An example of this is the views of NK Gorshkov. This author has shown that in determining the nature of the phenomenon of public opinion, in addition to paying attention to its structural features, its social evaluation status is a key feature. It is that social evaluation is formed on the basis of rational and emotional knowledge. The rationality of public opinion depends on people owning a source of information. Sensitivity, on the other hand, represents a general direction in relation to ideas, views, and knowledge [2].

The commonality of such approaches in elucidating the essence of public opinion is characterized by the fact that they do not obscure the main goal, as a process that occurs as a result of the state of social consciousness or the assessment of a particular problem. Such approaches have also been a priority in recent research. In particular, it can be observed in the research of academician of the Academy of Sciences of Uzbekistan Rano Ubaydullaeva [3].

According to B. Grushin, another researcher who evaluates public opinion as a product of social consciousness, public opinion is a state of public consciousness that reflects the attitudes of different social groups to certain events and phenomena [4, 448-449]. It should be noted that B. Grushin replaces the public opinion formed on the basis of real events with the state of social consciousness. This is because the "state of social consciousness" is the object, element, etc., which arises under the influence of social consciousness. understood. Public opinion does not arise under the influence of social consciousness, on the contrary, it draws strength from the influence of social consciousness, is influenced, uses it in determining its direction. Hence, the process of formation of public opinion in the mass consciousness goes through several stages until it rises to the level of social consciousness. In particular, unconventionally formed public opinion draws strength from real reality and increases the likelihood of a conflict of interest. At the same time, on the one hand, the priority of corporate needs and interests of certain social strata or groups is clearly visible. On the other hand, when the escalation of public opinion of a social stratum or group becomes global, it can also develop in a direction contrary to the interests of society as a whole, bypassing the views of all social strata and groups.

In such cases, any public opinion, which is a product of social consciousness, cannot perform its primary regulatory function. As a result, various regional problems may arise. These include ethnic wars between nations and peoples, religious, ideological, ideological, environmental, energy and other issues that pose a serious threat to human development. It is therefore correct to evaluate public opinion as a complex structural process that arises as a result of social attitudes, is influenced by real reality, and is transformed on the basis of the laws of social consciousness.

Public opinion is not only an evaluative but also an evaluative social system. RA Safarov is one of the most significant scientists in this field. It is characterized by its prevalence, intensity and stability in relation to public opinion, which is reflected in the attitudes and behaviors of evaluative, social communities to the issues of interest to them, which differ from social opinion [5, 3] - evaluates it as a social phenomenon.

RA Safarov evaluates all social events on the basis of public opinion. This assumption is partial, specifically correct, that is, any process is initially shaped by public opinion. But when we look at the issue more broadly, we see that this phenomenon does not arise only from the problem that is of direct interest to its subjects. More precisely, public opinion is formed not only as a result of the activity of interest (subjective factor), but also in the historical necessity of social life (objective conditions) and is an objective process that adapts to the requirements of the time on the basis of new laws. Hence, when applying these two concepts in scientific practice, it is necessary to pay attention to their different aspects.

In general, in the middle of the twentieth century, a comprehensive study of this phenomenon began. In particular, the research on the definition of its content, the characteristics of the evaluation, management functions is of particular importance. In particular, the views of the philosopher, psychologist and sociologist AK Uledov can be cited as an example in this period. In his view, public opinion can be described as an appraisal of the common interests of people in large communities, on issues of common importance in their social life. In this case, public opinion reflects the attitude to real events, events in social life [6].

Analyzing the category of public opinion in the context of attitude and evaluation, Uledov explained it in detail and created his own concept. This concept is of particular importance in the study of the essence of public opinion, the stages of its formation, the features of evaluation. In general, the researcher considers public opinion as a phenomenon created in communities and organizations and subjecting them to the will of social classes interested in social development, that is, public opinion is the opinion of

the majority, a system of views that tends to equate with statehood [6].

Also in the works of the Russian journalist, sociologist and philosopher VS Korobeynikov, public opinion is not only a reactionary phenomenon or an evaluative process, but also a "manifestation of public consciousness in such a way that it pursues social interests and interests." It reflects the fact that the current problems of the country are reflected in the assessment of social groups and the people as a whole "[7]. The scientist not only reveals the socialization and functionalization of this phenomenon, but also shows the features of its manifestation in the form of a pyramid. This confirms that today the control of public opinion is changing and adapting from the point of view of the situation.

There are also subjective factors that assess public opinion, which are more likely to function as an association, association, organization, or institution. For example: any message, information is usually first discussed in the family, neighborhood, work community and gets its own corporate value. This assessment forms a certain general attitude towards the source of information - the assessment of public opinion. In this process, the media, in addition to shaping public opinion, also manifests itself as a means, a mechanism for its transformation and strengthening in the public consciousness. According to the English thinker I. Bentham, the media is the most important factor in shaping and expressing public opinion [8].

The media is a relatively popular association in the assessment of public opinion, which is directly related to the degree to which it has developed methods of studying public opinion on issues of transparency and openness in society. Because in the new era we live in, new social relations are rapidly changing in front of the media, it is very important to meet the requirements of our developing society, to find answers to the problems that concern people, to put them on the agenda and to form public opinion. sets current tasks [9, 180].

The potential of the media as a “fourth power” in shaping, transforming and evaluating public opinion is very wide. However, it should be noted that today, along with the success of the media in assessing public opinion, it is also receiving a negative assessment of it (public opinion). In particular, the media is trying to form a negative public opinion (transformation of "mass culture") for certain purposes. It should be noted that in the dictatorial regime established in the last century, the media became its substance and served to direct public opinion in the "necessary and necessary" direction. Information that has a “negative” impact on public opinion is kept secret under the “seven locks”. The "selection" (censorship) and transformation of information that shapes public opinion has become a monopoly of the totalitarian political system. Opponents of the system were declared "dissidents" and severely persecuted.

In the current context of globalization of information transformation, there is a growing focus on studying and evaluating the reaction of the population to the information transmitted by the media, that is, the attitude of public opinion. Because the transformation of information into a commodity and the formation of international markets determine its conjuncture and areas of governance. In this process, there is an increasing need for information that poisons the human brain, their escalation in the form of "popular culture" is aimed at specific goals. In particular, the processes of urbanization, globalization, "information zombies" - the formation of a conformist mood in the minds of people, especially young people, stereotypes of the masses to the surrounding events: indifference, indifference, skepticism, alarmist, pessimistic (or, conversely, radical optimistic). This is evidenced by the fact that in today's terrorist, extremist, fundamentalist movements, mainly young people are involved.

The growing role of the media in assessing global public opinion as a whole is a complex socio-political phenomenon capable of mobilizing the will of the entire nation to achieve the highest goals, as well as ensuring the social development of mankind. In this sense, the role of the media in assessing public opinion is complex and is determined, firstly, by the perfection of information transformation communication, its level of accuracy, reliability and attractiveness; secondly, in the assessment of alternative public opinion, the debate remains the same even in the circumstances in which the situation arises, that is, it “selects” the opposing views; third, it seeks to make rational and optimal decisions in order to shape public opinion assessments of a particular problem. Also, media activities aimed at forming a positive public opinion: on the one hand, the formation of national values, ideas, objective knowledge about socio-political reality, the ability to disseminate information and evaluate it on the basis of political analysis in the general public; on the other hand, it devotes all its efforts to the determination of cultural immunity against the escalation of inhuman, immoral "mass culture" that is alien to the national mentality at the present time, that is, the assessment of public opinion against foreign ideas.

In short, the media evaluates public opinion according to the following functions:

– One of the main functions of the media at the current stage of development of society is to assess the improving public opinion in the system of social relations, organizing, managing and controlling public opinion in the process of building a democratic state and civil society in the country;

– "Today, the actions in the field of modern information are so intense, so fast, now, as before, yes, this event took place far away from us, it can not be

ignored that it has nothing to do with us. It is certain that a nation or a nation in such a state will lag behind in development for hundreds of years ”[10, 70], the primary task of the media is to assess the views of public opinion on the principle and to achieve the assessment of public opinion;

– The media has the ability to socialize the opinion of any individual, to popularize it and turn it into a broad public opinion, which allows it to simultaneously assess public opinion or achieve a broad public opinion;

– In today's conditions of transformation of the media, improving technology: thinking, thinking, studying, researching, the attitude of public opinion to the natural environment, social existence, that is, its value depends on the influence of the media. This is because the processes of integration, globalization, intensification and universalization, which are interconnected in the world today, determine the general laws of formation of public opinion. More precisely, these processes make the national, administrative and territorial boundaries of public opinion conditional and relative, and the mass media organizes, directs, controls and evaluates public opinion based on universal democratic principles and spiritual values.

– It is necessary to take a differential approach to the activities of institutions that assess the opinion of the corporate public in general, to create special opportunities and conditions for their functional integration. In particular, the media should be based on the principles of transparency, realism, impartiality, guaranteed by the state. Indeed, “the role and place of the media in open and effective communication between the state and the public is limitless” [11, 172].

In addition, it is necessary to focus on the activities of non-governmental non-profit organizations, which make a worthy contribution to the management of the system of social relations in society. These organizations have many conditions and opportunities in organizing, managing, monitoring and evaluating public opinion. According to the structure of non-governmental non-profit organizations engaged in public opinion research, they have the following characteristics:

– The history of non-governmental organizations shows that they played an important role in the life of society, and even the activities of large transnational corporations, in a sense, rely on them;

– The directions and social functions of non-governmental non-profit organizations are diverse and serve to realize the social, political, economic and cultural rights and freedoms of citizens, to support their initiatives in the management of state and public affairs;

– In both laws and official reports, non-governmental organizations are considered as associations aimed at the formation of civil society, the performance of certain functions of state power [12, 56];

– The integration of the activities of these organizations is the basis for considering them as mechanisms for assessing public opinion. If public opinion in general is focused on the solution of a particular problem that arises in society, it has a collective character and can be eliminated without state intervention. We see this today in the solution of some problems in the system of local self-government bodies, with the participation of non-governmental organizations. In this context, they pay special attention to the following criteria in the process of assessing public opinion:

– Due to the nature of "corporateization" of public opinion, as it is focused on a specific goal, interest, it is approached as a system of self-government in its evaluation;

– Non-governmental non-profit organizations pay special attention to public opinion, ie to the status of the "fifth power", in addition to recognizing its collective nature, but also pay attention to its individual levels;

– NGOs believe and recognize that in any democratic state and civil society, social, economic, political, spiritual, cultural, ideological and ideological processes find their value through the assessment of public opinion, and in the process of assessing it take a similar approach;

– In general, non-governmental organizations not only participate in the assessment of public opinion, but also create an organizational framework for practical assistance in solving important problems of society. Adherence to the principle of justice in society at the corporate level: organizer, manager and controller performs the functions of organization, mediation, which connects the state and the people with the formation of public opinion.

In short, non-governmental organizations have a special role in ensuring the active participation of the general public in the socio-political life of the country, in the process of forming a system of views, in the system of evaluating organizations internally and externally. , also has the potential to ensure its existence as a constructive mechanism in the political management of society and the state [13, 29].

Research Conclusion.

The following comments can be made on the optimization of public opinion evaluation criteria:

First, the method of "social cognition", which is the highest product of thinking, is an important factor in the evaluation of public opinion, it is a method that studies the results of a person's practical attitude to the environment, nature and society, develops scientific and theoretical conclusions. In assessing public opinion through this method: the practical behavior of the community reflected in social activities, socio-political attitude to reality, character, as well as the influence of active social groups in the community, ie

their guidance, values and norms is systematically analyzed and synthesized, and a process assessment is made that leads to the functional integration of common views in a particular community.

In general, the assessment of public opinion using such a method allows to scientifically know the changes taking place in society, to consciously perceive them, to make a socio-philosophical analysis of general beliefs, rules, worldviews, religious and moral values. For “such an assessment of social phenomena is related to a person’s mental activity, and this assessment is based on his or her practical and mental activities in relation to a social being. Usually society, that is, social events, things, and knowledge about them that meet the interests of people, that meet their needs and wants, is reasonable. On the contrary, social events, things and knowledge about them that do not meet the interests of society, people, social groups, peoples, nations or certain communities, individuals, are considered unreasonable ”[14].

Second, a systematic, differential quantitative assessment of public opinion, a comparative comparison of the current behavior in the collective consciousness, that is, the actual functioning of the team, its mutual functionality, is important in the assessment of public opinion. Because public opinion is a complex structure, a direct approach to it is not effective, but rather in the research process: the inner psyche formed in the team, attitude to reality, quality indicators in the process, unity of interests that connect opposites, common goal, correlation communication, i.e., understanding the optimal value of the indicators, indicates the effectiveness of the research being conducted. The following methods are useful in carrying out this process: quantitative evaluation of systems; vector optimization; case management; separation of basic and non-basic criteria; including pessimistic-optimistic methods.

Third, according to the English philosopher J. Locke, in the process of evaluating people’s actions, a unique tradition was formed because they appealed not only to religious and civil law, but also to public opinion. That is, following the “law of the trinity” to assess public opinion allows us to understand the essence of the problem. In Locke's Experiments on Human Thought, the first group of these "trinity laws" is the divine laws; to the second group - human rules; to the third group - public opinion.

The three rules pointed out by J. Locke provided an important basis for the scientific study of this concept. This is because while the basic rules in the first (primitive) form of organizing, managing, controlling, or evaluating public opinion recognized religion as a "divine law," "human rules" are important in maintaining seed, tribal unity, family continuity, or tribal ideology. reached The third rule is decided in the process of functional-integration of social relations with the assessment of public opinion, which is a constantly changing, that is, a stage associated with the improvement of public opinion. Such views were later adopted by sociologists as a criterion for evaluating social opinion.

Fourth, given that public opinion is a comprehensive association, it is expedient to study it in small pieces (pieces). This is because the evaluation of public opinion is fundamentally different from the evaluation of other subject events and requires attention to every change in the community. Otherwise, the results of the research will not be visible. Therefore, in the process of fragmentation: it is necessary to pay special attention to the main goal of the team, common needs and the correlation between them, functional integration of conflicting but complementary, unity of individual and common corporate interests.

Fifth, every subject engaged in the evaluation of public opinion in general and in the study of the evaluation of public opinion in general uses the general methodological method of philosophy. The subject (individual, narrow or wide group, corporate association, organization, specialized research center, etc.) must pay attention to the following elements in the process of using this methodology: taking into account that public opinion is a process of formation in social consciousness, it (public opinion) that is, to pay special attention to the acquisition of power (socio-political, material and spiritual) from real social processes, as well as to the specific social character, socio-economic relations, the struggle for the interests of classes, the movement of different social groups It is necessary to take into account the observance of social (public opinion) laws of social development, nature and objective nature, which reflect the real relations that exist.

The important point of the matter is that no subject engaged in the study of public opinion can neither deny nor circumvent the above-mentioned laws. Because these laws exist objectively, regardless of the will and consciousness of the people, and derive their power from the system of social relations in society.

