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E-mail: T-Science@mail.ru

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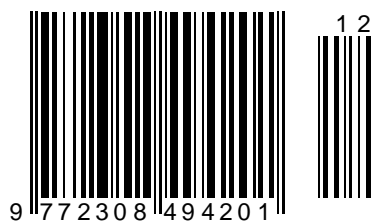
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Gofurjon Holigitovich Khamrokulov

Institute of Chemistry and Technology
Senior Lecturer to Department of Technology Engineering,
Professor, Tashkent, Uzbekistan

Malokhat Djumaniyazova

Institute of Chemistry and Technology
Senior Lecturer to Department of Technology Engineering,
Senior teacher, Tashkent, Uzbekistan

Makhmud Khamrokulov

Institute of Chemistry and Technology
Senior Lecturer to Department of Technology Engineering,
PhD, Tashkent, Uzbekistan

Lobar Ziyodova

Institute of Chemistry and Technology
Senior Lecturer to Department of Technology Engineering,
Student, Tashkent, Uzbekistan

INVESTIGATION OF THE QUALITY OF SHAMPOOS FOR NORMAL HAIR BY ORGANOLEPTIC, CHEMICAL AND PHYSICO-CHEMICAL METHODS

Abstract: The results of research on the quality of shampoos from different manufacturers were discussed in the article. An objective assessment of shampoos was given on the basis of organoleptic and physicochemical quality indicators.

Key words: surfactants, quality, pH, foaming, mass fraction of chlorides, mass fraction of dry substances.

Language: English

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Introduction

Shampoo – one of the main and most common hair care products, is a mixture of several substances. Water is present in the greatest quantity in shampoos, followed by surfactants. Preservatives, flavors, inorganic salts are also added to the composition of it. Modern shampoos often contain natural oils, vitamins, or other ingredients which manufacturers declare, strengthen hair or provide some benefit to consumers. However, there is no experimental confirmation of these facts. [1]

1. Water as a base in which other components are mixed makes up about 80% of all components.

2. Surfactants (detergents) - surfactants that actively remove pollution. These include:

- Ammonium Lauryl Sulfate
- Ammonium Laureth Sulfate
- Sodium Laureth Sulfate
- Sodium Lauryl Sulfate

They are poisonous, carcinogenic, mutagenic substances. The safest detergent is sodium laureth sulfate.

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3. Detergents (detergents) of medium foaming, which are added to form a lather, moisturize and thicken the shampoo formula so that it spreads more easily.

- Cocamide DEA (CDEA or 6501)
- Cocamide ME A (CMEA)
- Cocamidopropyl Betaine (CAB-30)

4. Sodium Citrate, or Sodium Citrate
- a buffering agent that maintains the required pH level of the shampoo (weakly acidic environment) during hair washing. Sodium citrate removes dirt and grease from hair and helps to smooth hair cuticles.

5. Ethanol - ethyl alcohol. Used in shampoo as a solubilizer, (a substance that increases the solubility of difficult-to-dissolve ingredients

- fragrances, preservatives, bacteriostatic additives).

6. Glycol Distearate / Stearate - waxes added to shampoo to improve the appearance, consistency of the mass: give the shampoo a pearly shine and allow it to easily flow out of the bottle.

7. Polyquaternium / Quaternium - emollient components that thicken shampoo and condition hair.

8. Dimethicone / Cyclomethicone - silicone oils that smooth the hair cuticles, thickening the hair, reducing static electricity and adding shine to the hair. They add weight to the hair and make it easier to detangle, but they can add oiliness and even itchy scalp.

9. Panthenol (Panthenol) - a form of vitamin B, a moisturizer that penetrates into the hair cuticle and enlarges it and covers it on top to give shine.

10. Cetyl / Oleyl / Stearyl Alcohols are hydrated alcohols that attach to the outside of the hair shaft and act as a lubricant for easy combing.

11. Ascorbic Acid / Citric Acid - Natural acids derived from Vitamin C add shine to hair.

12. Octyl Salicylate / PABA Sunscreens added to protect hair and scalp from UV rays, which also contributes to long-term retention of color of colored hair.

13. Preservatives - substances that prevent the development of microorganisms in cosmetic products. The following are used as preservatives:

• DMDM-hydantoin (a preservative with a broad spectrum of antibacterial activity)

• Benzoic acid (another name for sodium benzoate is a natural preservative found in cranberries and lingonberries)

• Diazolidinylcarbamide
• Methylisothiazolinol
(methylchloroisothiazolinone)

• Parabens
• Phenoxyethanol

14. Dyes - substances that give color to shampoo. An allergic reaction to these substances is possible.

• Pearlescent additives (propylene glycol distearate or glycol distearate)

• Dyes (CI 14700 (red dye), C115510, CI 19140 (yellow dye), CI42090, CI60730, etc. with CI)

15. Fragrances - substances that give the shampoo a pleasant smell. The word parfum or fragrance means that a fragrance or perfume is used in a cosmetic product. As a rule, each company has its own unique name for a flavoring agent. Fragrances can cause headaches, dizziness, allergic rashes, severe cough, vomiting, and skin irritation. [2]

MATERIAL AND METHODS

Despite the wide range of shampoos of different effects, their quality does not always meet consumer's requirements, so quality issues are relevant.

In view of the importance of this issue, the purpose of the work was to study the quality of shampoos for normal hair from different manufacturers, sold in the market of the city of Tashkent.

To assess the quality of the selected samples, organoleptic, physicochemical indicators were examined.

The shampoo quality was assessed in the laboratory of the Agro-Kimyoo Standart LLC testing center.

Study and analysis of packages and markings of the tested shampoos

Sample 1. AVON naturals Hair care "Moisture and color. Pomegranate and camellia oil" is intended for colored hair. Moisturizes hair leaving it soft, smooth and shiny.

Manufacturer / seller Avon Beauty Products Company LLC Russia, 119048, Moscow, st.Usacheva, 2

The date of expire: 3 years from the date of production (08/20/2020) The volume of the bottle is 700 ml.

Sample 2. Nivea Men "Firming, Anti-dandruff" men's shampoo. Eliminates up to 100% of visible dandruff and prevents its reappearance (with regular use). Formula with bamboo extract strengthens hair.

Manufacturer: Beiersdorf Manufacturing Berlin GmbH, Franklinstrasse 1 D-10587 Berlin, Germany.

The date of expire: 2 years from the date of production (05/20). The volume of the bottle is 250 ml.

Sample 3. Children's shampoo "Tik-Tuk". Gently cleans and rinses off easily. Herbal complex and panthenol.

Manufacturer: JSC "Svoboda", Russia 127015, Moscow, st. Vyatskaya, 47.

The date of expire: until 04.23. The volume of the bottle is 350 ml.

Sample 4. "HAYAT" shampoo balsam 2in1. For all hair types. The coke oil and glycerin that are part of the shampoo moisturize and add shine to the hair.

Manufacturer: LLC "HAYAT COSMETICS" Republic of Uzbekistan, Tashkent, Yashnabad district, Parkentskaya street 327A.

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The date of expire: 2 years from the date of production (13.10.2020). Volume of the bottle 400ml

Sample 5. "GUGU" shampoo conditioner. Nutrition and volume for all hair types. Revitalizes and gently nourishes dry and damaged hair.

Manufacturer: OOO "Fabienne inter group" Republic of Uzbekistan, Tashkent region, Yangiyul district, Kholniyozova street, house 54.

The date of expire: 2 years from the production date (11/23/2019). The volume of the bottle is 350 ml.