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QR – Issue QR – Article

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THE ROLE OF E-LEARNING IN EDUCATION

Abstract: *The article presents a pedagogical problem of the integration of E-learning technologies into educational sphere of Uzbekistan. The introduction of E-learning technologies in the educational process faces with many technical and psychological problems. To solve them it is necessary to know the peculiarities of E- learning, in particular benefits and drawbacks of using online educational platforms and webinars in teaching foreign languages.*

Key words: *educational process; webinar technologies; interactive technologies; online educational platforms; E–learning; webinar; online teachings; online meetings; technical support.*

Language: *English*

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Introduction

Due to the COVID-19 pandemic online education has been introduced to all stages of educational system of Uzbekistan. Electronic learning has become the only way of teaching and learning not only in Uzbekistan, but also throughout the world for the last few months. We were made to change the usual lifestyle because of coronavirus disease. In Uzbekistan has been taken immediate arrangements of establishment E-learning into educational process. It made us create not only a single open educational environment, but also save our lives from sudden appeared virus. Thus, any pupil, university student or company employee has to have distance learning or work by distance, using a variety of Internet technologies (online platforms, digital libraries, collections of digital educational resources, trainings, vebinars). This process influence on unavoidable change of everything what we are used to see. Taking into consideration all recent situations, we can not deny to accept E-learning consciously. Therefore, we need to be introduced to all consequences of it, its advantages and disadvantages. Moreover, we need to be self- prepared to conducting teaching via internet. Definitely, nobody was ready to such aftergrowth, the last incidents steal up everyone. However, we do not have a choice, besides to work on ourselves, to get better our educational system by implementing internet learning into educational process.

E – LEARNING

E-learning (Electronic Learning) is a learning system, synonymous with terms such as E-learning, distance learning, computer-assisted learning, network learning, virtual learning, learning using information or electronic technologies [Аркадий Рудюк 2010 https://habr.com/ru/post/94271/]. E - learning is a learning based on developed scenarios using multimedia and information communication technologies. The teacher forms the course, the content of which represents materials that determine the goal of training, all components of training, including methods of control. It can be online or offline. The E-learning base today provides a wide range of technology and means that can be used to conduct distance learning (electronic learning tools). To the most significant technologies and means of E-learning we can include the following tools as distance learning systems, distance learning courses, podcasts, emails, MP 3 players, CD ROM, Web sites, Web 2.0 tools, teamwork systems, blogs, wiki, chats, E-learning models [Сергеев А. Г., Немонтов В.А., Баландина В.В. 2012].

Existing technologies and E-learning tools allow:

1)To conduct training in various forms, including simultaneous,

asynchronous, blended learning;

2)To organize the interaction of all participants of distance learning;

3)To use modern teaching aids (simulators, physical models, simulation modeling, and etc.);

4)To build effective learning;

5)To provide access to repositories of electronic materials;

6)To organize the collective work of students of remote learning

Looking back at the history of E-learning, it was found that the first attempt at E –learning was the University of Illinois undertaken by in 1960. It was looked like this: students, while listening to a lecture on computers connected to a network, gained access to additional information resources on the topic of the course [https://en.wikipedia.org/wiki/Educational_technology].

More than half of the century passed since that time, E-learning has been developing day by day. In the 2000s started to be mentioned open educational resources of various world-famous universities (primarily the Massachusetts technological Institute (MIT), Stanford University, New South Wales University, Yale University), which later turned into electronic educational platforms, such as Coursera, EdX, Udemy, Iversity, Yale, Udacity, Canvas Network, Stanford online, Alison, Openlearning, Khanacademy, Futurelearn, and etc.

The rapid process of globalization influenced on the development of E-learning technologies and their active application in the educational process in Uzbekistan. This process has started in the 2010s, and now, during a pandemic in 2020, we can talk about the E-learning boom. Thus, the world educational community is discussing the threat of crowding out classroom / face-to-face learning by distance learning, however, in our opinion, these fears are unreasonable, since the teacher's personality factor plays an important role in teaching, which is almost leveled out in e-learning. E -learning keeps the teacher and student connected: "E-learning provides, along with the presence of a fully mediated pedagogical interaction, the preservation of the traditional, direct interpersonal interaction between the subjects of the educational process" [Бородачев С. А. 2011].

It should be noted that E-learning has a number of undoubted advantages in comparison with traditional teaching technologies. There are the following advantages in using E-learning. Namely, low financial cost of organizing and conducting online training, lack of need for a large classroom fund (for an educational institution), mass training (for example, at the courses MOOCs (Massive Open Online Courses / Massive open online courses) are registered and trained more than 50 million users), the formation and development of the most important competencies necessary for a successful graduate of a university (for example, the autonomy of educational activities, time management, responsibility, teamwork, etc.), the flexibility of the E-learning system, and, as a result, individual and flexible time to study, the variety of educational models used by the teacher in the implementation of E-learning, the attraction of modern and relevant material for classes [Швагрукова Е. В. 2014].

E -learning provides opportunities for training under the guidance of a teacher or consultant, as well as self-study on an individually selected path. There is also the possibility of using E -learning as a source of additional information on traditional disciplines.

However, despite the obvious advantages, E-learning has a number of disadvantages. On comparison with the USA and Europe, Uzbekistan turned rather late into a "computerized" country, therefore, the general level of computer literacy is low. It is known that implementation of something new deals with some fears. Problems of introducing E-learning in the educational process of Uzbekistan can be generally divided into technical and psychological.

Technical issues include the following points:

1) The equipping of the educational space with the necessary equipment (computerization of workers and training places, laying wireless Internet Wi-Fi, etc.) with a fast speed internet connection,

2) The development of their own electronic resources (the creation of electronic manuals and courses within the framework of the main educational programs, the transfer of some educational materials to electronic university platforms, development of teaching materials in the electronic environment, etc.),

3) The purchase of electronic educational resources in more "advanced" foreign universities,

4) The organization of access for university students and teachers to both the global information network and electronic environment of a specific university,

5) The creation of an effective system for monitoring learning using E-learning technologies.

To solve them, it is necessary to connect an administrative resource, since one of the main roles in this issue is played by the financial component. However, no matter how expensive the purchase of equipment is or how time-consuming the creation of electronic resources is, the complexity of the solution cannot be compared with psychological problems of E-learning introduction in Uzbekistan. The solution of psychological problems, both teachers and students seems the most difficult task in introducing E-learning in Uzbekistan. Let us observe psychological problems of teachers.

The psychological problems of introducing E -learning are associated, first of all, with the psychological unpreparedness of the majority of

teachers to work in electronic educational environment. The level of computer skills among university teachers is quite high, compared with other social groups of the population of the country, however, at the level of awareness of the need for this work, a certain psychological "barrier" arises. Some teachers are quite conservative and hardly go for the introduction of new teaching methods [Starodubchenko S. V. 2013]. A better situation develops with teachers of humanitarian disciplines, in particular, foreign languages, because, as a rule, they are familiar with the language of the electronic environment, and active, interactive modern teaching methods are often in teaching foreign languages used. In addition, the recent events with world pandemic has led to the wide usage of webinar technologies, online teachings etc. So what is webinar? What meanings does it have?

Using webinars

A webinar is an online seminar in real time or in recording, an online meeting or a web conference [Андреев А.А. 2010]. The name of the webinar comes from the two English words "web" and "seminar". It should be mentioned that to denote the concept of "webinar" in scientific articles, the concepts of "web conference", "online conference", "online seminar", "online seminar", "online meeting" are used. These concepts are synonymous, but are not identical.

Who are the participants in the webinar? On the one hand, they are listeners - students (audience from 2 people to 100 or more), on the other hand, a speaker or 2 speakers, who turn by turn present blocks of information to the audience.

A webinar, like a lecture (lesson) in real time, can perform simultaneously or separately three functions: training (content of the webinar itself), consultation (chat mode) and monitoring (poll / interactive voting mode).

Webinars have a number of didactic characteristics, among which the following are significant:

1)The ability to individualize the educational process (each student has an access to a webinar that can be viewed and reviewed at a convenient time),

2)The teacher's ability to use the whole range of technical support (a variety of illustrative materials: presentations, interactive videos, interactive posters, websites),

3)The possibility of influencing on students with the help of speech techniques, gestures and facial expressions,

4)The ability to maintain live communication between the teacher and the student (in real time, the students can ask any questions related to the topic), create comfortable learning conditions (students can choose absolutely any place to watch the webinar, in a cafe, at home, on the bus) [Кайгородцева Н.В., Лузгина В. Б. 2017].

Currently, educational webinars can be divided into information seminars, educational webinars and trainings. Their characteristics would be briefly considered. The information seminar is a free online seminar lasting 1 - 1.5 hours, where the presentation of the educational program takes place. Such informational seminars are popular while demonstrating paid educational programs of higher educational institutions or short educational programs offered by the authors of unique authoring techniques. A training webinar introduces directly to questions of a specific subject area. This type of online seminar is popular in the context of the educational process at school or at a university. Training is a series of webinars on a specific topic. Moreover, the training involves the simultaneous use of distance learning systems, as the listener not only perceives visual and audio information, but also performs practical tasks. Within the educational process in an educational institution, a training can be a distance course in the humanitarian or technical discipline.

Most of the webinars take place according to the following scheme: at the first stage, users register on the page of the event, at the second stage the participant receives an electronic confirmation and reminder, at the third stage, right before the online event itself, the participant clicks on an individual link and joins the web conference. This is how the process of participation in a webinar looks like through the eyes of a user - a schoolboy, student or employee of a company. And what is an online seminar for the creator of a webinar - a teacher?

When creating a webinar, the teacher performs several functions: social (creates a friendly atmosphere for the lesson), pedagogical (selects the most effective tools for online learning), technical (well acquainted with technical support, able to solve problems independently) and organizational (careful planning and designing of online meeting) [Мещерякова, Исакова. 2015]. Based on the above functions, a teacher - a creator of the webinar should have the following competencies: oratory skills, knowledge of netiquette, knowledge, skills to develop materials specialized for web conferences. Thus, at the first stage, the teacher collects authorial material for the course: creates interactive presentations, selects useful educational web resources, selects textbooks, and so on. Then he determines the exact thematic content of a single webinar or webinar cycle, as well as their appearance. Depending on pedagogical goal, the webinar can be a virtual round table, lecture, workshop, seminar, brain ring, virtual laboratory lesson, or other types of educational activities. The type of webinar, in turn, determines the choice of platform on which it is organized. Note that currently there is a large selection of online venues for webinars (for example, iMind, Webinar.ru, Mirapolis Virtual Room and others), but there is no a universal one.

Let's consider the possibilities of using modern platforms for conducting webinars from a pedagogical point of view, their advantages and disadvantages.

The most popular for the educational process in educational institutions today are Webinar.ru, MyOwnConference, AnyMeeting, ClickMeeting, GoToMeeting, ZoomMeeting, WebinarJam, ON24, Livestorm, Adobe Connect and Mirapolis Virtual Room. As a rule, all modern webinar platforms are equipped with the same basic tools: demonstration of the desktop, some running applications, presentations, videos; conducting surveys; creation of group and private chats; the ability to see the speaker; videoconferencing; monitoring the presence of participants; drawing board. Advanced features include the following: sending out invitations, participating via mobile devices, advanced reporting on webinars, and the ability to embed registration forms.

What are the advantages of using a webinar in the educational process [Разумова Н.А. 2013]? Firstly, the speaker and his listeners have the opportunity to hold an online meeting being in different places. Moreover, the teacher can organize a webinar at home. Secondly, the absence of expenditures on moving to the venue (no traffic jams, which can be a reason of coming late to the offline seminar or missing a layer of valuable information) and save time. A third advantage is the ability to review and access to materials. Also, if we consider the webinar as one means of working with students of distance learning, it is worth emphasizing the fact that there is an element of communication in real time.

So, at the present time, the webinar is considered to an effective innovative online form of organizing educational activities, but it has some drawbacks too: in comparison with the traditional form of training, the teacher spends more time choosing a platform, adapting the training course to the Internet form, learning how to work with the platform itself [Раицкая Л.К. 2012]. Moreover, the webinar does not involve two-way eye contact: students see the lecturer, but the lecturer is not able to establish visual contact with his audience, in particular when the audience is more than 5-10 people. In addition, the complexity of the webinar software, though this drawback is controversial, because many modern platforms are maximally adapted for users who use this service for the first time. It is also noted that due to the fact that the webinar is a relatively new technology used in educational activities, a teacher who is used to the traditional educational process can conduct an online lecture in a completely different way, without its inherent expression and emotionality.

CONCLUSION

In conclusion, the introduction of E -learning requires a lot of preparatory work in the teaching sphere. Special training is required for teaching staff to work on electronic platforms and a methodically competent use of electronic resources in the educational process, because it makes them not only use electronic resources but also create their own courses and disciplines on the electronic platforms.

To solve psychological problems, it is necessary, firstly, to massively introduce teachers to the consciousness of the idea of the necessity and inevitability of using E-learning technologies, and secondly, to develop a system of training courses and methodological seminars on the introduction of E-learning in the educational process. Thirdly, teachers need to know how to teach online using webinar technologies, knowing the possibilities of all platforms.

However, it is worth to mention that the mentioned drawbacks are not permanent, as over time the teacher adapts to the new forms of conducting classes and feels comfortable.

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SOME FUNERAL ARRANGEMENTS FOR UZBEKS LIVING IN KARAKALPAKSTAN

Abstract: *The Uzbeks living in Karakalpakstan differ from other ethnic groups in their locality, national customs, traditions and mentality. Based on the materials studied, it was found that the funeral of the Uzbeks living in the territory of Karakalpakstan have local characteristics. We learned that the Uzbeks living in Karakalpakstan also have views on the problem of the soul leaving the body and its appearance as "breathing". The custom of preserving the dead until the end of the twentieth century is called "tuna" or "guzet". According to this custom, if a man dies, a man, and a woman sits next to a dead woman at night from dawn to dusk.*

Key words: *Uzbeks, funeral, animistic views, washing the corpse, shroud, funeral prayer, observing the corpse for the last time.*

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Introduction

Each nation differs from other ethnic groups in that it has its own nationality, spiritual life, mentality, which is inherent in customs, rituals and traditions. We can see such a unique identity in the lives of Uzbeks living in Karakalpakstan. This Uzbek ethnos we are talking about differs from the Uzbeks living in the regions in its commonalities and differences in customs and ceremonies. We can study these differences by comparing them with the ethnographic works published so far and our field research in the Uzbek villages of Karakalpakstan.

Research on family rituals, especially funerals, has been published by a number of scholars from the mid-20th century to the early 21st century. For example: Books and articles were published by Russian scientists B.A. Litvinskiy, G.P. Snesarev, B.Kh. Karmysheva, Uzbek scientists K.Shaniyazov, M.Ruzieva, K.Nasriddinov, A.Ashirov, M.Payzieva (2, 104-126; 7, 139-181; 9, 42-51; 10; 11; 14, 107-181; 17, 152-156; 13, 24-25;).