Sample 6. "FABI lux" anti-dandruff shampoo. Moisturize scalp and free from dandruff. Gently cleanses, deeply nourishes and strengthens hair from roots to ends.

Manufacturer: OOO "Fabienne inter group" Republic of Uzbekistan, Tashkent region, Yangiyul district, Kholniyozova street, house 54.

The date of expire: 2 years from the date of production (06/27/2020). The volume of the bottle is 400 ml.

RESULTS ACHIEVED

Analysis of organoleptic characteristics of shampoos

The study of shampoo packages showed that the labels of all samples have a high informative value. Determination of the smell of shampoos showed that the first four samples have a slight pleasant smell characteristic of the name of the sample. Sample 5 and Sample 6 had a very pungent odor. The color of the first sample is light pink and the consistency is thick, gel-like. The color of the second sample is pearlescent and the consistency is very thick and creamy. The color of the third sample is transparent and the consistency is gel-like. The color of the fourth sample is white and the consistency is jelly-like. The color of the fifth sample is transparent and the consistency is liquid. The color of the sixth sample is transparent and the consistency is jelly-like.

Study of the foaming ability of shampoos

To ensure a high detergency, high-quality shampoos should produce a finely dispersed, creamy foam that is easily washed off, has structural strength and does not slip on the face. Foaming ability characterizes the main functional features of shampoos

and affects the effectiveness of removing dirt from hair [4].

Reagents and devices: Ross-Miles device, stopwatch, prepared solutions of shampoos, water with a hardness of 3.57 mg-eq / dm³.

Work progress: Foaming ability is determined on a Ross-Miles device at (37 ± 2) °C - for foam detergents and shampoos.

The water jacket is connected to the thermostat, the thermostat is turned on, and the temperature of the liquid in the jacket is brought to the specified one. At the same time, 300 ml of the test product or shampoo solution is brought to the tested temperature. From this amount, 50 cm³ of the solution is taken, poured it into a measuring cylinder along the wall so that foam does not form. In 10 minutes, with the help of a rubber bulb or a pump, is introduced into the pipette 5 tested solution in a volume of 200 cm³ into, so that doesn't form a foam. The pipette with the solution is fixed in a tripod so that its outlet is at a distance of 900 mm from the liquid level in the cylinder and ensures that the jet hits the center of the liquid. Then open the pipette valve. After the solution has flown out from the pipette, a stopwatch is turned on and the height of the formed column of foam is measured in millimeters (HOOm) (for foam detergents and shampoos, the measurement is made after 30 s). Then, after 5 minutes, measure the height of the formed column of foam in millimeters (H5ism).

If the level of the foam column has an uneven surface, then the arithmetic mean of the measurements of the maximum and minimum foam heights is taken as the height 'of the foam column.

Before each new determination, the tube is flushed with distilled water.

The difference between the diameters of the tubes of individual devices influences the height of the formed foam column. Therefore, for each device it is necessary to set a correction factor, with which all the values obtained during measurements are recalculated to values corresponding to the height of a column of foam, accurately measured by a device with an inner diameter of a tube of 50 mm. [3]

Table 1.

The title of the shampoo	Foam number (not less 100)	Foam sustainability: (not less 0,8)
Avon naturals Hair care	205	3,55
Nivea Men	200	2,75
Тик-Тук	180	3
HAYAT	205	2,61
GUGU	210	2,55
FABI	250	3,16

product should maintain an optimal skin pH of 5.5. For shampoos, the pH range is allowed - from 5.0 to 8.5

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according to GOST, but strong deviations from the optimal pH level can cause drying, tightening and skin irritation [3].

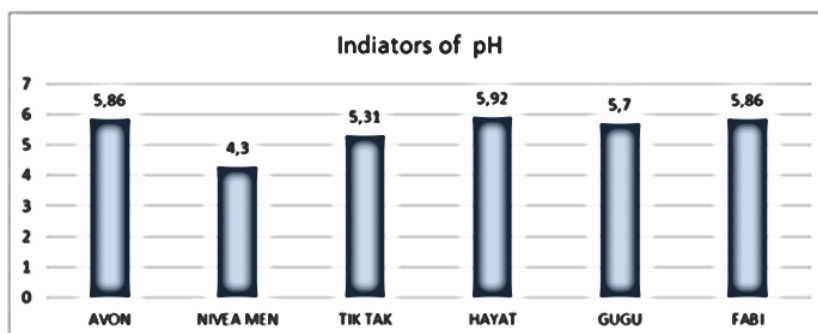
Reagents and devices: prepared shampoo solutions, pH meter, beaker.

Work progress: 10.00 g of the product is placed in a glass, 90 cm³ of distilled water is added and stirred using a glass rod or a magnetic stirrer. Subject the resulting solution to research.

Progress: The pH meter is calibrated according to the manufacturer's instructions. After calibrating the device, rinse the electrodes with water and wipe with filter paper. The test solution is stirred, a sufficient

amount is poured into a measuring vessel and the electrodes are lowered into it. After the results of the pH meter are stable for 1 minute, the indicators are taken. The measurement is repeated on a new portion of the test solution. If the result of the second measurement differs from the first by 0.1 units. pH or more, a third measurement is made. If the result of the third measurement also does not allow a conclusion on the pH value, repeat the entire analysis, including calibration. [3]

The pH test results for shampoo samples are shown in the chart below



Picture 1. Determination of the chloride content in the test samples of shampoos

The chloride content is standardized in accordance with GOST 26878 and is equal to 6.0, since its excess creates an additional load on the hair, and can also irritate the skin and mucous membranes of the eyes. They are added to shampoos to give the desired consistency – usually to increase the viscosity [5].

Reagents and devices: prepared solutions of shampoos, conical flask for titration, silver nitrate, potassium chromate, methyl red, solution; prepared as follows: 0.1 g of methyl red is dissolved in 300 cm³ of ethyl alcohol and 200 cm³ of water, a solution of nitric acid (diluted 1: 4).

Progress of the work: In a flat-bottomed flask, weigh from 2 to 5 g of the tested shampoo with an error of not more than 0.005 g, dissolve it in 50 cm³ of water, add 2 drops of methyl red solution. If the solution has

a yellow color, then it is neutralized with dilute nitric acid until a pink color appears. Then add 2.5 cm³ of a solution of potassium chromate and titrate with solutions of silver nitrate until a brown color appears.

The mass fraction of chlorides in the sample of the tested shampoo calculated on the molecular weight of sodium chloride (X) in percent is calculated by the formula

$$X = V * 0.584 / m$$

where V is the volume of a solution of silver nitrate with a concentration of 0.1 mol / dm³, consumed for titration of the sample, cm³; t is the mass of the test shampoo sample, g;

0.584 - conversion factor for sodium chloride. [3]

Table 2. Estimation of the mass fraction of chlorides in shampoos.

The title of the shampoo	Requirements of ND (not less)	The mass fraction of chlorides, in fact %
Avon naturals Hair care	6.0	1.2
Nivea Men	6.0	1.2
Tik- Tak	6.0	2.4
HAYAT	6.0	0.95
GUGU	6.0	0.34
FABI	6.0	1.1

Determination of the mass fraction of dry substances

The mass fraction of dry substances shows the degree of concentration of the detergent components of

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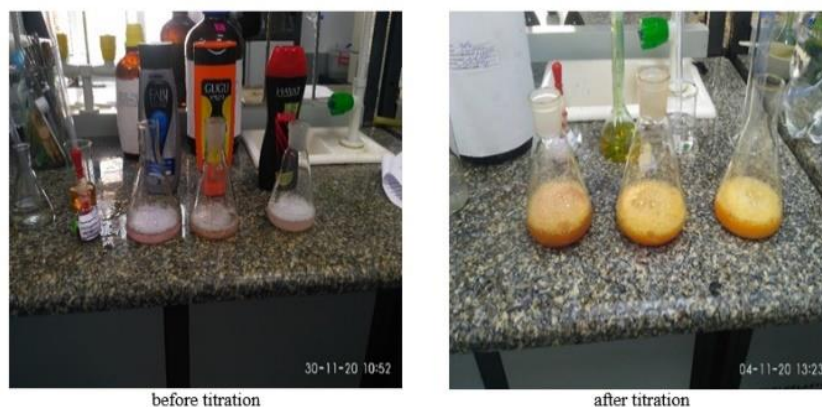
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the shampoo and largely determines their detergent action. To determine the mass fraction of dry

substances, the Moisture Meter MV 45 from OHAUS was used. [6]



Picture 2.

Table 3. Indicators of the mass fraction of dry substances

The title of the shampoo	Parameters' according to the GOST %	The mass fraction of dry substances, %
Avon naturals Hair care	10-27	13,5
Nivea Men	10-27	19.17
Tik-Tuk	10-27	11,44
HAYAT	10-27	9,52
GUGU	10-27	6,75
FABI	10-27	8,17

Based on the results of studies of organoleptic, chemical and physicochemical parameters of shampoos for normal hair, a comparative assessment was carried out and the following conclusions we made: [7]

Determination of the smell of shampoos showed that shampoos Avon naturals Hair care, Nivea Men, Tik-Tuk, HAYAT had an unsharp and very pleasant odor, and shampoos GUGU, FABI had a very pungent and unpleasant odor. [8]

DISCUSSION

The results of the study (Table 1) showed that the most foam is formed by FABI shampoo (250 mm), and least of all – Tik-Tuk shampoo (180 mm). The foaming ability of shampoos is also characterized by the stability of the foam, which determines its structural strength [9]. In the course of the study, it was found that the best foam stability was in the Avon naturals Hair care sample (3.55) and the lowest resistance in the GUGU sample (2.55). But all samples meet the

requirements of GOST in terms of foaming ability and give good and abundant foam. [10] [11]

CONCLUSIONS

As you can see from the diagram, all shampoo samples, except for NIVEA MEN, meet the requirements of the standard for hydrogen index. The pH level of NIVEA MEN shampoo is 4.3 which is below the acceptable pH limit.

The study of the mass fraction of chlorides (Table 2) showed the compliance of all shampoo samples with the requirements of GOST 26878.

The results of the study (Table 3) showed that samples 1, 2, 3 meet the requirements of ND for the content of the mass fraction of dry substances, but for samples 4,5,6, the content of the mass fraction of dry substances is below the norm, which shows non-compliance with the requirement of ND and directly affects the quality shampoos.

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Gulnoza Shavkatovna Djurakulova

Academy of Sciences Uzbekistan Institute of the Uzbek language, literature and folklore

Basic doctoral student

my_dear_g@mail.ru

EPIC FORMULAS ASSOCIATED WITH THE HORSE IN THE UZBEK FOLK EPIC

Abstract: The article describes one of the most common epic formulas in Uzbek folk epics - the epic formula associated with the horse, the reasons for its use. The role and significance of these epic formulas are analyzed.

Key words: epic, horse, epic formul, Gorogly, Girat.

Language: Russian

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ЭПИЧЕСКИЕ ФОРМУЛЫ, СВЯЗАННЫЕ С ЛОШАДЬЮ В УЗБЕКСКОМ НАРОДНОМ ЭПОСЕ

Аннотация: В статье описана одна из самых распространенных эпических формул узбекского народного эпоса-эпическая формула связанные с лошастью, причины ее использования. анализируются роль и значение этих эпических формул.

Ключевые слова: эпос, конь, эпическая формула, Гороглы, Гират.

Введение

В узбекском народном эпосе описание событий: зачина, описание действий, речи, состояния героев, окончание эпоса воспеваются посредством эпических формул. Эти одинаковые эпические формулы играют опорную описательную роль в процессе исполнения певцов народных поэм. Эпические формулы являются основным критерием, мерой, экспромтом для певцов, благодаря чему мотивы, составляющие сюжет эпоса, получают совершенное художественное описание. Примером таких эпических формул может послужить вступительная часть поэмы, описание богатыря, пери, красавицы-девицы, описание богатырского коня, седлать коня, наставление, прощание, путешествие богатыря, описание дороги, состязание, битва, а также традиционное описание окончания поэмы. Среди эпических формул, встречающихся в народных поэмах, описание богатырского коня является одним из важнейших,

наиболее повторяющим, ярким примером эпической формулы.

Традиционный народный эпос нельзя представить без богатыря, его коня и отношения между богатырём и его конём, так как все дела богатыря непосредственно решаются с помощью его коня. Поэтому в поэмах ведущую роль отводят образу коня и его описанию. Следовательно, в поэмах можно заметить множество эпических формул, связанных с конем. Это суждение также можно доказать словами основателя узбекской фольклористики: «В народной поэме конь имеет очень значительную роль. Он является причиной успеха героя, выполняет самые сложные задачи, помогает герою в трудных ситуациях. Герой эпоса достигает своей цели благодаря тому, что он сидит на коне. Характерно то, что нет ни одного героического эпоса, где бы ни участвовал образ коня. Конь самый верный друг, спаситель героя в путешествии и в поединках. Качества мужественного коня совершенствуются по ходу описания поэмы, он становится центральной

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фигурой незабываемых эпизодов. В узбекских поэмах образ коня поднимается до уровня главного героя» 4, с.65]

Фольклорист А. Тилавов указал, что существует ряд письменных произведений под названием «Байтарнаме», которые посвящены описанию коня, его значению в жизни человека, цвет, виды ходьбы коня, уход, способ воспитания, болезни, способы лечения этих болезней, а также, способам выбора хорошего коня. 4, с.125]

Сравнительный анализ.

В узбекском народном эпосе эпический образ коня совершенен. Особенно, образ таких отважных коней как Гират, Бойчибар народными певцами доведен до совершенства. Самое красивое и совершенное описание коня встречается в цикле поэм «Горуглы» - описание волшебного, благословленного и чудотворного коня Гирата. Не зря этого коня прозвали «благословленный»: «И ходил он так, пока не узнал Хизр. Он сказал: Горуглы привык к этому стригунку. Если он еще так проскачет на этом стригунке, он его покалечит. Лучше я приведу этого стригунка и сам выхожу его. А то Горуглы останется без коня»... и забрал Хизр коня, и сам кормил его[3, с.101]

«Горуглы присоединился к сорока духам. Тогда почтеннейший Кутбил Ахтаб сказал: «Горуглы испробовав этот благословленный напиток стал завоевателем. Гирот не сможет поднять такого богатыря. Теперь и Гироту дайте выпить напитка, только разбавьте этот напиток с водой. Тогда Горуглы превратился в святого, он пролетел семь небес, сем преисподней, и даже Говимох». [3, с.129]

Фольклорист Ш. Турдимов в работе «Генезис поэм цикла Горуглы и этапы их эволюции» говорит, что линии судьбы эпического героя и эпического коня почти одинаковы.[10, с.116] Значит, Гирот также выпив благословенный напиток – дар сорока духов, должен стать достойным конём для Горуглы.