If we talk about the funerals of Uzbeks living in the region, that is, in Karakalpakstan, we are talking about, first of all, his relatives and family members will say goodbye to the deceased. If the patient has children or relatives in distant lands or foreign countries, they will be summoned immediately. Because in the peoples of the region, as well as in the Uzbeks, the last wishes or wills of the deceased are told to relatives. This habit is called 'irzalashuv' (26).

Before a sick person dies, family members have a habit of soaking a cotton ball and applying drops of water to the lips. According to the data collected from the people, in this case, if water is touched to the lips, it quenches his thirst (19). Russian theologian G.P. Snesarev believes that this custom is associated with ancient religious beliefs. In this regard, he writes: "The man who died in Zoroastrianism was constantly under the threat of Ahriman, the symbol of evil forces. Therefore, in order to drive away the evil forces in Zoroastrianism, in front of a person who was dying two mubads had to be ready. One of them was praying in front of the fire, while the other was dripping with the juice of life (holy haoma) or pomegranate juice to refresh the mouth of a person who was lying heavy "(14, 132).

In the Uzbeks of Karakalpakstan, before a person dies, a mullah recites prayers based on Islamic teachings. This custom is known among the people as ‘iymonini uyirish’. It contains the following words: “Kalimai shahodat (the word of testimony, the word of confession) (عَبْدُهُ مُحَمَّدًا أَنَّ وَأَشْهَدُ ،اللهُ إِلَّا إِلَهَ لَا أَنْ أَشْهَدُ وَرَسُولُهُ) “Ashhadu allaa ilaaha illallohu va ashhadu anna Muhammadan ‘abduhu va Rosuuluh”. That is, I bear witness that there is no god but Allah and that Muhammad is the servant and Messenger of Allah, which is first said 3 times by the mullah, and then repeated by the person who wants to leave the world. If a sick person is not able to repeat the Kalimayi shahodat, the mullah may recite it in his ear (18). During field research among Uzbeks in the region, we came across interesting information about this habit. That is, there is a religious notion that if a person dies and dies without saying kalima, these words will not be able to answer the questions of the angels of the afterlife (Nakir-Munkar). For this reason, there are cases among the people that these words are written on paper for the deceased. While this custom existed in Kungrad district until the 1960s (24), it still exists around Khujayli district, Oybek village and the Old City (23). Our correspondent Kudenov Embergen, who lives in Shumanay district, told us that the following verses will be written on the paper: “ U xudoning quli, odam otoning zurriyodi, Muhammad Payg’ambarning ummati, Ibrayim payg’ambarning millatidan, Ahmad Yassaviy eridan, Imom Ag’zam mag’zabidan (He is a servant of God, a descendant of Adaam, person of the Prophet Muhammad, of the nation of the Prophet Ibrahim, of the land of Ahmad Yassavi, of the school of Imam Agzam) ”(25).

When we talk about the Uzbeks living in Karakalpakstan talking about the soul leaving the body, we learned that there are also views that it turns out to be a "nafas (breath)" (20, 27). In the Uzbeks of this region, the term is called "dam." If a person dies, Uzbeks, like the Karakalpak people, use phrases such as "demi tausildi" and "demini bolgany eken" (out of breath). On the origin of the human soul as breath, E. Taylor noted that the etymology of the word breath is inherited from the ancient Semitic and Aryan peoples. The famous scholar also wrote that the Arabs had the word ‘nefs’, which is used to mean ‘spirit’ (15, 215).

After the death of a person, the corpse is placed on the right side of the house, the toes of the feet are tied, and the awrah (shameful places) of the dead is cleansed with water according to the rules of Shari'ah.

Uzbeks living in Karakalpakstan keep the body in their homes for several days. Of course, this is still a tradition among the people, despite the fact that it contradicts Islamic teachings. Of course, such protection of the dead is condemned in our religion, and it is said that if a person dies in the morning, he will be buried at that day, if he died in the evening, he must be buried in the next day (1, 338). However, as a result of our field research, we have not encountered such cases. However, it should be noted that the preservation of the corpse creates some difficulties among the people. For example: storing it on hot summer days can cause some difficulties. However, even in such hot weather, they try to keep the dead for a few days and take precautions. For example, in the late twentieth century, the residents of the Old City of Khujayli district covered the corpse with black willow leaves in order to preserve it (23). But by the beginning of the century, while the use of medicines used in morgue was widespread, in some places there were also cases of storage with pieces of ice. The custom of such a keeping corpse for a few days is inherited from the customs of nomadic peoples, and is widespread among the Karakalpak, Kazakh, and Turkmen peoples living in the region. However, ethnographers who have done research on funerals in the Uzbek people said in their scientific works that if a corpse dies early in the morning, it will be buried at that day, if it dies in the evening, he will be buried the next morning (7, 140; 10, 31; 11, 36). Based on these ethnographic data, it should be noted that the Uzbeks of the region, unlike the Uzbeks of other regions, keep the corpse for several days.

The custom of preserving the dead, which survived until the end of the twentieth century, is called "tuneme" or "guzet." According to this custom, if a man dies, men, if a woman dies, women sit next to the deceased from night to dawn. In our opinion, it is a tradition inherited from ancient beliefs to welcome the dead in their home for about 3 days. According to the famous British scholar Mary Boyce, according to the beliefs of the ancient Zoroastrians, the ghost of the deceased wandered on the ground for 3 days. She then wrote that there were views that he would go to the afterlife (4, 57-58). In the course of our field research, an interesting situation in this regard came to our attention. That is, if a dead person stays in his house for a few days, the verses of the Qur'an will not be recited during those days. When we asked the mullahs and clerics the reason for this, he said that the ghost of the deceased was still walking in his house and that it was possible to recite the Qur’an after his burial. So, we can conclude that this custom is probably related to the ancient Zoroastrian custom. It should be noted that the tradition of such keeping corpses also exists among the Kazakh and Karakalpak peoples (5, 178; 16, 101-102).

After a few days, the corpse is prepared for burial. First of all, the washing of the corpse will begin. Uzbeks living in the region are cleansed according to two different traditions of washing the corpse. In the first, in southern regions, the deceased was washed by ghassols ("dead washers"), while in Kungrad, Khojayli, Takhiatash districts, the dead were washed mainly by close relatives and brothers. They are called "suyekke engenler (bone-crushing)" (18, 19, 20). The washing of the corpse by close relatives is inherited from the tradition of the ancient

Turkic peoples, and there is a saying: "We do not hold our bones to anyone" and ethnographer Kh.Karmysheva noted this in her article (7, 142). Ethnographic literature also mentions the washing of corpses by relatives in Kashkadarya and Tashkent, at least in part (10, 53; 11, 61). In Karakalpakstan, Uzbeks are sometimes washed by people recommended by the deceased and according to his will.

When the dead are washed, the man is washed by men and the woman by women. According to the information given to us by the informants, the corpse should be washed mainly by 5, 7, 9 people. That is, when washing the dead, the number of people is strictly odd. Interestingly, the corpse itself is also considered along with the people who wash the dead. But we know that when a baby or a young child dies, it is washed by one person. In our field research in Khujayli district, we found that in Uzbek families, a woman died and was washed under the guidance of female "halpa" (21).

The washing of corpses today is based on Islamic beliefs. From the performance of these actions we can see that the main task lies in the purpose of cleansing the body. In the Uzbeks of the region, those who go to wash the corpse pay special attention to their cleanliness before cleansing the corpse, and then begin to wash the corpse (21). It is written in our religion about washing the dead, "Wash the corpse odd, three or five times, or seven times," as well as "Wash first from the right limbs and from the places of ablution!" (1, 340). According to our correspondents, the corpses were cleaned with 7, 9, 11 qumg'on (kettle) water. They claim that they do not adhere to the norm of water in the event of injury, or in cases of bleeding of dead (21).

In Uzbeks, the awrat of the corpse is first washed with gloves, and then these gloves are no longer used. Dead washers start washing his\her hands, mouth, nose, face, ears, head, neck, shoulders and other limbs with the other gloves on the right side and then three times in a row. There will also be occasions when some words or prayers are recited during the cleansing of the corpse. Around the Old Town of Khujayli District, halfa women say "Pakma-pak, apiupak", while reciting Surah An-Nas of the Qur'an in the village of Naiman, Takhiatash District (21, 22).

It is customary to shroud the corpse after it has been washed. Regarding shrouding in Islamic teachings, it is written: "Rasulloh sallallohu aleyhi va sallamning muborak jasadlarini uch en yamaniy oq surp bilan kafanlashdi. Kafan ostida na kuylak va na salla bor erdi. (The blessed bodies of the Messenger of Allaah (peace and blessings of Allaah be upon him) were shrouded with the three meter Yemeni white shrouds. There was neither a shirt nor a turban under the shroud)" (1, 342). It appears that the shroud was mostly made of white cloth. However, the Islamic Encyclopedia states that the shroud may be in white, green, and black fabrics (6, 80). In the Uzbeks of the region, the shroud is mostly shrouded with white surp. In our field studies, according to informants, mainly 18 meters of fabric is used for men and 20 meters for women (23, 47). According to the Islamic creed, it is considered necessary to shroud a Muslim man with 3 pieces of cloth and a woman with 5 pieces of cloth (6, 136).

After the corpse is wrapped in a shroud, it is placed in a coffin. In Islam, the coffin is called a "tobut", while in the Uzbeks of the region it is called a "at (ot)". In Khojayli, Takhiatash and Kungrad districts, which are our objects, a separate coffin is made for each person (26, 28). However, in the southern regions of Karakalpakstan, cemetery coffins are used.

It is interesting to note that in the Uzbeks of Khujayli, Takhiatash and Kungrad the coffin is called as "at" and it is made of wood for each deceased person. According to our informants, this wooden horse claims to carry the dead to "other world". That is, the religious-mythological notion that everyone's coffin ("wooden horse") carries the corpse to the next world must have been a transformative manifestation of the ancient Turkic tribes 'custom of sacrificing a horse at a funeral. This is because the ancient Turkic tribes had a custom of sacrificing a horse with the deceased at funerals. In this regard, the Arab traveler Ibn Fadlan noted that he witnessed burial with a horse at funerals in the Oghuz tribes (12, 63). This custom of sacrificing a horse was common in burial ceremonies in the Middle Ages from the Ottoman Turkic state to the Turkic tribes living far East (8, 43-45). It is also characteristic of almost all Uzbek peoples, as well as all Turkic peoples. For example, in the Fergana Uzbeks, the horse had a special place in mourning and mourning ceremonies. … Even in the recent past, when a self-sufficient person died, his mother, wife, sister and a number of relatives prepared his horse, threw his clothes on the horse, walked around and remembered the good deeds done by the deceased and cried. This ceremony is called "davra solish (circling)" the horse. At the end of the ceremony, the horse's tail was cut off and release it, and no one rode the horse (2, 22). Probably for this reason, in the Uzbeks of Karakalpakstan, it is a grave sin to cut the tail and mane of a horse. Such horse-related customs are also widespread in Kyrgyz, Kazakh, and Altai peoples today in funeral rites (3, 64; 16, 97; 17, 98).

Now we will briefly dwell on the next issue funeral reading. Before the funeral, the mullah says, "Saloti – Janoza" three times." According to the Uzbek ethnologist M. Payzieva, these words mean "Come to the funeral" (11, 82). The funeral prayer consists of four takbirs, that is, saying "Allahu akbar," saluting to the right and left, and asking Allah to forgive the sins of the deceased and to thank him. It should be noted that when the corpse is removed from

the house, it is touched 3 times on the threshold. In an interview with our correspondents, they said the general response was that the habit may have been related to the meaning of the deceased's last farewell from home. Uzbek ethnologist A. Ashirov connects this habit with magic. That is, when the coffin is taken out of the house, it is done with the intention that there will be no more death in that house – he wrote (2, 118). Thus, after the corpse is removed from the house, the funeral prayer is performed.

In conclusion, it should be noted that the funeral rites of the Uzbeks of this region differ from the Uzbek ethnos living in other regions in terms of ceremonies, customs and beliefs. The differences in such customs indicate that the representatives of one nation live in distant lands from each other, and that the ethnography of one nation has colorful, attractive aspects. Of course, with the fact that the funerals of Uzbeks from different regions began to be studied in more detail, partly in the twentieth century, and then in the twenty-first century (Uzbeks of Kashkadarya and Tashkent), the possibility of comparing this ethnos has expanded. However, like other regions in the Republic of Uzbekistan that need to be studied, Karakalpakstan Uzbeks are one of the most important issues to study in family ceremonies, especially funerals. For this reason, we have tried to conduct this research, to explore the local customs of the Uzbeks of Karakalpakstan at the funeral to the world of ethnography.

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ABOUT THE STUDY OF CHO'LPON'S POETRY ABROAD

Abstract: *The article lists important issues related to the study of the works of Abdulhamid Cho'lpon, a great representative of the Uzbek poetry of the twentieth century national awakening. The relevance of the study of Cho'lpon's life and work is shown. The scientific researches of foreign scientists engaged in Cho'lpon's work have been objectively evaluated. In particular, the peculiarities of modern literature are illuminated by evidence. The author also raises the issue that the works done abroad in astronomy should be studied in depth.*

Key words: *Cho'lpon, Jadid, tragedies of Fergana, history, Russian invasion, national liberation movement, Turan, Turkestan.*

Language: *English*

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Introduction

Abroad, especially in Turkey, the interest in the work of Abdulhamid Suleyman Cho'lpon has a long history. To begin with, Cho'lpon's poem "Beautiful Fergana", which describes the tragedies of Fergana after the October coup, was published in 1927 in the magazine "Yangi Turkiston", published in Istanbul. Three years later, the poem was translated into German by Turkestan's Arslan Subutoy and published in Germany in a collection entitled "Poets and Poetry in Turkestan".

The second part of Tahir Chigatoy's book "Turkism and nationalism in Turkestan", published in 1954, contains the poem "Beautiful Fergana" and comments on it (pages 45-46). It should be noted that the attention to this poem has not diminished in Turkey. "Turkestans in Turkey," says scholar and writer Oron Kovunchi, "will surely memorize two poems of the great Cho'lpon for their children." One of them is "Beautiful Fergana". We changed it to "Beautiful Turkestan". They sing. The second is the poem "Baljuvon" dedicated to the death of Anwar Pasha. I have not yet found the full text of the next poem. But we think the following lines may indicate how great pain and longing it was written:

Eng so'nggi umidni qonga bo'yagan,
Oh, qanday xayrsizzamonlar kelgan?
Faryodim dunyoni bo'g'ib o'ldirsin,
Qop-qora baxtimga shaytonlar kulsin…"
(Definition: The last hope stained with blood,
Oh, what bad times have come?
Let my cry suffocate the world,
Let the devils laugh at my happiness …")

It is known from history that the Jadid movement in Turkestan had a strong influence on literature as well. Scientific works published abroad say that "a new era in the history of Turkestan literature has begun with the literature of Jadidism." Abdulhamid Suleiman Cho'lpon is one of the greatest representatives of this literature. That is why Cho'lpon's literary activity is also mentioned in books and articles about the Turkestan Jadid movement created in foreign countries - Turkey, Germany, America. The names of such researchers as Zaki Validi Dam, Boymirza Hayit, Nodir Davlat, Chigatay Kochor can be mentioned here.