По словам старых наездников славные и породистые кони действительно понимают человека, иногда, по сечению случая, если наездник умоляет или хвалит коня, то у него появляется неземная сила, он может выполнить то, что раньше было ему не по силе. Этот случай нашел своё отражение в народном эпосе, который наш народ с любовью исполнял.

Значение эпической формулы «Описание коня» заключается в том, что в этом случае пересчитываются качества, заслуги и подвиги коня героя. Это описание:

* является связью для взаимоотношений с героем или конем;

* используется для описания седлания коня, то есть подготовка коня к походу;

* для описания как герой готовится в поход;

* используется тогда, когда от коня требуется больше усилий и стараний;

* когда герой гордится своим конем, наслаждается его преданностью, или победой;

* используется тогда, когда герой просит чего-либо от коня.

Например, рассмотрим описание коня из поэмы «Горуглы», вариант исполнения Ахмаджана Сойибназарова:

«Девушки подошли поближе, чтоб рассмотреть коня. Юнус пери смотрит на коня, на правой части шеи увидела надпись: «Коня – Гирок, хозяин коня – Горуглы, даже камень если будет смотреть с завистью, пусть рассыпается как песок!» пери прочитали надпись. «Этот конь – людоед! Никто не сможет приблизиться к нему. Давайте поступим так: восхвалим и воспоем коня, если у него зло на душе, то он нас убьёт, если хозяин так воспитал его, значит, все чары мира тут бессильны». Сказав эти слова, Юнус пери обратилась к коню (перевод автора):

Машгалдай ёниб кўзларинг, (Горят твои глаза как огонь)

Шамолга товланур кокилинг. (Грива играет на ветру)

Карасам бордур кўк холинг, (Смотрю, у тебя синяя отметина)

Манжадай келар орқа долинг...” (Красив изгиб твоей спины) [2, с.280]

Эти строки являются ярким примером эпической формулы «описание коня», который позволяет спроектировать отношение слушателя с героем или слушателя с конем.

В поэме «Таркибахшон» есть эпизод, где горой эпоса Аваз с друзьями потеряли дорогу. Тут герой спросил дорогу у мудрого коня Гирота. Следом идут стих из 16 строчек:

Жоним Гирот, молим Гирот, (Жизнь моя, Гират, богатство моё, Гират)

Сен минган топган мурод, (Тот кто оседляет тебя, добьётся всех своих целей)

Айланайинда жонингдан, (Все отдам за твою душу)

Кароматингни бир кўрсат, (Покажи на чего ты способен)

Эли халкимнинг давлати, (Ты богатство моего народа)

Султон отамнинг Гироти. (Ты конь, моего отца-правиеля).[8, с.15]

В этом стихе у коня просят совершить серьезное дело, также идет описание коня.

В поэме «Рождение Горуглы», исполнение Пулкана бахши, приводится описание коня, где герой просит от него больше отваги:

Душман билан бўлдим тараф, (Мне пришлось бороться с врагом)

Арзимни айтай сенга қараб,(Хочу тебе обратиться)

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Отим Ғирот, жоним Ғирот,(Конь мой, Гират, жизнь моя, Гират)

Еминг кишмиш, тўрванг банот,(Корм твой, кишмиш,)

Тезгир бўлгин, келди араб!(Скочи быстрее, араб настигает!)

В вышеприведенном стихотворном отрывке, который состоит из 35 строк, отрывок “Отим Ғирот, жоним Ғирот, Еминг кишмиш, тўрванг банот, Тезгир бўлгин, келди араб!” повторяется после каждого четырёхстишья. Это создаёт ритм и позывает чувства, переживания героя перед боем, где он столкнется лицом к лицу с врагом. Каждая строка, состоящая из 8 слогов, (4+4) такт, повторение слов способствует быстрому и легкому чтению стиха, а также помогает почувствовать скорость бегущего коня и героя. В этом стихе формула, которая состоит из “Отим Ғирот, жоним Ғирот” является наиболее используемой, а также эта формула имеет наибольшее количество вариантов.

Когда бахши поёт такие традиционные места поэмы, то он опирается на свою эпическую память и пользуется готовыми эпическими формулами. Доказательством этого высказывания послужит описание чудотворного Гирота в поэмах «Горуглы», которое мы рассмотрим.

Эпические формулы с описанием чудотворного коня Гирота имеют отдельное место в составе поэмы. Они образуют устойчивые стихотворные отрывки двух видов. Первые из них отрывки, которые имеют характер обращения к коню. Например:

- Жоним Ғирот (Жоним Ғирот, молим Ғирот, Сен минган топан мурод...) (Жизнь моя, Гират, богатство моё, Гират, Тот кто оседлает тебя, добьётся всех своих целей)

- Бедовсан (Бир ёшингда чилтон берган Ғиротим, Бедавлатга давлат бўлган бедовсан...) (Быстроногий (Годовалим тебя, Гират, дали мне чилтаны, Ты богатство для бедного, Гират)

- Ўйна, Гўрўглининг оти (Ўйна, Гўрўглининг оти, Асли туркман хоназоти...) (Танцуй, конь Горуглы (Танцуй, конь Горуглы, Ты туркменский скакун)

- Отамнинг оти (Отцовский конь)

- Моҳ-ма дейман (Моҳ-ма дейман, моҳ-ма дейман дол Ғирот, Устинга ёпайин бахмал ҳам банот...) (Иди сюда, Гират, я тебя накрою бархатом и банотом)

- Учғил Ғирот (Уч гумбазли йўлни тутдик, Учғил Ғирот, учғил Ғирот...)(Лети Гират (Мы направились на трикупольную дорогу, Лети Гират, Лети Гират)

- Ол-ҳо Ғирот (Узокдир Кўҳи Қоф тоғи, ол-ҳо Ғирот, йўлингни ол...) Бери Гират (Далека дорога до горы Кузи Каф, бери, Гират, бери свою дорогу)

- Баракалло, Ғирот санго (Бедовим асли беҳиштдан, Баракалло, Ғирот санго...) (Молодец, мой Гират (Мой скакун сам из рая, Молодец, мой Гират)

А второе, это моменты в поэме, где описывают коня:

1. Портрет коня.

2. Процесс взросления коня.

3. Отрывки, где воспевают отвагу коня.

В поэме, где описывают внешний вид коня используются такие строки как “Соврисига қарасанг, Саксон уйни тиккандай. Ийиғига қарасанг, Қирқта кампир ётгудай”; когда описывают взросление коня используют такие строки как “Кўйнинг сутин беради, кўйдаи ювош бўлсин деб, Эчки сутин беради, жарда ўйнаб юрсин деб”; а строки “Гоҳ айик бўлиб тикка бўлар, Гоҳ чикка, гоҳ пукка бўлар” используют для описания состояния или движения коня, когда он идет по дороге, или бежит галопом.

Наряду с поэтическими формами описания коня в поэмах встречаются и прозаические формы.

“Этот конь Чамбил сделал таковым, привел за собой сорок ясноликих молодцов, в гонке Кухи Коф за пери стал самым первым, от яростного крика горы свернул, тот кто ездил на нем добился своей мечты желанной, перепрыгнув через Аму попал в плен, от плененного хозяина восточку донёс до Чамбила” (перевод авторский).[1, с.116]

Тут бахши искусно использует внутреннюю рифму, что делает поэму легкой для чтения, игривой.

Из всех отрывков, где описывают чудотворного Гирота наиболее ярким можно назвать строки, которые начинаются обращением “Жоним Ғирот, молим Ғирот”.

Жоним Ғирот, молим Ғирот, (Жизнь моя, Гират, богатство моё, Гират)

Еминг кишмиш, тўрванг банот, (Корм твой кишмиш,)

Сени минган топар мурод, (Тот кто оседлает тебя, добьётся своих целей)

Дам-бадам эткиз Чамбилга. (Быстрее довези до Чамбила) .[5, с.35]

Это четырёхстишье можно увидеть во всех поэмах, где есть описание чудотворного коня Гирота. В частности, такие певцы-бахши, как Эргаш Жуманбулбул углы, Фозил Йулдош углы, Мухаммадул Жонмурот углы Пулкан, Ислом Шоир Назар углы, Рахматулла Юсуф углы, Зохир Шоир Кучкаров, Ахмаджон Сойибназаров, Кадыр Рахим углы, Чори Бахши Умиров используя данное четырёхстишье создали уникальное, высокопоэтическое описание чудотворного коня Гирота. Именно в этом проявляется талант певца-бахши, когда он используя традиционные стихотворные отрывки описания коня, создаёт совершенно новое, свое описание, подходящее событиям данного эпоса.

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Заклучение

На первый взгляд обращение к коню одинаково по смыслу во всех поэмах, но эти обращения у каждого певца варьируются зависимо от стиля, импровизации, школы певцов и от традиционного наследия, которое певец унаследовал от своего наставника. Это традиционное четырёхстишие у Фозила Йулдош углы, Рахматуллы Юсуф углы, Зохира Шоир Кучкарова, Ахмаджона Сойибназарова, Кадыра Рахим углы и у Чори Бахши начинается со строк “Жоним Ғирот, молим Ғирот”, у Эргаша Жуманбулбул углы, Мухамматкула Жонмурот углы Пулкан как –“Отим Ғирот, жоним Ғирот”, а у Ислома Шоир Назар углы как “Жоним Ғирот, кўзим Ғирот”, а у поэмах Чоршанби Бахши Рахматуллаева, Шоберди Бахши Болтаева,

Абдуназара Поёнова начинается со строк “Жонима Ғирот молима Ғирот”. Сходство обращения к коню, описание коня, в первую очередь, можно объяснить традиционностью обучения певцов поэмам, а также единством представлений бахши об идеале чудотворного коня Гирота. Такие описательные моменты не просто встречаются в произведении, они являются дополнительным компонентом описывающий силу и могущество магического коня, а также деталью, которая способствует сделать эпос намного интересней и интенсивней. Уместное и своевременное использование такие средства художественного описания, несомненно, указывает на художественный талант народной поэмы.

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Ilmidin Toshmatovich Yormatov

Fergana Polytechnic Institute
Dean of the Faculty of Management in Production,
Candidate of Economic Sciences, Associate Professor

Nilufar Abduvakhidovna Yuldasheva

Fergana Polytechnic Institute
Senior Lecturer, Doctor of Philosophy in Economics (PhD)

Ikbolzhon Adilzhonovich Toshpulatov

Fergana Polytechnic Institute
Senior Lecturer, Doctor of Philosophy in Economics (PhD),
The Republic of Uzbekistan
tel: +91 6793098.
iqboldoktorant@mail.ru
i.toshpulatov@ferpi.uz

ISSUES OF ELECTRONIC TRADE DEVELOPMENT IN UZBEKISTAN

Abstract: This article is theoretically based on the content, essence, application benefits and opportunities of e-commerce. The prospects for the development of e-commerce in Uzbekistan, the need to apply the B2C business model in ensuring the development of the industry are scientifically substantiated, and conclusions and recommendations for the development of e-commerce have been developed.

Key words: pandemic conditions, e-commerce, information and communication technologies, Internet, information security, transactions, electronic money.

Language: English

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Introduction

In today's pandemic, providing the population with the necessary consumer goods is one of the most pressing problems. An e-commerce channel is a sales channel that allows you to trade indirectly in such an environment, helping to find a consumer regardless of geographic location.

The measures taken in Uzbekistan to introduce modern information and communication technologies have made it possible to achieve certain results in the digitalization of sectors of the economy, including in the development of e-commerce.

Nevertheless, a number of problems and shortcomings remain in the country that prevent the creation of a full-fledged e-commerce market, the

entry of domestic enterprises producing goods (services) to foreign markets [1].

– first, the current system of legal regulation of relations in the field of e-commerce is incompatible with the rapid changes in the development of the industry and, in turn, does not provide access to e-commerce for the population and business;

– secondly, outdated bureaucratic barriers to the export of goods (services) through e-commerce remain, which do not allow local businesses to fully compete in foreign markets, as well as cost optimization;

– thirdly, the process of introducing modern information and communication technologies aimed at developing e-commerce is not properly organized, which leads to stagnation in the digitalization of the

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economy and the development of entrepreneurial activity;

– fourth, the lack of integration of domestic payment systems with popular foreign counterparts affects the full-fledged international cooperation of economic entities of the country with leading foreign organizations in the field of e-commerce, as well as the export potential and competitiveness of the domestic market;

– fifth, the level of popularization of the possibilities and advantages of e-commerce, including non-cash payment for goods (services), especially in the localities, remains low, which leads to an increase in the size of the shadow economy and a decrease in tax revenues to the state budget;

– sixth, the current taxation system does not contribute to the expansion of economic entities in the field of e-commerce, including the mass media, which leads to an increase in the volume of clandestine exchange of goods via the internet, and also limits investment and modern technologies in this area.

As a result of successive reforms aimed at solving the problems outlined in the Decree, the e-

commerce system has developed in many areas. Many entrepreneurs are using e-commerce effectively, especially given the opportunities available during a pandemic.

E-commerce is developing mainly in the area of wholesale. Thus, the relationship between the manufacturer and shopping centers has been established. The lack of development of e-commerce in retail, which is carried out by stores and malls, requires improvement in this area.

Problems and tasks. If we pay attention to the statistics of the sphere of trade in Uzbekistan, then in 2019 the share of trade services in the total volume of market services amounted to 25.1%, which amounted to 47 693.3 billion sums.

Retail services, excluding automobiles and motorcycles, accounted for about three quarters of total sales - 67.2%. In 2019, the share of wholesale services (excluding sales of cars and motorcycles) reached 25.4%. The share of trade services in the total volume of services, including wholesale and retail sales of cars and motorcycles, including repair services, amounted to 7.4% (see Fig. 1).