"In Tashkent, Hoqand, Samarkand and Andijan, Jadid communities fought for national independence on the one hand, and on the other, they created libraries with thousands of volumes of works", said Ali Bodomchi, adding: "With his beautiful and charming Turkish style the head of library Turon and Mahmad Akif of Turkestan Cho'lpon instilled Russian imperialism, national excitement and spirit, calling for

the independence of Turkestan against its oppression in his poems.

One of the peculiarities of Jadid literature is the abundance of poems associated with the names of Turkestan and Turan, or the repeated mention of these two terms. What was the reason for this? The first reason. "Jadid leaders oppose Turkism to Russian occupation and ideology" and the second one is Nomiq Kamal's poems expressing freedom and love for the homeland, in particular Mahmad Amin Yurdakul's poem "I am a Turk".

So what is Turkishness? According to Ziya Kokalp, it is "raising the Turkish nation." The concept of Turan is "species", namely, the name of the unit that includes the Turks. "If it weren't for the Turan ideology, Turkishness wouldn't have spread so fast," Kokalp said.

The point is that for both Russia and the Soviet union, Turkism was a terrible ideology ... Uzbek literary criticism was not limited to condemning Cholpon's personality and creativity. Another trend on this front has continued in the form of accusing foreign researchers of having a positive attitude towards Cholpon and his works, rejecting their opinions without evidence, and even forgetting the requirements of scientific etiquette. Such "scientific discoveries" have sometimes been the most favorable factor for obtaining PhD and doctoral degrees. In this sense, we can quote one of our scholars who studied Uzbek poetry in the 1920s, published in 1965: "More than thirty years later,"- he said, "Cho'lpon and Fitrat's patrons have emerged from the traitors who have stumbled at the gates of New York and Munich, Istanbul and Cologne, Washington and Ankara and become fierce bourgeois agents..." Such a "scientist", whose name is not even worth mentioning, made (created) a series of neo-fascist falsifiers that falsify the history, economy and cultural life of the peoples of Central Asia in response to the demands of their masters - West German gangsters". The unsubstantiated, general allegations do not end there. We read the rest of the passage: Because of the victory of the socialist system in the USSR and the triumph of the Leninist national policy…. In 1956, he published a book, that full of slanders and false facts, in Darmstadt. The so-called "literally national literature" was disbanded during the Soviet era, its real representatives, Fitrat and Cho'lpon, were persecuted, and it's said that the Soviet tendency in literature was to Russify..."

It is almost impossible to find people who openly support such statements, which are in the interests of a totalitarian regime and a policy of violence, and not of science and literature. Because today there is no need to explain how the universal historical victory of the socialist system and the celebration of the Leninist national policy are coming to an end. But the scientist, who was said to be "not even worth mentioning his name", is now alive and well. After 1956, he published hundreds of articles and dozens of pamphlets and major monographs on the socio-economic, political, cultural and religious history of Turkestan in several languages.

You may have guessed who we are talking about. He is our compatriot living in Germany, the great historian Boymirza Hayit. Indeed, he was very active in studying and promoting Cho'lpon's work. Dozens of pages of his books "Turkistan between Russia and China", "Soviet Russian imperialism and the Turkish world", "Communism and the Turkish world", "Turkish poets killed in Turkestan" cover the fate of Cho'lpon as a person and a poet.

According to Boymirza Hayit, Cho'lpon was imprisoned seven times before his last arrest. But he didn't do anything against his beliefs and support the Soviet regime and he did not promise for anything. "The believer poet," says Boymirza Hayit, "fell victim to nationalism and love for nationalism". Cho'lpon, who was considered a threat to the Soviet government, was arrested again in 1937 and killed in 1938 ... Turkestan Turks will probably spend many years in the dark nights to have a star like Cho'lpon ... If we write about Cho'lpon's creative path, novels will appear. If we interpret the great dreams in his works, the volumes will pay off. Cho'lpon is the only bright star of the ominous dark age. They killed him, but they could not kill his soul. It is a pity that the Turkic world is powerless to teach the thoughts of such a great poet as Cho'lpon to the younger generation".

Boymirza Hayit drew his attention Cho'lpon's "Dream", "People", "Freedom of Conscience", "Struggle", "Me and others", "Beautiful Fergana" poems and explained their meaning in general.

It is well known that art and literature do not fit into any political framework. Evaluating literature only in terms of political criteria and political interests means that its opportunities and artistic features are extremely limited or not sufficiently understood. When a literary work, especially poetry, is approached with a political bias, there is no objectivity in the interpretation. The inner meaning of the poem, that is, the figurative essence, is left aside, and ideas that have little to do with it are put forward. This shortcoming is as peculiar to Uzbek Soviet scholars who have insulted or criticized Cho'lpon's poems as it is to foreign scholars who have praised Cho'lpon 's poems.

What were the truths that Cho'lpon understood? What about his stormy, uncompromising desires? Boymirza Hayit rightly points out and gives examples that the answers to these questions that are expressed very passionately in his poems.

The first example was: "The Soviets used to say, 'We have brought you (that is, the local people - I. H.) happiness". Cho'lpon would call it a fantasy. In his poem "Hayol (Imagination)" written in 1920, he referred to the life of Turkestan.

This is probably true. But the claim must be proved by a clear analysis, not by quoting the poem as a whole.

The second example: "In his poem 'Me and Others', written in 1921, Cho'lpon described the situation in Turkestan and what the concept of freedom was." We read the first lines of that poem:

Kulgan boshqalardir, yig'lagan menman,
O'ynagan boshqalar, ingragan menman,
Erk ertaklarin eshitgan boshqa,
Qullik qo'shig'ini tinglagan menman.
(Definition: There are others who laugh, I who cry,
Others who played, I groaned,
Another who has heard the tales of freedom,
I am the one who listened to the song of slavery.)

According to the poet, these thoughts were expressed in the language of an Uzbek girl. It is true that there were many captives who cried in captivity and groaned in despair. In this sense, there can be no doubt that the poet had a different goal, reflecting the mood of a different category of people. But the extraordinary spiritual power in the protagonist of the poem changes the image of the lyrical 'I' in the imagination. This is due to the logical superiority of the gathering in the image over the laughter, the moaning over the play, the slave song over the "Fairy Tales of Freedom". This poem is essentially a satirical judgment read over false freedom, and the "thick wall" between "I and others" is in fact social, moral, ideological, if you will, a huge set of political content.

"Others are in freedom ..." Who are they? A crowd deprived of freedom. The only person who resists friendship with mass dependence and shackles, namely, 'I', is not 'counted among the beasts', but the same 'others'. This poem represents the tragedy of a greater Person than a helpless girl, and it would not be a mistake to call her a poet Person. Although the status of the poet is inseparable from the situation in Turkestan, they are not the same thing.

Another scholar and politician of Turkestan living in Germany, Temur Khoja, published an article in the 13th issue of the Journal of the History of the Turkic World in 1988 on the issue of Turkish-language works banned by Moscow in the former Soviet Union. It explains why the works of Uzbek and Kazakh writers such as Behbudi, Munavvar Qori, Ahmad Boytursin, Miryokub Dulat, Magjon Jumaboy, Fitrat and Cho'lpon have not been made available to the public for many years.

Miryokub Dulat's poem "Awake Kazakh" written at the beginning of the century expresses the following thoughts: "O Kazakh, open your eyes, wake up. Raise your head. Do not bend your knees to the ground and shed tears. The land is gone, the religion is weakened. Our life was ruined. O Kazakh, you can't sleep anymore, wake up, revolt ..."

According to Temur Khoja, such invitations appealed to the tsarist government the more concerned they were, the more Russian-Soviet officials annoyed. Because the national awakening, to recognize the identity of the people any word of encouragement was considered dangerous to both of them. The author of the article strongly condemns and publishes Cholpon's poems was assessed in the same context. And points at the poem "Autumn" by Cho'lpon who wrote the most beautiful poems in his Uzbek- Turkish language:

Ko'm- ko'k ekan sarg'aydilar yaproqlar,
Og'riq, mag'lub, tutqun Sharqning yuzidek,
Bo'ronlarning ko'zlari qin o'ynoqlar,
G'olib g'arbning qonga to'lgan ko'zidek,-
(Definition: The leaves turn yellow when they are blue,
Pain, defeat, captivity Like the face of the East,
The eyes of the storm are wrathful,
Like the bloodthirsty eye of the victorious west,)

This poem, which begins with the lines, contains symbolic images such as "Black Cloud" and "Crows". In general, these two images are often repeated in Cho'lpon's poems. Opponents of the poet once used this to attribute "Crows" to the Russians and "Black Cloud" to the Soviet regime. But:

Qora bulut lochinlari qirlarda,
Qanot yoyib erkin quloch otarlar,-
(Definition: Black cloud hawks on the hills,
They spread their wings and fly in freedom.)

they did not consider the relevance of such images to the system. Temur Khoja also attributes the reason for not publishing the poem "Autumn" to the "Black Cloud" and "Crows". In his opinion, the poem "Autumn" is more dangerous for Moscow than "Doctor Jivego" by Boris Pasternak, who criticized the socialist system. Because Pasternak's work was published. "So the Russians can criticize the regime," he said, "but ... Cho'lpon is dangerous." It should be noted that in the same year 1988, that Temur Khoja's article was published, the poem "Autumn" was published in Cho'lpon's collection "I miss spring." In addition, although the poem refers to the "Bloody Eye of the Conqueror West", it depicts a sad, mournful black period in the fate of his Motherland.

After the period of development, interest in Cholpon's work increased abroad. In addition to articles and dissertations, samples of Cho'lpon's poems were published in magazines such as "Istiqlol bayrog'i", "Turkiston", "Yangi kun", "Amal", "Turkiston sasi" and a number of brief comments or notes on them were published. So, special attention should be paid to the works done on abroad devoted to Cho'lpon poetry.

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MINING LAW AS A BRANCH OF LAW OF THE KYRGYZ REPUBLIC

Abstract: *The article examines and analyzes the legislation on mineral resources in the Kyrgyz Republic, on the basis of which theoretical conclusions are made on the subject of the formation of mining law as a branch of law in the Kyrgyz Republic. In addition, the author pays special attention to the very large disputes among legal scholars on the issue of the legal regime of mineral resources, which should be considered within the framework of land law. The author reveals the methods of legal regulation and defines as a set of methods of legal influence on the behavior of people developed as a result of long-term human communication.*

Key words: *mining law, subsurface resources, subsurface use, legislation on subsurface resources, land legal relations, methods of legal regulation of subsurface use relations, branch of law.*

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Introduction

S. S. Alekseev believed that the branch of law is a separate set of legal norms and institutions that regulate homogeneous social relations. It reflects a higher level of system-forming relationships, characterized by a certain integrity and autonomy. Can this scientific definition of Sergey Alekseev be attributed to mining law? To answer this question, it is necessary to consult the opinion of experts in this field and analyze the legislation of subsurface use in the Kyrgyz Republic.

Not so many scientists approached the study of mining law, some of the most prominent were N. A. Syrdoev, A. I. Perchik, M. E. Pevsner, and N. B. Mukhitdinov, who used the following mutually related terms when studying the issue of mining law: subsoil and subsoil use.

So prof. N. A. syrdoev, gives the following definition of the concept "subsurface": "subsurface should be understood as part of the natural environment located under the earth's surface, as well as minerals, elements and rocks that come to the surface of the earth" [1, p.13]. From this definition, it follows that the subsurface is a three-dimensional concept, not a planar one. According to M. E. Pevsner, a more successful formulation of the concept of "subsoil" is contained in the Decree of the President of the Republic of Kazakhstan" on subsoil and subsoil use " dated January 27, 1996. No. 2828 [2], which had the force of Law: "Subsurface-a part of the earth's crust located below the soil layer, and in its absence — below the earth's surface and the bottom of reservoirs, extending to the depths available for subsurface use operations, taking into account scientific and technological progress." As it follows from the formulation of the concept of "mining" contained in the Kazakh legislation, most of it coincides with how this notion is interpreted in our Kyrgyz legislation under the new Law of the Kyrgyz Republic "On Subsoil" dated August 9, 2012 [3]: "Nedra — the part of earth crust located below a soil layer, and in its absence — below a terrestrial surface and the bottom of ponds and streams, extending to the depths accessible for geological exploration and development, including placer deposits of useful minerals".

As we can see, the concept of "subsoil" formulated by the Kazakh legislation more broadly considers "subsoil" at the end of the definition."..available for conducting subsurface use

operations, taking into account scientific and technological progress".

Scientists consider subsurface use operations to be works related to state geological resources, exploration and production, including works related to the exploration and production of underground water, therapeutic mud, exploration of subsurface resources for wastewater discharge, as well as work on the construction and operation of underground structures that are not related to production [4, p.14]. From this it follows how diverse and yet homogeneous are the relations concerning the use of mineral resources, which require a separate subject and method of legal regulation in the first place, because these relations affect the interests of a very large circle of people. But this does not mean that our concept of "subsurface resources" does not include the above-mentioned actions under subsurface use operations.

When studying mining law as a branch of law, we should be more interested in how relations on subsurface use are regulated. This issue is very controversial among legal scholars, as some of them believe that the legal regime of mineral resources should be considered within the framework of land law. Hrapanyuk, classifying the system of law of modern society, singled out land law as one of the main branches in it and claimed that it "regulates public relations in the field of use and protection of land, its subsoil, waters, forests, which is the material basis for the life support of human society" [5].

M. E. Pevsner did not agree with this approach, since he considered the legal norms used in land use to be very difficult to apply to regulate public relations in the field of protection and rational use of water resources and subsurface resources.

In our opinion, a more convincing position was defended by G. A. Aksenenko, who, considering land legal relations, noted that the subsoil is a special and peculiar object of state property, which has a number of specific features in comparison with other objects, and relations on subsoil use are regulated by special rules of mining law [6]. In the 50s of the last century, he suggested that over time, as a result of the development of these relations and the relevant legislation, they will be separated from the land law system and will become an independent branch of law.

The majority of scientists consider mining law to be one of the branches of natural resource law, which together with environmental law form one independent branch-environmental law.

In the theory of law, for the emergence and existence of an independent branch of law, four conditions must be met:

- state interest in creating such a branch of law;
- specifics of regulated public relations that constitute the subject of independent legal regulation;
- the need for a special method of legal regulation;
- availability or need for special sources of law.

After analyzing these conditions, it is possible to determine whether there is an independent branch of law in modern Kyrgyzstan that regulates public relations in the field of state regulation, use and protection of mineral resources.