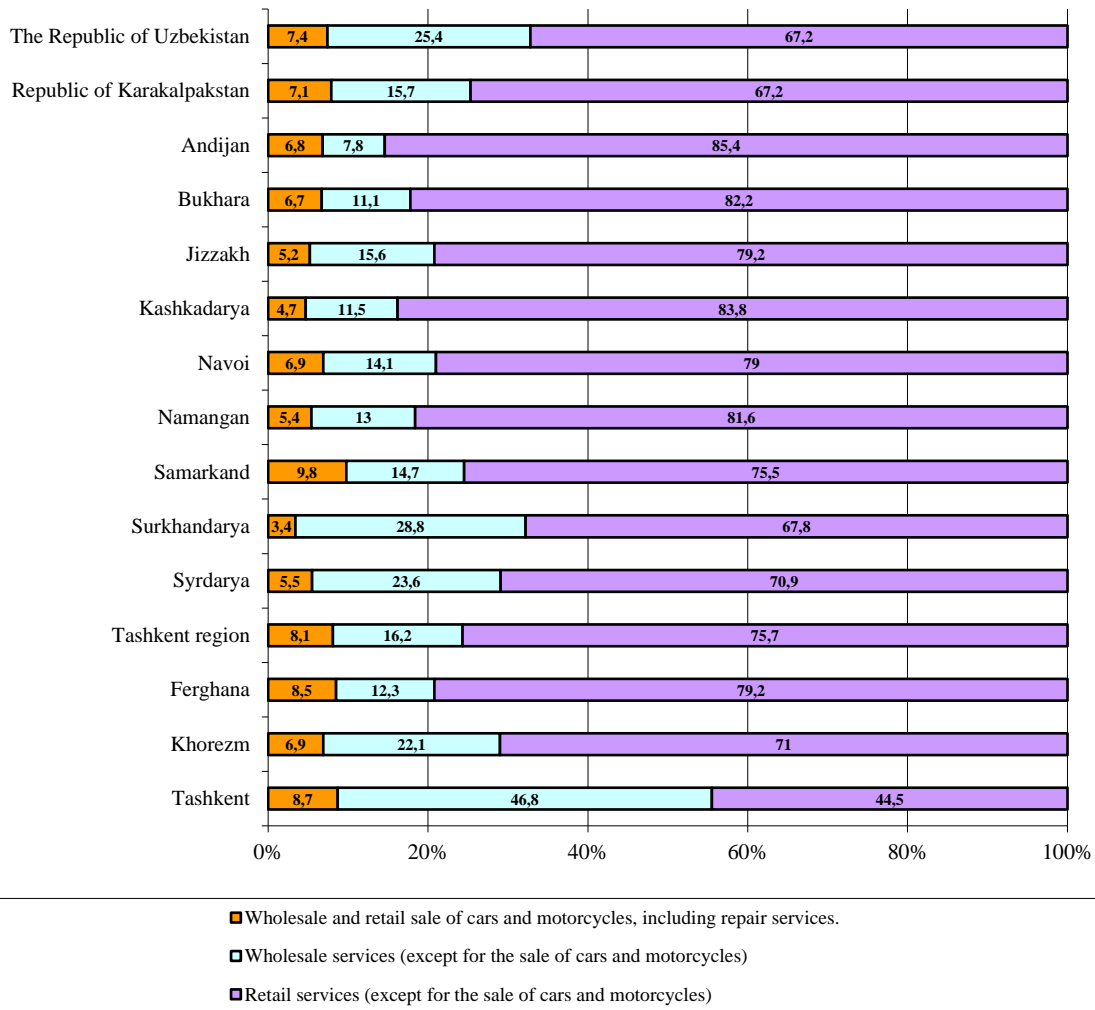


Figure: 1. The structure of trade services by region (in 2019, in%) [2]

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Compared with other regions, the largest share of retail services falls on the Andijan (85.4%), Kashkadarya (83.8%) and Bukhara (82.2%) regions. In Tashkent, this indicator is insignificant, its share was 44.5%. However, the share of wholesale services (excluding sales of cars and motorcycles) in Tashkent is much higher - 46.8%. In the Andijan region, the share of these services was the smallest - 7.8%. A relatively high share, including services for the wholesale and retail trade of cars and motorcycles, including repair of cars and motorcycles in Samarkand (9.8%), Fergana (8.5%), Tashkent (8.1%) regions, Tashkent city (8.7%) and the Republic of Karakalpakstan (7.1%).

Research shows that there are no separate statistics related to e-commerce in the retail sector. It can be concluded that in our country it is important to develop e-commerce, to keep separate statistics.

The main problems of e-commerce development in Uzbekistan are:

- Human factor. Lack of quality service, insecurity from virtual sellers and fear of being deceived.
- Technological factor: lack of widespread use of the Internet.
- Legal factor. The lack of clear mechanisms for regulating the relationship between the seller and the consumer in the legal framework seriously affects the development of e-commerce.

Main part. It is known that e-commerce is a sphere of the economy that includes business processes related to the implementation of all financial and commercial transactions carried out using computer networks [3].

It should also be noted that the concept of "electronic commerce" is divided into narrow and broad definitions, in the narrow sense means

advertising and sale of goods using telecommunication networks of electronic commerce. Broadly speaking, e-commerce can be used in industry and business collaboration to conduct sales, purchasing, factoring, leasing, consulting, engineering and other trading operations.

Thus, e-commerce is an integral part of e-business, which means a new way to organize, manage and conduct commercial transactions using computers and communication networks.

E-commerce provides businesses with the following benefits:

- expanding the trade market by entering foreign markets;
- organization of round-the-clock trade;
- automation of marketing information using CRM systems (Customer Relationship Management), which allows you to constantly collect information about site visitors, which they leave about themselves;
- Closer contact with suppliers.

One of the main problems in the development of e-commerce is the inability to abandon this traditional trading mechanism. It should be noted that e-commerce requires not only the use of IT technologies, but also the use of innovative technologies in commercial activities. Today, e-commerce is actively entering our daily lives, and in the near future this business model will be further developed. Because in developed countries this area is improving every year.

Today, global transactions on the Internet continue to grow rapidly. According to the data, in 2019 e-commerce will grow by 17.9% to 3.46 trillion. U.S. dollar. Among the countries of the world, the United States and China occupy the largest share of the e-commerce market (see Table 1).

Table 1. Countries with the largest share of the global e-commerce market [6]

No.	Countries	2018 million US dollars	2019 million US dollars	Growth,%
1.	China	1 520,10	1 938,78	27,3
2.	US	514,84	586,92	14,0
3.	UK	127,98	141,93	10,9
4.	Japan	110,96	115,40	4,0
5.	North Korea	87,60	103,48	18,1
6.	Germany	75,93	81,85	7,8
7.	France	62,27	69,43	11,5
8.	Canada	41,12	49,80	21,1
9.	India	34,91	46,05	31,9
10.	Russia	22,68	26,92	18,7

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In 2019, China became the world's largest e-commerce market, with e-commerce sales reaching \$ 1.935 trillion dollars, which means that 586.92 billion dollars more than the United States. E-commerce is also developed in the UK, Japan, North Korea, Germany, France, Canada, India and Russia, which are among the top ten countries in the world.

Large multinational corporations operate in countries that achieve high results in e-commerce, providing goods of famous world brands. These countries have also developed institutional frameworks for e-commerce and modern business models.

Results and discussion. B2B and B2C business models are widely used in the global internet environment. Whereas B2B primarily provides links between business objects, B2C links the consumer to the business object.

As mentioned above, B2C is the exact solution to the challenges in retail e-commerce development.

One of the most prominent examples of B2C is www.amazon.com, which has over 50 million customers worldwide. Over the years, he has succeeded in transforming the traditional US book market. Reliable operation of Internet access, payment

systems and delivery services in the regions is one of the main requirements of the B2C model. The B2C model allows you to provide consumers in downtown or suburban areas with the same goods and services as businesses in remote areas. B2C is a new trading technology that makes it easier to deliver goods and services to consumers anywhere in the world. Another feature of B2C is that it does not require redundant intermediaries, which allows you to deliver goods at a fixed price [5].

The use of the B2C model requires the company to have modern information technologies, powerful software for information security, high-speed Internet, qualified software engineers, the company's production process, working "Just in time", the necessary resources. E-commerce has its own complexities. That is, it requires the use of serial or individual production methods, manufacturing products in accordance with the wishes of a larger number of buyers.

It also requires a lot of responsibility on the part of the e-commerce seller. These include careful scrutiny of customer preferences and regular market research (see Figure 2).

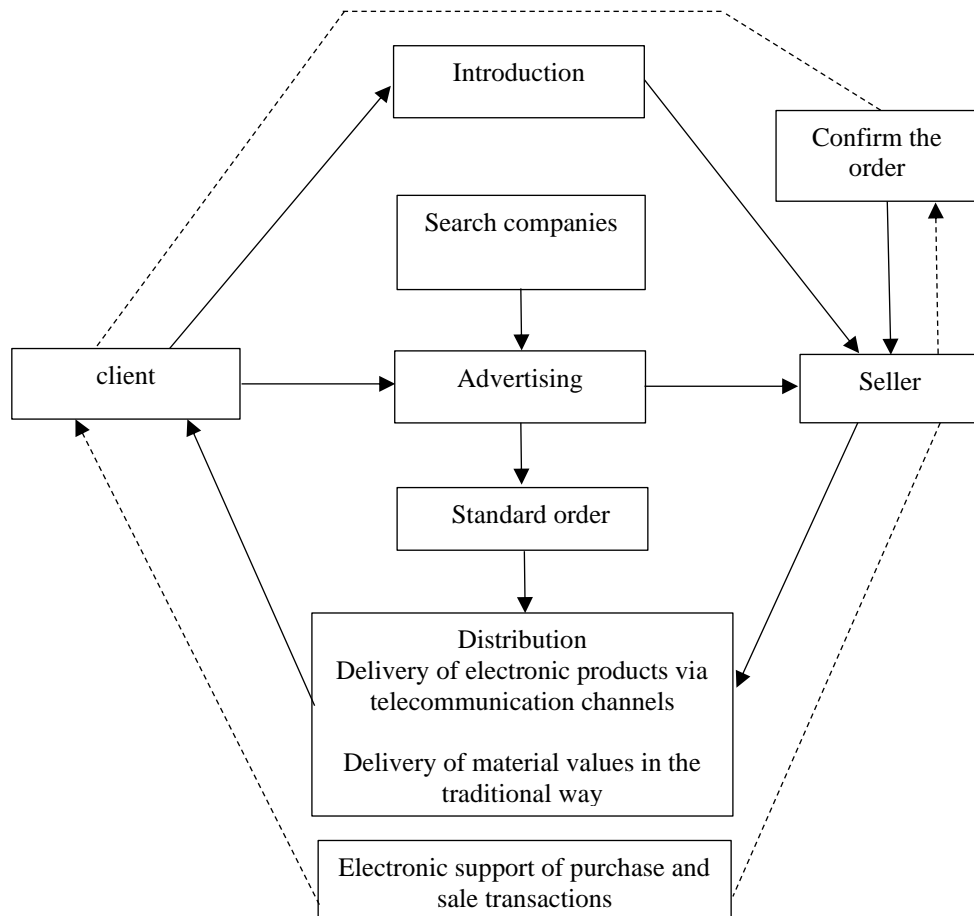


Figure: 2. The organizational structure of "electronic commerce" [4]

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The most important thing in e-commerce is to gain customer trust, which can be used to convey a sensational message to other consumers. Achieving a reputation in e-commerce by having individual links in the chain brings many economic benefits to the enterprise.

Conclusions and offers. As a result of analyzing the situation with e-commerce, its specific problems and peculiarities in Uzbekistan, a number of proposals and conclusions were developed:

- ensuring information security in the development of electronic relations between business entities;

- developing a competitive environment in the communications market and expanding the capabilities of existing companies to use communications infrastructure, as well as creating conditions for access to information and communication technologies and reducing tariffs for its use;

- a clear analysis and agreement of the existing regulatory framework in the field of e-commerce, the rights of sellers and consumers, ensuring the

transparency of draft laws, comments and clarifications for all interested parties;

- encourage the development of online business applications and search engines targeted at mobile users;

- conducting mass events to train entrepreneurs in the use of the internet and information technologies;

- carrying out explanatory work among the population about the possibilities of using information and communication technologies;

- it is necessary to develop alternative and convenient payment methods for all segments of the population, develop the electronic money market and promote the popularity of electronic wallets.

Thus, today e-commerce is one of the most promising business areas in our country. E-commerce is rapidly evolving in response to demand and is becoming more and more a part of people's daily life. In our country, measures are being taken on all the components necessary for the development of e-commerce. The development of e-commerce in Uzbekistan will become an important tool for entering new markets for goods and services.

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Aziz Fayzullaevich Khuzhakulov

Academy of Sciences of the Republic of Uzbekistan
institute of general and inorganic chemistry
Doctoral student,
azizxujakulov@mail.ru

Akhliiddin Abdurashitovich Abdunazarov

Namangan state university
senior lecturer of the department of organic chemistry,
Republic of Uzbekistan, Namangan
ahliiddin1985@mail.ru

MODERN APPROACH TO EXTENDING THE SERVICE LIFE OF IMPORTED TURBINE OILS

Abstract: This paper describes a modern approach to extending the life of an oil through regular monitoring of its condition, timely removal of oil degradation products, as well as replenishment of the stock of antioxidant additives.

Key words: turbine oils, phenol, amines, viscosity, viscosity index, varnish formation, additive, oil oxidation, resource, economics.

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СОВРЕМЕННЫЙ ПОДХОД К ПРОДЛЕНИЮ СРОКА ЭКСПЛУАТАЦИИ ИМПОРТНЫХ ТУРБИНЫХ МАСЕЛ

Аннотация: В данной работе описан современный подход к продлению срока эксплуатации масла за счёт регулярного мониторинга его состояния, своевременного удаления продуктов деградации масла, а также восполнения запаса антиокислительных присадок.

Ключевые слова: турбинные масла, фенол, амины, вязкость, индекс вязкости, лакообразование, присадка, окисление масла, ресурс, экономика.

Введение

В последние несколько лет многие узбекские энергетические предприятия модернизировали свои производства, установив либо импортные турбины, либо турбины, выпускаемые на территории Узбекистана по лицензиям зарубежных производителей. Чаще всего в этом оборудовании применяются дорогостоящие импортные турбинные масла, к которым предъявляются более жёсткие эксплуатационные требования по сравнению с отечественными

маслами. Для снижения затрат, связанных с заменой импортных масел, необходимо обеспечить максимальное продление их эксплуатационного ресурса.

В настоящей работе описан современный подход к продлению срока эксплуатации масла за счёт регулярного мониторинга его состояния, своевременного удаления продуктов деградации масла, а также восполнения запаса антиокислительных присадок. Каждая из этих составляющих детально описана ниже, однако,

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прежде всего, необходимо рассмотреть сущность процессов, которые приводят к деградации масла и её нежелательным последствиям.

Окисление масла и его последствия.

Любое турбинное масло в процессе эксплуатации находится в постоянном контакте с воздухом, причём наиболее интенсивно это происходит в маслобаке. Все современные турбинные масла имеют в своем составе противоокислительные присадки, или антиоксиданты, которые защищают базовое масло от окисления при контакте с кислородом воздуха. Принцип их действия заключается в химическом связывании веществ, образующихся непосредственно при реакции с кислородом и вызывающих окисление масла.

В процессе эксплуатации противоокислительные присадки постепенно расходуются и образуют побочные продукты, которые накапливаются в масле и со временем выпадают в осадок. Когда большая часть антиоксидантов израсходована, они перестают справляться со своей защитной функцией, и тогда начинает окисляться уже само базовое масло. Это так же приводит к образованию загрязняющих веществ. Будучи полярными по своей природе, все эти нежелательные продукты окисления легко оседают на металлических деталях агрегатов и образуют лаковые отложения, представляющие собой довольно прочную плёнку, цвет которой

может варьироваться от золотистого до тёмно-бурого [1].