1. What is the Kyrgyz Republic's interest in creating such a branch of law?

Kyrgyzstan is unique in that it is rich in its diversity of mineral resources. We have oil, gas, coal, rare earth and non-ferrous metals (antimony, mercury, tin, tungsten, molybdenum), and of course gold, which we are among the world leaders in terms of volume. As well as other natural resources. Extracted natural resources are the basis of the country's industrial production, accounting for 56.8 % of industrial production. The mining industry as a whole accounts for 21% of the country's GDP and 24% of tax revenues [7]. In this regard, globalization and global competition forces the Kyrgyz Republic to attach special interest to issues related to subsurface use, as well as to attach national significance for the purpose of sustainable development of the country and stability of public relations both in economic and political terms. The latter has been a serious threat to the independence of the Kyrgyz Republic since 2012. Based on the above, Kyrgyzstan is a developing legal state and is interested in creating an independent industry in the field of state regulation, use and protection of mineral resources, the norms of which will really reflect primarily the environmental and economic interests of the state and the population, and not individual groups of both foreign individuals and local mining entrepreneurs. Bringing everyone to a common consensus on the most effective regulation of these specific, in our opinion, public relations.

2. what is the specifics of regulated public relations in the field of subsurface use that constitute the subject of independent legal regulation of mining law?

Subsoil as an object of ownership has a threefold character. This triplicity is manifested in the fact that the subsurface:

- on the one hand, they are inseparable from the biosphere as other natural resources (land, water, forest, etc.) are national property. This allows us to consider the subsoil as an object of exclusive state ownership;
- the subsoil is also, according to the environmental legislation ,a "nature protection object", in this case, the relations arising about the protection of the subsoil are included in the subject of legal regulation of environmental law;
- on the other hand, subsurface resources (minerals, underground space, etc.) in the process of the emergence of subsurface use relations turn into goods (products, property) and become the subject of civil law transactions, and therefore the object of civil law or business relations.

However, the main specifics of the subsoil use relations, in our opinion, are manifested in:

- the probabilistic nature of the results of work on the discovery of subsurface resources;
- increased risk of the process of assigning useful properties of subsurface areas;
- the need to combine the use of mineral resources and their protection;
- special mode of work on conservation or liquidation of a mining enterprise [8, p. 32].

Some of these specific relationships are already regulated by the exclusive rules of the emerging branch of law.

3. what is the method of legal regulation of mining law?

The method of legal regulation is a set of methods of legal influence on the behavior of people, developed as a result of long-term human communication. If the subject of legal regulation answers the question of what the law regulates, then the method answers the question of how it regulates. The method combines objective and subjective aspects and has an additional (procedural) character in relation to the subject.

In the regulation of social relations, different methods are used: mandatory and discretionary, alternative, and a recommendation of rewards and punishments. Their application depends on the content of relations, the discretion of the legislator, the established law enforcement practice, and the level of legal culture of the population [9].

Speaking about the method of legal regulation of subsurface use relations within an independent branch of law, this problem has not been studied in modern legal science to date. In our opinion, there is a great need to highlight such a method. Our method of legal regulation of modern subsoil use relations should:

- first of all, to protect the economic and environmental interests of the Kyrgyz Republic and its population in the use of mineral resources;
- secondly, to provide an opportunity for a business entity to get the expected economic result in the process of assigning useful properties of the subsoil;
- third, to take into account the specifics of the subsoil, which is a natural resource, environmental protection object and the operational basis of our company's activities.

In his research, M. E. Pevsner provides a method of legal regulation of subsurface use relations that has a complex character, and in some respects is similar to the method of legal regulation of land use relations and includes a number of legal techniques:

- subordinations;
- separations;
- equalities;
- agreements;
- restrictions [10, p. 34-35].

Here is an example of the law of the Kyrgyz REPUBLIC "on subsoil" how the above legal techniques are applied and used by the state:

The subordination method is used in regulating relations of state ownership of mineral resources in the Kyrgyz Republic (see article 3 Of the law of the Kyrgyz REPUBLIC "on mineral resources" No. 160 of August 9, 2012) and is mainly related to the ownership, use and disposal of the state subsoil Fund within the territory of the Kyrgyz Republic. The state is owner of the subsoil, using the technique of subordination in the legal regulations of subsoil use, first, defines a system of shared powers (see: article 5, ibid.) and special (see: art. 6, 7, 8, 9) competence of state administration bodies of the Fund of mineral resources of the Kyrgyz Republic (see: article 10, ibid) and, secondly determines the order of use of subsoil (see Chapter 3, ibid.), rights, obligations, dispute resolution and responsibility of subsoil users (see Chapter 7, ibid.).

The method of division is used in determining the types (levels) of state ownership of mineral resources the Kyrgyz Republic, using the method of division in legal norms, has the ability to:

- maintain the State cadastre of mineral deposits and manifestations of the Kyrgyz Republic;
- maintain the State balance of mineral reserves of the Kyrgyz Republic;
- conduct State testing and registration of mineral reserves and resources;
- to form and maintain the State reserve of mineral deposits ' lands;
- publish and maintain a list of mineral deposits of national significance (see: articles 11, 12, 13, 14, 15 Of the law of the Kyrgyz REPUBLIC "on subsoil" dated August 9, 2012 No. 160).

The equality method is used when determining the procedure for obtaining rights to use the subsoil. The Kyrgyz Republic, applying the method of equality in legal norms, legally establishes equal rights of future subjects of subsoil use in obtaining a license through a tender or auction (see: Chapters 3, 4 Of the law of the Kyrgyz REPUBLIC "on subsoil" of August 9, 2012 No. 160).

The approval method is used when determining the boundaries of a mining, geological, and land allotment.

This restriction is applied when determining the duties and responsibilities of subsurface users. It also sets certain requirements for the rational use and protection of subsurface resources (see: Chapters 6 and 7 Of the law of the Kyrgyz REPUBLIC "on subsurface resources" of August 9, 2012 No. 160).

The listed legal techniques, according to the General opinion of mining law scientists, form the basis of a comprehensive method of legal regulation of subsurface use relations, which differs from the methods used and used in other branches of law.

4. Sources of mining law

Sources of mining law - are normative legal acts containing requirements for subsurface use, adopted by the authorized state body of the Kyrgyz Republic in the prescribed form and procedure provided for by law.

Modern legislation on the subsoil of the Kyrgyz Republic is based on:

- Constitution of the Kyrgyz REPUBLIC of July 27, 2010;
- Law of the Kyrgyz REPUBLIC" on subsoil " dated August 9, 2012 No. 160;
- Land code No. 46 of 2 June 1999;
- Law of the Kyrgyz REPUBLIC" on oil and gas " No. 77 of June 8, 1998;
- Law of the Kyrgyz REPUBLIC" on tailings dumps and mountain dumps " No. 57 of June 26, 2001;
- Law of the Kyrgyz REPUBLIC" on production sharing agreements for subsurface use " dated April 10, 2002 No. 49.

These regulations are the main sources of mining law that define the General principles and requirements for the use of mineral resources in the Kyrgyz Republic. Mining legislation also contains a large number of subordinate legal acts and agreements that define the procedures for using mineral resources.

From all of the above, we can state that four conditions that determine the theoretical existence of an independent branch of law regulating the legal regime of subsurface use are met.

At the beginning of the article, we asked the question: Can the scientific definition of "branch of law" by S. S. Alekseev be attributed to mining law? After analyzing the research of leading scientists in this field of law and the legislation of subsurface use of the Kyrgyz Republic, we will try to theoretically answer this debatable question of theorists. Mining law is a branch of law in the legal system of the Kyrgyz Republic, which has a set of legal norms established by the state that regulate relations arising in the field of state regulation, use and protection of mineral resources.

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ON THE ISSUE OF IMPROVING THE LEGAL REGULATION OF SUBSOIL USE RELATIONS IN THE KYRGYZ REPUBLIC

Abstract: *This article examines the basic legal documents regulating relations in the field of subsurface use in the Kyrgyz Republic, identifies problems and identifies the main directions for improving the legislation on subsurface resources, taking into account foreign experience. The author emphasizes the modern legal regulation of subsurface use relations in the Kyrgyz Republic, which is carried out by regulating a significant number of normative legal acts of various legal force, which can be differentiated by the following three levels.*

Key words: *natural resources, the system of interaction between companies of the mineral resource complex and the state, regulatory acts regulating subsurface use, mining legislation, legislation on subsurface use, mining law, mining industry, subsurface use.*

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Introduction

The territory of Kyrgyzstan is rich in natural resources with high potential for development. To date, Kyrgyzstan has identified manifestations of deposits of metals, non-metals, and combustible minerals that are accounted for by the state balance sheet. The main natural resources extracted in Kyrgyzstan are gold, silver, mercury, antimony, tin, rare earths, tungsten, iron, aluminum, copper, coal, non-metallic materials, as well as underground thermal and mineral waters. Extracted natural resources are the basis of the country's industrial production, the mining industry provides more than 8.5 percent of Kyrgyzstan's GDP, more than 50 percent of the country's industrial production and exports, and more than 15 percent of tax revenues (2017).

The existing system of interaction between mineral resource companies and the state with the current legislative and regulatory acts regulating subsurface use, together with the current tax regime, does not provide favorable conditions for processing raw materials and increasing the share of added value produced within the Republic.

Modern legal regulation of subsurface use relations in the Kyrgyz Republic is carried out by regulating a significant number of normative legal acts of various legal force, which can be differentiated by the following three levels.

First level. Acts of the highest legal force. These include the Constitution, constitutional laws and laws, which are the basic Law of the KR "ON subsoil", dated may 19, 2018 No. 49, Law of the KR "on agreements ON production sharing in subsoil use" dated April 10, 2002, No. 49, Law of the Kyrgyz Republic "On coal" dated 3rd February 1999, No. 18, the Law of the Kyrgyz Republic "ON oil and gas" dated 8 June 1998 and a number of other laws regulating relations in the sphere of possession, use and disposal of the state subsoil Fund.

Second level. Subordinate legislation includes regulations and orders of the Government of the Kyrgyz Republic and decrees of the President of the Kyrgyz Republic, which is also very much, such as: regulations on the procedure for subsoil use licensing

approved November 29, 2018. The resolution of the Government of the Kyrgyz Republic No. 561, the Resolution of the KR Government "ON the draft laws of the Kyrgyz Republic "On subsoil", "On concessions", "On mining concession", "On agreements on production section", "On amendments and additions to the Tax code of the Kyrgyz Republic" and "On amendments and additions to the Land code of the Kyrgyz Republic" dated 15 December 2009, № 759 "On precious metals and precious stones" dated may 14, 1998 No. 61 and other materials.

Third level. Regulatory legal acts of ministries and departments issued within their competence, such as the State Committee for industry, energy and subsoil use, the State Agency for Geology and mineral resources, the State Agency for architecture, construction and housing and communal services, the State Inspectorate for environmental and technical safety, the State customs service, etc., for example: Regulations "on the State Committee for industry, energy and subsurface use of the Kyrgyz Republic (as amended by resolution of the government of the Kyrgyz REPUBLIC No. 549 of October 16, 2019).

However, the current legal acts regulating subsurface use contradict each other. The case is in the lack of attention to existing rules, experts say. Companies that could have been engaged in field development for a long time have not yet received a license from the state Committee for industry, energy and subsoil use of the Kyrgyz REPUBLIC. Experts speak about the consequences of the adoption in November 2018 of the new law of the Kyrgyz REPUBLIC "on subsoil". The draft document was initiated by the previous government. In its original form, the articles of the law prohibited the extraction of loose gold in riverbeds. However, after repeated "redrawing" in the Jogorku Kenesh, the law took a different form: "the right to use the subsoil is not granted in cases when such use of the subsoil will be carried out in the channels or on the banks of border rivers and other reservoirs. When applying for the right to use mineral resources in riverbeds or on the banks of rivers and other reservoirs, the applicant additionally attaches to the application the consent of the authorized state body for emergency situations and the Ministry of agriculture, food industry and melioration of the Kyrgyz REPUBLIC (Department of water management)," reads paragraph 8 of article 22 of the law of the Kyrgyz REPUBLIC "on subsoil" [1].

This applies to all minerals without exception. The situation almost completely paralyzed the procedure for issuing licenses, since it is not an easy task to get the necessary permits from the Ministry of emergency situations and the Department of water management. It turns out that almost the entire territory to be developed, one way or another may fall under the ban. Perhaps for this reason, neither the Ministry of emergency situations nor the Department assumes responsibility to allow mining. And if there is no consent of these bodies – there will be no right to use the subsoil. The issuance of licenses in Gecomprimeerde suspended. The fact that this definitely does not help attract investors and does not benefit the mining industry of Kyrgyzstan, we can not even say. It is also likely that the new law may call into question even the legality of mining pebbles – after all, they are deposited in riverbeds and may also fall under the definition of"mining". If the Department of water resources gives permission, it may violate water laws, and who wants to be held responsible? The fact is that the law "on subsoil" is completely inconsistent with the water code of the Kyrgyz REPUBLIC [2]. The water resource formation zone is not marked. According to experts, the problem will be solved by bringing the Water code in line with the law" on subsoil", so that passing procedures do not create internal contradictions and do not stop work. However, it is necessary to clearly specify the criteria that determine whether it is permissible to carry out any work on the banks of reservoirs in certain cases. Our legislation does not really protect nature, and at the same time harms business development. Therefore, when writing bills, it is necessary to take into account existing norms.

In turn, mining enterprises in some regions of the Republic face serious obstacles from local authorities when allocating land for the development of deposits. This situation arises due to the inconsistency Of the law "on subsoil" and the Land code. For example, the existence of a license for the development of mineral resources does not yet give the right to operate the land plot above the field [3]. In the regions of the Kyrgyz REPUBLIC, there are also significant differences in the procedure for granting the right to use mineral resources, and there is no single principle for classifying minerals as common.

Such disorganization in the mining legislation of the Kyrgyz Republic can be eliminated by improving the current legal framework.

Currently, there are discussions among domestic legal experts about which branch of law should regulate the relations of subsurface use and whether there is a need to allocate such an independent branch as mining law.

In this regard, it should be noted that the legal norms regulating the entire range of relations related to the geological study, use and protection of mineral resources retain their unity and consistency with the norms of other branches of law, including the norms of administrative, financial, land, environmental, etc. taking into account the specifics of subsurface use relations (special sources, method of legal regulation).

The appearance in the domestic legal system of such a new branch as mining law is an important event not only for the development of law as a science, but also for the state, which seeks to avoid the negative

consequences of improper exploitation of mineral deposits at the legislative level.

To assess the current level of development of domestic mining law and identify certain distinctive features and shortcomings in it, a comparative legal analysis of its main provisions was carried out against the background of existing norms of mining law in foreign countries.

1. Thus, according to the branch division, the Western system of law does not correspond to the concepts of dividing law into legal branches and legal institutions adopted in Kyrgyzstan. In foreign law, it is generally accepted to divide the system of law into public and private law, where the first regulates the relations of the state with citizens and other subjects of law, and the second is related to the sphere of personal interests of citizens and private associations. In the system of law of the Kyrgyz Republic, another division has become universal, based on the allocation of material and procedural branches of law, where the former regulate the rights and obligations of subjects, and the latter establish the procedure for considering criminal and civil cases.

2. For this reason, among the subjects of mining law in foreign countries, there are subjects of mining relations of public law, i.e. legal entities with state authority, such as departments of France, States of the United States, Brazil, Federal lands of Germany, etc. [4]. They can also function as public corporations that are created and liquidated in a permissive or administrative manner. The second category of subjects of mining law is made up of subjects of mining relations of private law, formed by private individuals on the basis of the norms of mining and civil law, created, as a rule, on a voluntary basis in a normative-explicit or permissive manner. There is no such practice of division of subjects in Russian mining law.

3. since the core of mining legislation is the regulation of subsurface use relations, therefore, it should clearly define the object and subject of their regulation. They can be both minerals and their deposits, as well as those relationships that arise in the process of using the subsoil. In the domestic mining law, the subsurface resources and the resources contained in them are allocated as the object of relations. However, the law of the Kyrgyz REPUBLIC "on subsurface resources" of may 19, 2018, firstly, does not define the concept of "subsurface resources", and secondly, these resources themselves are not fully listed, although the relations associated with their use are subject to mining law.

4. Speaking about the internal structure of the mining law industry, it is impossible not to pay attention to the fact that in Western countries, the ownership rights to a Deposit or a subsoil plot depend mainly on the ownership rights to the land plot located above the Deposit. In the Kyrgyz Republic, however, this dependence is not observed due to the existing absolute monopoly of state ownership of mineral resources and the lack of development of the Institute of private property related to land ownership. However, as in the system of foreign mining law, there is a division of natural resources into related and non - related land plots. For this reason, the main criterion for distinguishing between minerals extracted by the mine method and those extracted by the quarry method is determined. Although, in contrast to domestic legislation, there is a division into legislation on mines and legislation on quarries, which constitute independent sub-branches of mining law. This division has traditionally developed in France, England, Germany, and a number of other Western countries.

Due to the fact that domestic mining law is still developing into an independent branch of law, it is still difficult to compare it with the well-established mining law of foreign countries, but the application of their experience in regulating mining relations can allow us to quickly overcome the lag of our legislation from the needs of highly efficient development of natural resources.

Also, one of the ways to improve interaction between the state and companies in the mineral resource complex is to create a unified regulatory framework that ensures efficient use of mineral resources and simplifies the economic activities of mining enterprises, which can be implemented in two ways [11].

The first way to improve the regulatory framework is to increase the number and detail of by-laws and administrative regulations.it is based on a local solution to the problems of regulating mining relations and does not have a systemic nature.

The second way is much more promising, which allows regulating relations within mining law on a unified basis and on a systematic basis, and contains in one act the entire set of legal norms necessary for the exploration, development and reclamation of deposits. This would significantly increase the investment attractiveness of the mining industry itself and give an impetus to achieving a world level [9]. However, this path is in turn the most difficult, since the codification of mining legislation will require significant internal processing of all regulatory material [10].

At the same time, the structure of the subsoil code should consist of two parts: General and special. The General part should contain legal norms that are common to all types of subsurface use, and the special part should consist of sections that would regulate public relations that arise in each type of subsurface use [5].

It would be more appropriate if the subsoil Code of the Kyrgyz REPUBLIC regulated the relations of subsurface use in full. The French mining code, adopted by the National Assembly on may 26, 1955 and entered into force on August 16, 1956, is an

example of This. To date, it consists of 2 books (from the General and special subsurface use regime) and 208 articles dealing with all aspects of mining relations.

It should be emphasized that the General and special mining law of France, in contrast to the domestic legal framework for subsurface use, does not regulate relations related to the rights and obligations of entrepreneurs, as well as persons managing mining enterprises, and also relies more on private law institutions and civil law relations [12].

At the same time, as in Kyrgyzstan, the French mining legislation is characterized by a high degree of intervention of administrative authorities in the activities of the subsurface user, where an active role is played by such bodies as the mining administration and the mining police, whose goal is to monitor compliance with numerous standards in the field of labor protection, ecology, and so on. Similar bodies exist in our country, such as the State Inspectorate for environmental and technical safety.

It can be particularly noted that article 83 of the Mining Code of France explicitly States that exploration and mining are carried out on the basis of an administrative permit [6].

At the same time, mineral exploration itself is carried out free of charge with the consent of the owner of the site or on the basis of the permission of the Ministry the French mining industry, which has the form of a license. Made a commercial discovery has the right to apply for concessions to develop the field, which will be considered on a competitive basis, i.e. if a third party offers more favorable conditions for exploitation of the Deposit, the agreement may be concluded with that party if the payment of compensation to the person who made this discovery [7]. Also of particular interest is the provision spelled out in art. 25 of the French Mining Code, according to which a concession can only be granted after a public opinion poll and consultation with the management of the relevant local authorities. Putting the interests of citizens first, article 29 (3) of the French Mining Code provides state guarantees for all rights and obligations of the concessionaire in the event of its disappearance or bankruptcy.

Having thoroughly considered the mining law of France, we can conclude that the codification carried out in 1956 regulated in detail not only the General provisions and principles, but also created common mechanisms and legal instruments used by the subjects of such legal relations.

In conclusion, it should be noted that these recommendations do not exhaust all areas of development and improvement of legal regulation of subsoil use relations in the Kyrgyz Republic, but they can be taken into account when developing an economic mechanism for interaction between the state and companies of the mineral resource complex in the context of the need to reorient the raw material orientation of the Kyrgyz economy to innovative development [8, 11].

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DAMAGE AND NECROSIS OF BIOLOGICAL TISSUES UNDER THE ACTION OF LOW AND HIGH TEMPERATURES

Abstract: *The experiment for determining intensity of heating and cooling the skin, fat, muscle and bone tissues was implemented in the article. The damage depth of the biological tissues from time of the action of the low and high temperatures was determined. The dependencies of the degree of damage and the fraction of the necrotic biological tissue from the value of the operating temperature were built.*

Key words: *the biological tissue, the temperature, the damaged tissue indicator, the fraction of the necrotic tissue.*

Language: *English*

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Introduction

The biological tissue is the single system of the cells and their derivatives that have the common development, the structure and functionality. The organism interaction with the external environment, the need to adapt to the conditions of existence led to occurrence of the several types of the biological tissues with the certain functional properties.

The skin is the body integument and consists of three layers: the epidermis (the layer thickness is minimum), the dermis (the layer thickness is maximum) and the subcutaneous fat (the layer thickness is more or less than the dermis layer or the layer absence). The skin thickness on the various body area can vary in the range from 2 to 11.5 mm. The skin anatomy is presented in the Fig. 1.

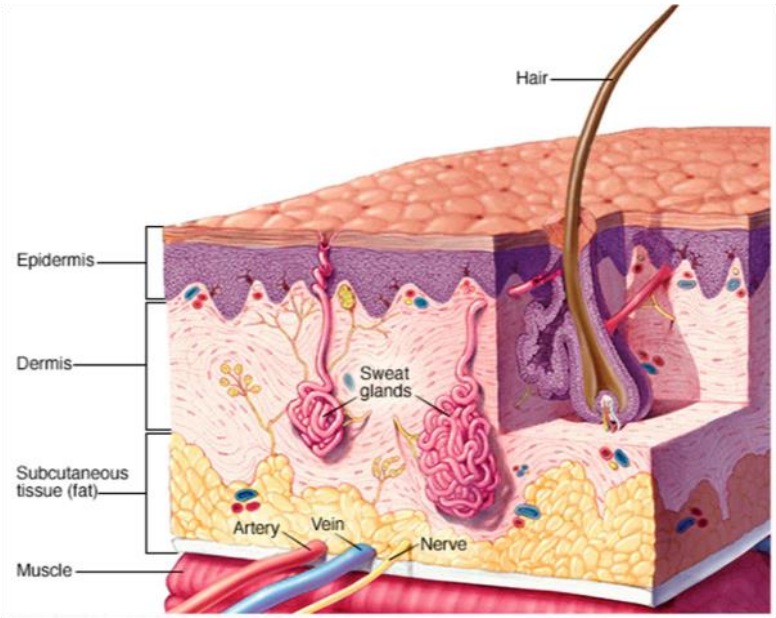


Figure 1 – The skin anatomy [1].

The muscle tissue is the elongated cells that have the ability to contract. There are the smooth and striated muscle tissues. The each muscle tissue differs in the length, the cell nuclearity, and purpose.

The bone tissue is the connective tissue. The bone tissue consists of the bone cells, the intercellular organic matrix of the bone and the main mineralized intercellular substance. This tissue in the human body is presented by the rough fibrous and lamellar types. The bone tissue performs the supporting function in the body.

The normal human body temperature is 36.6 ºC. Protective mechanisms are activated when increasing or decreasing the body temperature. The biological tissues are subjected to heating or cooling, which leads to burns or frostbites of varying severity [2-8]. Burns and frostbites are classified into four degrees depending on the value and the action time of the temperature. Lesion of the upper layer of the epithelium (the tissue edema appears) is characteristic of the first degree. Lesion disappears completely after the few days. The epithelium is affected to the malpighian layer with the blisters formation filled with transparent content in the second degree. Lesion disappears completely in two weeks. Lesion of all layers of the epidermis and the dermis with the death of the surface layers of the tissues and the scars formation is observed in the third degree of thermal burn or frostbite. The death (necrosis) [9] of all soft tissues and the partial bone damage occur in the fourth degree. The biological tissues do not regenerate.

The diagnostics of thermal injuries can be performed humanely using the computer modeling. The temperature and time ranges that do not cause burns and frostbites of the second and higher degrees can be determined by the action on the models of the biological tissues of the temperature loads of different intensity. Thus, the experimental information about the degree of damage of the number of the human biological tissues in the conditions of the action of the low and high temperatures will be obtained.

Materials and methods

The action of the low and high temperatures on the biological tissues was implemented by the computer modeling in the *Comsol Multiphysics* software [10]. Four models of the studied biological tissues (the skin, the fat, the muscle and the bone) were built in the two-dimensional view. The two-dimensional view of the biological tissue models is presented in the Fig. 2.

The thicknesses of the biological tissues models correspond to the thicknesses of the real biological tissues located in the breast area of the adult.

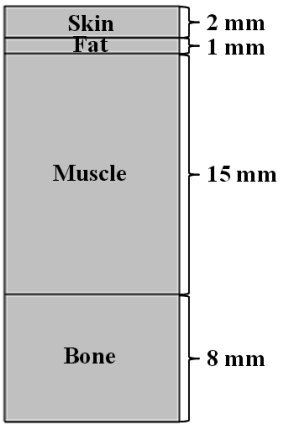


Figure 2 – The thicknesses of the two-dimensional models of the biological tissues.

The heat transfer calculation from the external source to the biological tissues models was carried out in the *Bioheat Transfer* module: the consistent stabilization – the streamline and crosswind diffusions; the shape function for the damaged tissue indicators – the discontinuous Lagrange; the temperature discretization – quadratic. The properties of the real biological tissues were set for all models. The properties of the studied biological tissues are presented in the table 1.

Table 1. The properties of the studied biological tissues.

Properties	**Materials**			
	Skin	Fat	Muscle	Bone
Heat capacity at constant pressure, J/(kg·ºC)	3445	2300	3360	1300
Density, kg/m^3	1109	911	1090	1908
Thermal conductivity, W/(m·ºC)	0.45	0.2	0.5	0.3
Frequency factor, 1/s	4.575[72]	4.43[16]	-	-
Activation energy, J/mol	4.71[5]	1.3[5]	-	-

The initial temperature of all biological tissues was 36.6 ºC. The various low and high temperatures affected the outer surface of the skin model. The low temperatures were varied in the range of 0...-60 ºC, the high temperatures were varied in the range of 40...100 ºC. The step of changing the low and high temperatures in the calculation was ±10 ºC. Time of the temperatures action was 60 s. The initial conditions for the calculation of heat transfer in the biological tissues are presented in the Fig. 3.

Figure 3 – The initial conditions of heat transfer.

The calculation of heat transfer in the biological tissues was performed based on the formulas (1-5)

$$d_z \rho C_p \frac{\partial T}{\partial t} + d_z \rho C_p u \cdot \nabla T + \nabla \cdot q = d_z Q + q_0 + d_z Q_{bio} \quad (1)$$

$$q = -d_z k \nabla T \quad (2)$$

$$Q_{bio} = \rho_b C_b \omega_b (T_b - T) + Q_{met} \quad (3)$$

where d_z is the domain thickness in the out-of-plane direction; ρ is density of the biological tissues; C_p is heat capacity of the biological tissues; T is the temperature; t is time; u is the velocity field; ∇T is the temperature gradient; $\nabla \cdot q$ is the divergence of the heat flux vector; Q is the heat source; q_0 is inward heat flux, normal to the boundary; Q_{bio} is the perfusion and metabolic heat source; q is the heat flux vector; k is thermal conductivity; ρ_b is density of blood; C_b is specific heat of blood; ω_b is the blood perfusion rate; T_b is the arterial blood temperature; Q_{met} is the metabolic heat source.

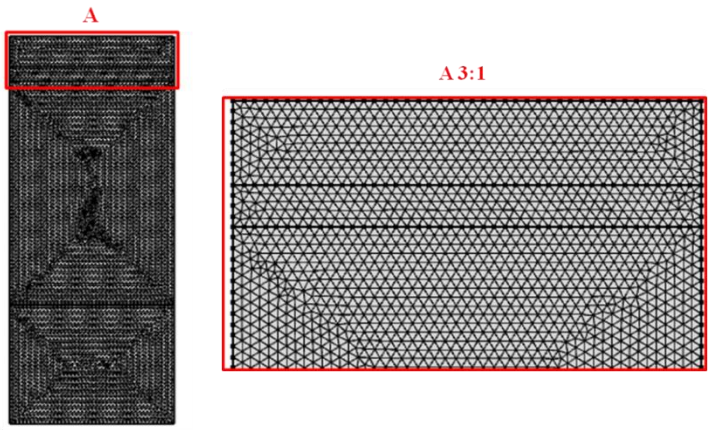
$$-n \cdot q = 0 \quad (4)$$

where n is the normal vector on the boundary.

$$T = T_0 \quad (5)$$

where T_0 is the prescribed temperature on the boundary.

The each model was divided into the finite elements. The small size of the finite element will allow to get the most accurate results of the computer calculation. The statistics of dividing the models into the finite elements is presented by the following parameters: the sequence type – the physics-controlled mesh; the element size – extremely fine; the triangular elements – 10956; the edge elements – 417; the vertex elements – 10; the minimum element quality – 0.7588; the average element quality – 0.9898; the element area ratio – 0.1901; the mesh area – 286 mm^2. The quality of dividing the two-dimensional models of the biological tissues is presented in the Fig. 4.



A ***B***

Figure 4 – The quality of dividing the models into the finite elements (*A*) and the detail section of the mesh (*B*).

The time-dependent solver configurations: ***the absolute tolerance*** the global method – slaced; the tolerance – 0.001; ***time stepping*** the method – BDF; the maximum BDF order – 2; the minimum BDF order – 1; the consistent initialization – the backward Euler; the error estimation – exclude algebraic; ***direct*** the solver – MUMPS; the factor in the error estimate – 400; ***segregated*** the termination technique – the tolerance; the maximum number of the iterations – 10; the tolerance factor – 1; ***the method and the termination*** the nonlinear method – constant (Newton); the damping factor – 1; the Jacobian update – minimal; the termination technique – the iterations; the number of the iterations – 1.

Results and discussion

Intensity of the temperature distribution in the layers of the skin model is presented by the color surfaces in the Fig. 5.

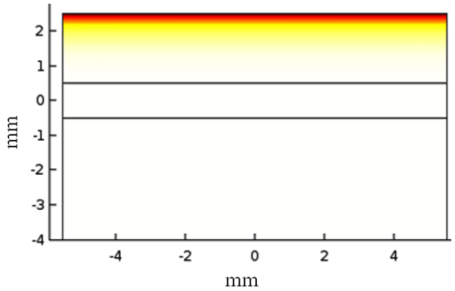


Figure 5 – The temperature contours on the skin model.

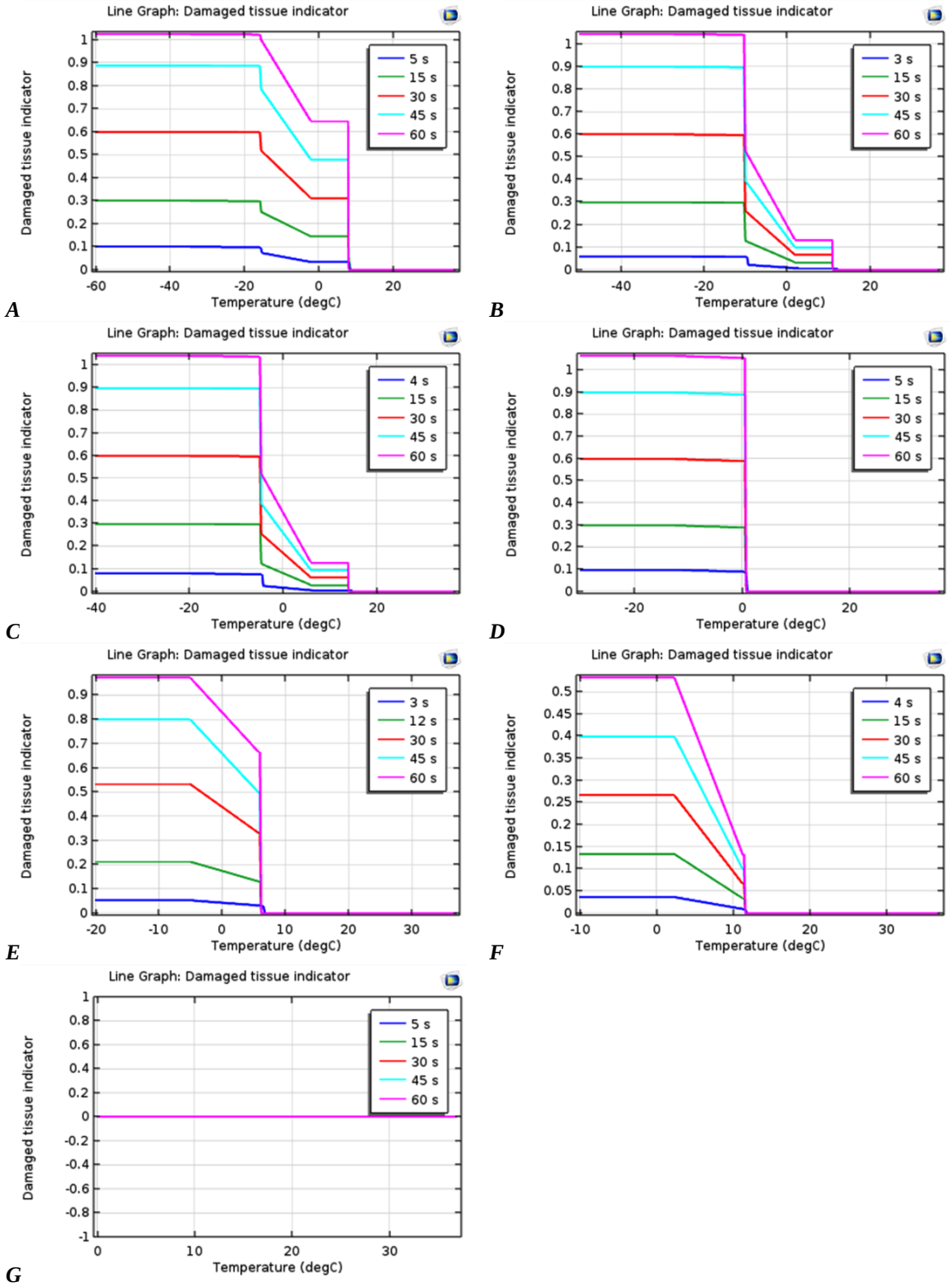


Figure 6 – The dependencies of the damaged tissue indicator from the long-term action of the low temperatures on the skin: *A* – at -60 ºC; *B* – at -50 ºC; *C* – at -40 ºC; *D* – at -30 ºC; *E* – at -20 ºC; *F* – at -10 ºC; *G* – at 0 ºC.

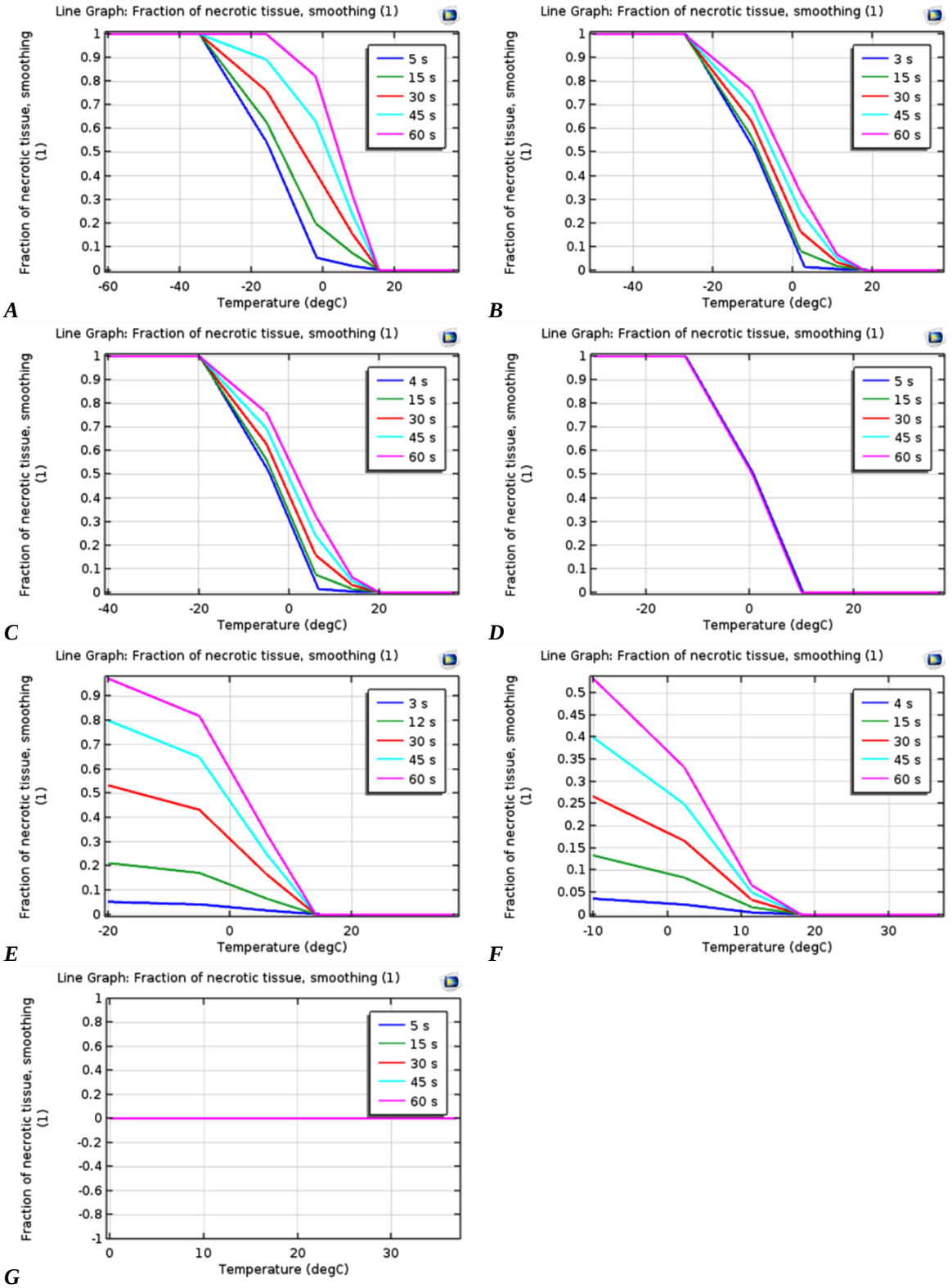


Figure 7 – The dependencies of the fraction of the necrotic tissue from the long-term action of the low temperatures on the skin: *A* – at -60 °C; *B* – at -50 °C; *C* – at -40 °C; *D* – at -30 °C; *E* – at -20 °C; *F* – at -10 °C; *G* – at 0 °C.

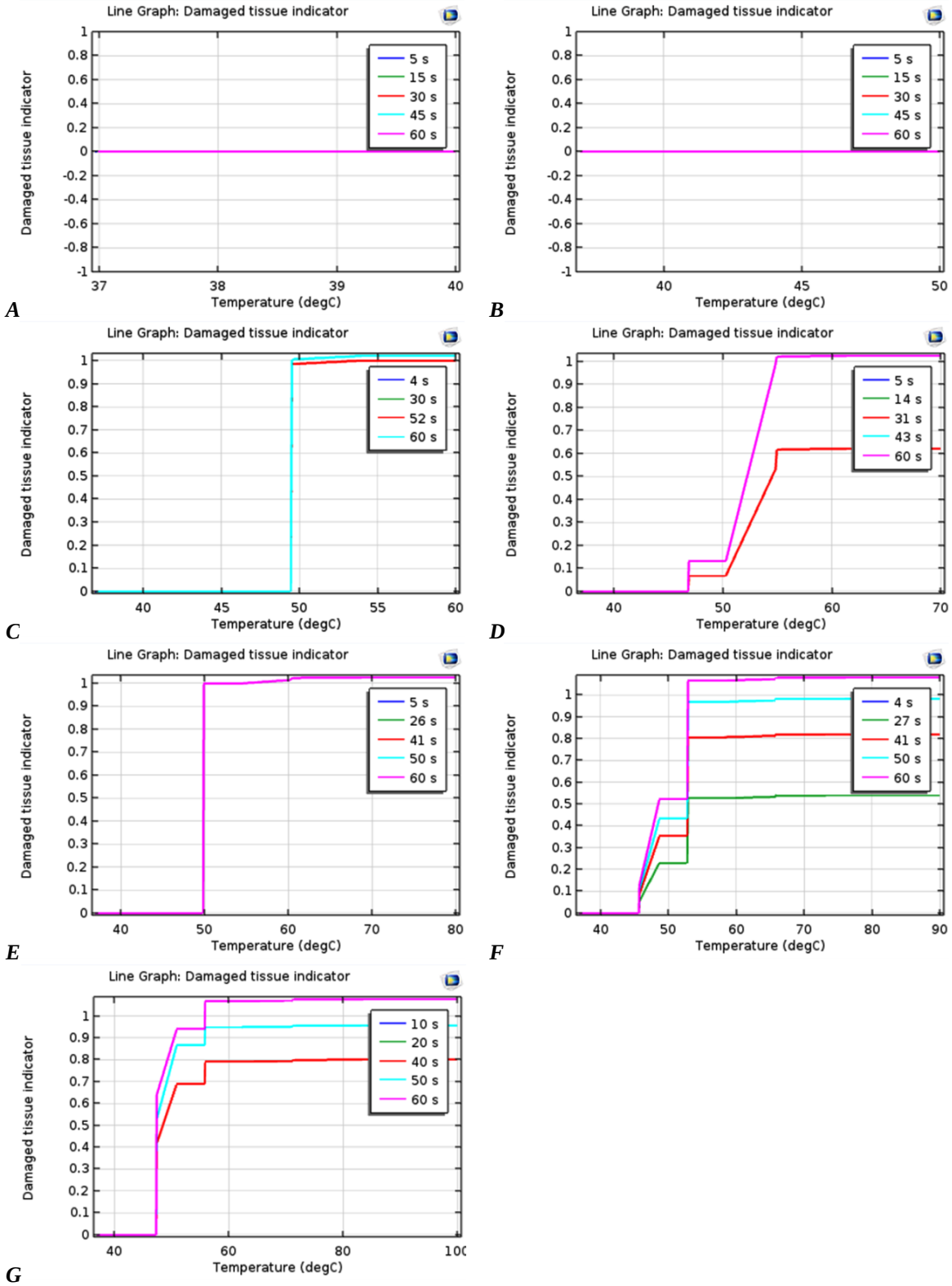


Figure 8 – The dependencies of the damaged tissue indicator from the long-term action of the high temperatures on the skin: *A* – at 40 °C; *B* – at 50 °C; *C* – at 60 °C; *D* – at 70 °C; *E* – at 80 °C; *F* – at 90 °C; *G* – at 100 °C.

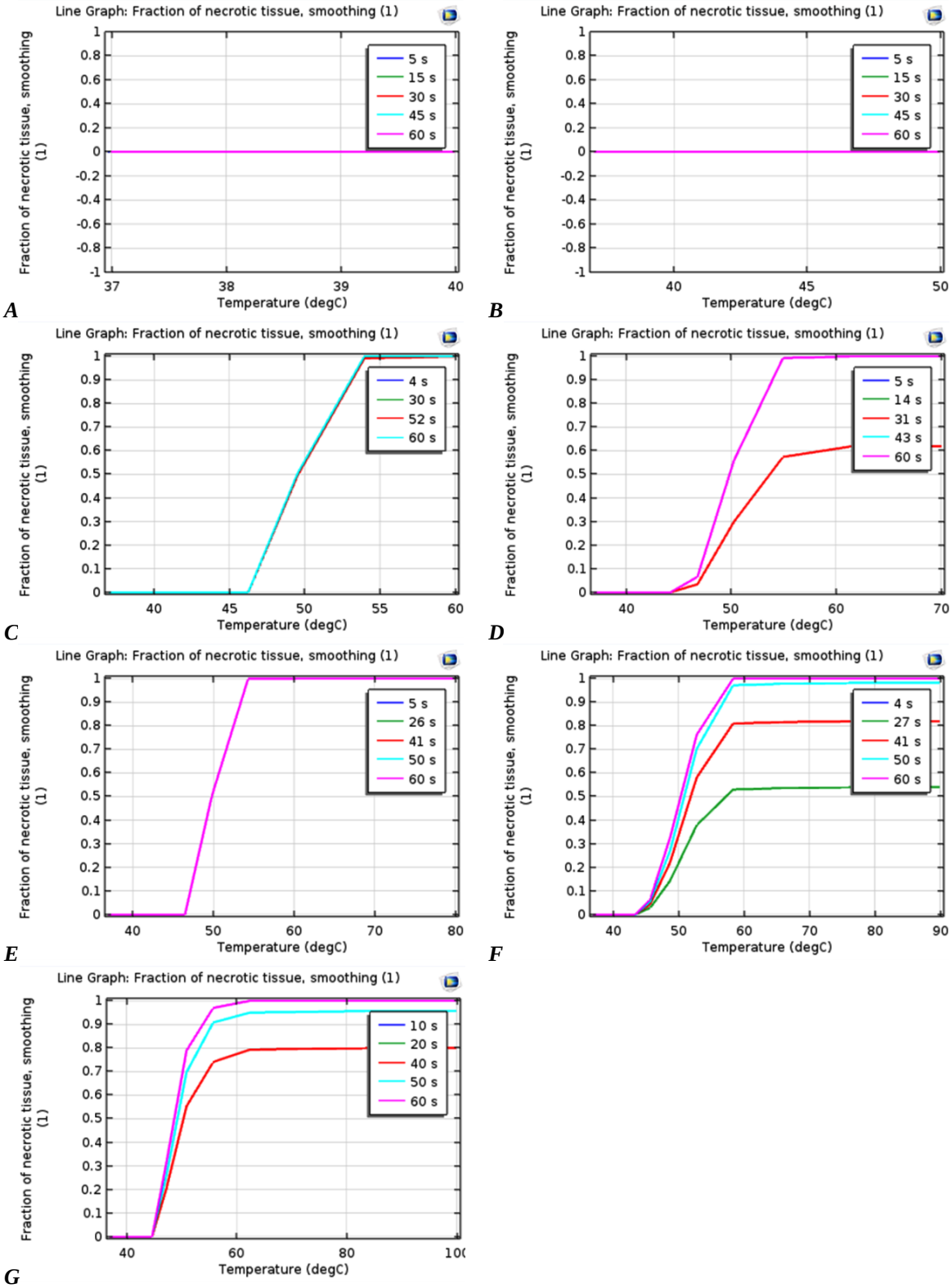


Figure 9 – The dependencies of the fraction of the necrotic tissue from the long-term action of the high temperatures on the skin: *A* – at 40 ºC; *B* – at 50 ºC; *C* – at 60 ºC; *D* – at 70 ºC; *E* – at 80 ºC; *F* – at 90 ºC; *G* – at 100 ºC.

The surface of the white color is the tissue temperature of 36.6 ºC, the surface of the dark red color is the maximum temperature of the tissue. Intensity of the color contours on the skin model is the same at the action of the low and high temperatures.

The low and high temperatures of the skin are observed in all layers. The maximum temperature is determined in the surface layers of the skin, where contact occurs directly. The depth of intensive heating or cooling the surface layers of the skin is 0.5 mm. Heating or cooling by 15-20% of the initial temperature occur in the lower layers of the skin (bordering the subcutaneous fat). Increasing or decreasing the temperature are not observed in the middle layers of the skin. The other biological tissues are not subjected to heating or cooling. The second degree of severity is determined in accordance with the classification of burns and frostbites.

The dependencies of the damaged tissue indicator and the fraction of the necrotic tissue from the long-term action of the low and high temperatures are presented in the Figs. 6-9.

The range from zero to one is the values of the minimum and maximum degree of damage and the fraction of the necrotic tissue at the action of the low and high temperatures. Damage of the biological tissues does not occurred in the temperatures range from 0 to 50 ºC. The short-term action (up to 5 s) of the low temperatures of the various values leads to the skin damage up to 10%. Damage of the skin occurs at the temperature of 17 ºC. Significant damage of the tissue is already observed at the temperature action of -20 ºC for 60 s. The skin is damaged by 30, 60 and 90% at 15, 30 and 45 s of the temperatures action in the range from -30 to -60 ºC, respectively. The values of the fraction of the necrotic tissue correspond to the values of the degree of damage at the action of the low temperatures. Necrosis develops at the temperature of the biological tissue, which is 8-9 ºC higher than the temperature at which damage occurs.

The damaged tissue indicator and the fraction of the necrotic tissue at the action of the high temperatures were obtained in the range of 30-60 s. Damage occurs at the biological tissue temperature of 46 ºC or higher. The action of the temperature of 60 ºC for 60 s leads to significant damage of the surface layers of the human skin. Significant damage is calculated at the skin temperature of 50 ºC (from 0 to 100%) in the conditions of the long-term action of the external temperatures of 60 and 80 ºC. Partial damage of the skin to significant on the different temperature ranges occurs in other cases. The values of the fraction of the necrotic tissue correspond to the values of the degree of damage at the action of the high temperatures. Changing the fraction of necrosis (from the undamaged to dead biological tissue) occurs when increasing the temperature of the tissue by at least 7ºC.

Conclusion

The action of the low and high temperatures for 60 s is accompanied by the skin damage to the entire depth to the subcutaneous fat. The surface layers of the skin are not damaged during experimental time in the action range of the external temperatures from 0 to 50 ºC. The values of the damaged tissue indicator and the fraction of the necrotic biological tissue at the corresponding operating external temperatures are the same. However, changes of the damaged tissue indicator and the fraction of the necrotic tissue occur for the various functions (especially in the phase of active lesion). The temperatures action below -20 ºC and above 60 ºC for 60 s leads to significant damage and necrosis of the human skin layers.

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NECESSITY OF PROTECTION OF SERVICE ENTERPRISES FROM DISHONEST COMPETITORS IN DYNAMICALLY DEVELOPING CONDITIONS OF ECONOMY

Abstract: *This article highlights the factors that negatively affect the competitiveness of enterprises in the service sector. At the same time, the need for scientific and technological development with the widespread use of the latest technologies is shown as the main factor. For which, in the author's opinion, complex financial support is needed, the concept of which is presented in the conclusion of the article.*

Key words: *competitiveness, service sector, import, innovative development, modernization, financial support.*

Language: *English*

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Introduction

Growth in manufacturing of competitive products, decrease of expenses and increase of competitiveness of goods is predetermined by the organizational and economic conditions of the competition development. Honest competition as well as private property disposal is important in overcoming depression and achieve growth. It promotes not only the growth of small businesses, but also enhances their relations with huge corporations, which compete more and more on the international markets. Effective antimonopoly policy assists the development of such competition. It is carried out by enhancement of state regulations with the help of economic legal methods rather than disaggregation of such corporations playing an important role in manufacturing stability.

In recent years after the acceptance of the program of activities Strategy on the development of Uzbekistan more or less moderates the processes negatively effecting the economy [1]. The pivotal factor influencing the growth of effectivity in manufacturing among others is scientific-technological development with wide application of latest technologies. It plays the most important role in the increase of labor efficiency, yield of capital investments, manufacturing capacity of competitive production. Such tendencies of competitiveness as decrease in manufacturing expenses and improvement of goods quality are becoming more and more evident in enterprises. The market system in our republic is becoming more dynamic and effective as the result.

Literature review

Since “the development of competition not only motivates the formation of the market, but also allows to eliminate serious violations of all economic proportions” [7], the study of methods of state policy to support competition is quite relevant.

The goal of competition policy in any country is to achieve free competition, since other market structures are not effective, that is, they do not contribute to the optimal allocation of resources in the economy, lower prices and innovative development of markets [10].

According to N.Beknozov, competition between enterprises is a conflict of economic interests of market participants, which means the struggle for higher profits and greater profitability [3].

A number of authors note that the competition of enterprises is an activity aimed at gaining a wider place in the market by determining the level of quality, price, image, additional services in the release of goods based on various socio-economic factors [6].

The main part

Innovative development in economy and implementation of novel technologies will be of primary importance in increasing the budget profits and investments in coming years in our country. This may serve as the basis for keeping up with the Western countries in competitiveness of various types of products. Yet the problems related to the innovative development of economy and implementation of achievements of fundamental and applied sciences are not being solved [5]. As the result the liberalization of the economy and privatization, virtually, do not impact on the formation of effective and socially oriented market. It is to be developed with the help of constructive economic policy in the frames of the state program which is the development Strategy.

Without upgrading in science such fields as mining and processing, agriculture and transportation will not achieve required level of development. Therefore, innovative policy bound with socio-economic goals is urgent, which will provide systematic approach to utilizing all factors of growth in production effectivity in the conditions of modernization of state economics.

Development of long-term programs for the growth in engineering industry, metallurgy industry, electrical power engineering, chemical and light industry, in connection with the improvements in agricultural complex, fuel and raw-materials branches and military-industrial complex should be coordinated with the main directions of complex program in scientific and technical advance. As a result, it will be possible more accurately determine required amount of financial and inventory resources for the investments, fully utilize all means of effectivity increase of national economy, and socially oriented market will be strengthened with the government system of efficient regulation and manufacturing stimulation instead of chaotic market with prosperous shadow and corrupt economics.

Technological and innovative backwardness of the majority enterprises cannot be denied. It means that the market cannot secure the reasonable distribution of resources yet, and above all the primary means of production with long-term glance. Market system needs not only adjustment, but better organization as well. It is also necessary to broaden the economic and scientific-technic relations with countries of near and far abroad. In short, more effective long-term scientific-technic strategy is required. For the time being it was formed by the agencies responsible for the prediction of socio-economic development prospects.

These directions correspond to such measures of state policy to support competition as stimulating (aimed at creating and developing a competitive environment) and protective or restrictive (aimed at suppressing actions against competition) (Fig. 1) [8].

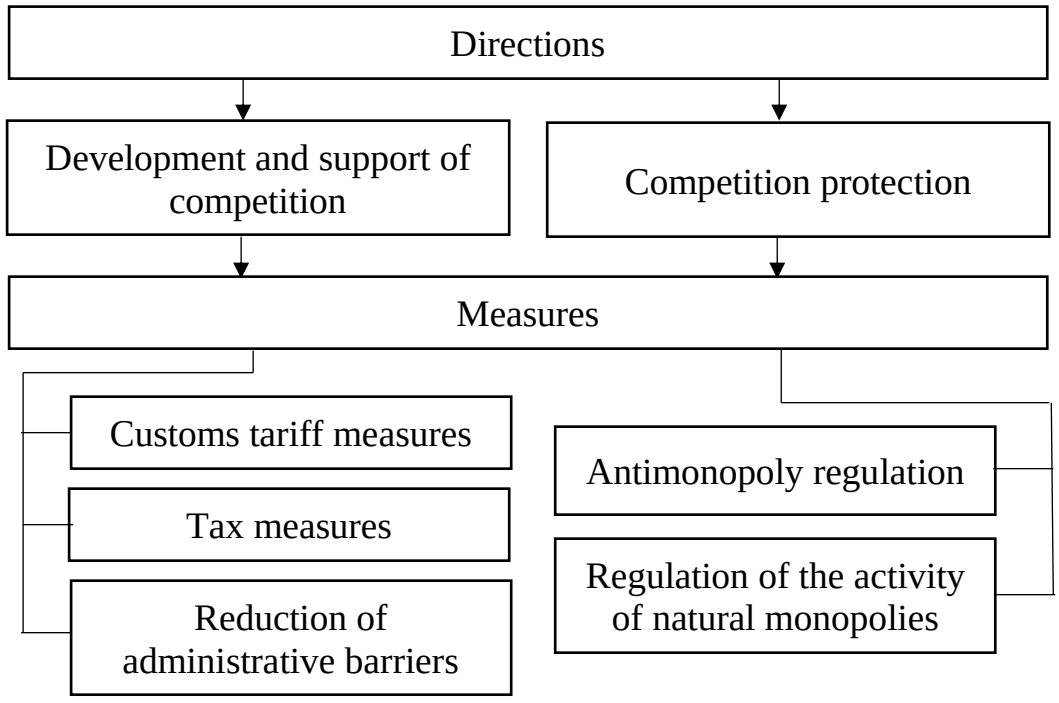

Fig. 1. Directions and measures of competition policy in the Russian Federation [8]

However, it is practically impossible to compile a complete list of measures aimed at developing and supporting competition, since in fact it is possible to include all measures that create not only opportunities for the development of competition, but also incentives for its implementation. It is this part of competition policy that intersects with industrial policy. Measures aimed at developing and supporting

competition, as opposed to protective measures, "largely reflect the technological and institutional characteristics of the industries to which they are applied" [9].

Financial assistance is required for the enterprises of all sorts of management in order to secure their competitive ability in struggle with dishonest foreign competitors. For instance, almost half of the imported food items are regularly withdrawn by the epidemiological services from use as being of improper quality, which in turn impacts the quality of services. It is not allowed to discriminate one manufacturers for others' benefit, yet this is still the case. It is time to restore government inspection over the quality, and at the same time enormous preferences granted to a number of foreign corporations should be cancelled. Further restructuring of the enterprises should be directed at creating vertically integrated structures capable of competing successfully both on the world and local markets rather than mere increase of formal financial indicators. It is necessary to strengthen the enterprises by means of financial support, especially innovatively developing touristic companies. It is impossible to ensure their resilience without such support. Such factor as efficient utilization of financial resources should be taken on account in GDP and the employees income growth. At present the majority of businesses in the villages, including touristic ones, are on the edge of breakdown. Therefore, together with the changes in the property form the methods of management and business running should be improved, principles of price parity should be observed not only for the industrial and agricultural products, but also for the rates of service enterprises. Nevertheless, the government should not pay their debts.

One of the vital issues is that businesses in the service sectors should be supported on the equal rights, strictly observing the principles of equal benefits [2]. It should be considered that state financial support should be followed together with the principles of financial support or provision with financial resources [4].

Conclusion

This issue can be solved by following stated principles:

- provision, i.e. by voluntary payment as well as budget means (budget financing);
- assurance of financial support in cases of no lower than midrange efficiency;
- assurance of insurance in cases of insured events;
- various kinds of financial support for services of those who need social protection;
- participation of public organizations, who offer touristic services in developing, adopting and realizing decisions on issues of financial support and protection of their activities.

For the development of service enterprises, the complex program of financial support is needed, including securing the youth in this field, upgrading their education, healthcare, housing, as well as improving of cultural-residential conditions of employees and professionals in the innovatively developing enterprises.

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Impact Factor GIF (Australia)	0.356	0.453	0.564					
Impact Factor SIS (USA)	0.438	0.912						
Impact Factor РИНЦ (Russia)		0.179	0.224	0.207	0.156	0.126		
Impact Factor ESJI (KZ) based on Eurasian Citation Report (ECR)		1.042	1.950	3.860	4.102	6.015	8.716	8.997
Impact Factor SJIF (Morocco)		2.031				5.667		
Impact Factor ICV (Poland)		6.630						
Impact Factor PIF (India)		1.619	1.940					
Impact Factor IBI (India)			4.260					
Impact Factor OAJI (USA)						0.350		

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http://isindexing.com/isi/journaldetails.php?id=327

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https://www.myendnoteweb.com/EndNoteWeb.html

Research Bible (Japan)
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Scientific Object Identifier (SOI)
http://s-o-i.org/

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http://globalimpactfactor.com/?type=issn&s=2308-4944&submit=Submit

International Society for Research Activity (India)
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CiteFactor (USA) Directory Indexing of International Research Journals
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