Проблема лакообразования получила широкое распространение с переходом от нефтяных турбинных масел предыдущего поколения к современным высокоочищенным маслам, содержащим комплексные пакеты антиоксидантов. К этой категории относится подавляющее большинство импортных турбинных масел, применяемых в настоящее время в России.

Явление лакообразования не менее опасно, чем загрязнение масла механическими примесями, водой, продуктами износа оборудования, поскольку приводит к целому ряду негативных эффектов, среди которых:

- Заклинивание подвижных деталей (например, сервоклапанов)
- Перегрев подшипников
- Интенсивный износ металлических поверхностей
- Снижение эффективности теплообменников
- Уменьшение проходных сечений масляных каналов
- Преждевременная закупорка фильтров

Всё это может привести к внезапной поломке турбины и огромным затратам, связанным не только самим ремонтом, но и с последствиями простоя оборудования в период внепланового ремонта [2].



Рис.1. Лаковые отложения на золотниках сервоклапанов [2,3].

В зарубежной научно-технической литературе описана характерная особенность современных импортных турбинных масел, которая заключается в том, что их кислотное число и вязкость практически не меняются, пока не израсходована большая часть антиоксидантов. Затем начинается уже окисление базового масла, и наблюдается резкий рост этих показателей, и масло становится непригодным к дальнейшей эксплуатации [4].

Для того чтобы предугадать этот критический момент и не допустить окисление базового масла, необходимо регулярно отслеживать остаточное содержание противоокислительных присадок. Для мониторинга содержания антиоксидантов в импортных маслах используется метод RULER

(Remaining Useful Life Evaluation Routine), которому соответствуют международные стандарты ASTM D6810 [5] и ASTM D6971 [6]. Данным методом пределяется остаточное содержание противоокислительных присадок в эксплуатационном масле в процентах от исходного их содержания в свежем масле. Когда содержание антиоксидантов в масле снижается до уровня 25% и менее, масло считается непригодным к дальнейшему использованию.

Как было упомянуто ранее, по мере расходования противоокислительных присадок происходит накопление в масле лакообразующих примесей. Для контроля загрязненности масла этими веществами и оценки риска образования лаковых отложений используют метод MPC (Membrane Patch Colorimetry), которому

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соответствует стандарт ASTM D7843 [7]. Степень загрязненности масла лакообразующими примесями определяется по цветности осадка, который остаётся на мембранном фильтре при пропускании через него пробы эксплуатационного масла, предварительно подготовленной определённым образом.

Очистка масла от продуктов его деградации.

Удаление лакообразующих примесей из масла сопряжено с двумя основными проблемами, которые обусловлены физико-химической природой этих веществ:

1) Лакообразующие примеси могут растворяться в масле при рабочих температурах (порядка 50-70°C), но плохо растворяются в холодном масле. Как следствие, при попадании в холодные зоны системы смазывания турбины либо во время плановых остановов, когда масло охлаждается, эти примеси выпадают в осадок, образуя шлам и лаковый налёт на металлических деталях [8].

2) Размер частиц лакообразующих примесей не превышает 0,1 мкм, в то время как размер пор механических фильтров тонкой очистки, применяемых в системах смазывания турбин, составляет 5 мкм и более. В результате большинство лакообразующих частиц свободно проходит через поры фильтров, поэтому лакообразующие продукты деградации масла невозможно удалить механическими фильтрами. Вместе с тем, частицы этих примесей могут слипаться в более крупные агломераты, которые способны забивать поры фильтров и вызывать их преждевременный выход из строя [9].

С учётом описанных выше особенностей лакообразующих примесей турбинных масел, предлагаемые в настоящее время эффективные способы удаления их из масла можно разделить на две основные категории: электростатическую и адсорбционную очистку. Для реализации каждого из этих методов используют очистительные установки, которые подключаются непосредственно к маслобаку турбины и производят очистку в режиме принудительной циркуляции масла при его рабочей температуре.

Принцип работы электростатических установок заключается в том, проходя через специальный фильтрующий элемент, масло подвергается воздействию электростатического поля высокого напряжения (порядка 15 кВ). Присутствующие в масле полярные частицы примесей, несущие на себе электрический заряд, притягиваются к поверхности фильтрующего материала. Недостатком этого способа является то, что с его помощью из масла удаляются только взвешенные частицы. Кроме того, эффективность электростатических очистительных установок

существенно снижается при наличии воды в масле [10].

Адсорбционная очистка основана на химическом связывании продуктов деградации масла при прохождении его через сорбент – специальную поглощающую среду. В качестве сорбентов могут использоваться неорганические среды (например, цеолиты, силикагель, фуллерова земля, активированный оксид алюминия), либо полимерные ионообменные смолы в виде мелкогранулированного материала с высокой пористостью и большой удельной поверхностью частиц. Применение неорганических сорбентов ограничено тем, что они поглощают из масла не только загрязнения, но и содержащиеся в масле присадки.

В случае использования ионообменных смол масло очищается не только от взвешенных, но и от растворённых лакообразующих примесей. Это позволяет удалять продукты деградации масла до того, как они начнут выпадать в осадок. Кроме того, на данный процесс не влияет присутствие воды в масле. Таким образом, очистка турбинных масел с использованием ионообменных смол является наиболее эффективным способом удаления лакообразующих примесей.

Одним из примеров технологии очистки масел на основе ионообменных смол является так называемый процесс электрофизического сепарирования ESP (от англ. Electrophysical Separation Process), который запатентован компанией Fluitec (США) [9].

Восполнение запаса противокислительных присадок.

Чем больше примесей накапливается в масле, тем быстрее оно окисляется, поскольку образующиеся побочные продукты выступают в роли катализатора и ускоряют расходование антиоксидантов. Применение очистительных установок позволяет продлить срок службы масла, однако ресурс масла ограничен моментом, когда присадок остаётся слишком мало (менее 25% от исходного уровня). Как было сказано выше, относительное содержание присадок оценивается методом RULER. Когда присадок в масле остаётся немного, но базовое масло ещё пригодно к дальнейшей эксплуатации, в это масло можно ввести противокислительные присадки, продлевая срок службы масла без необходимости его замены.

Для этой цели компанией Fluitec была создана специальная добавка Boost AO, представляющая собой концентрат противокислительных присадок в синтетическом базовом масле. Базовое масло подобрано так, что оно совместимо с большинством используемых в настоящее время турбинных масел, поэтому Boost AO можно заливать непосредственно в маслобак

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работающей турбины без применения специального оборудования для смешивания масел. Тем не менее, прежде чем вводить Boost АО в турбинное масло, необходимо провести серию квалификационных испытаний на совместимость в соответствии со стандартом ASTM D7155 [11]. При положительных результатах квалификационных испытаний концентрат Boost АО можно безопасно вводить в эксплуатационное масло.

Примером успешного применения концентрата Boost АО является опыт, проведенный на электростанции Mesquite Power в штате Техас, США [12]. Эксплуатационное масло было проанализировано до и после добавления Boost АО по ряду показателей, среди которых процентное содержание аминов и фенолов методом RULER и потенциал лакообразования методом MPC (табл. 1).

Таблица 1. Результаты анализов эксплуатационного турбинного масла до и после добавления Boost АО

	Октябрь 2019, до добавления Boost АО	Октябрь 2019, после добавления Boost АО	Октябрь 2020
RULER (амины, %)	60	208	188
RULER (фенолы, %)	50	216	22
MPC, ΔE	15	3	8

Из таблицы видно, что после добавления Boost АО содержание аминов и фенолов существенно повысилось, и по данным на октябрь 2020 года оставались в пределах нормы. Следует отметить, что потенциал лакообразования MPC так же поддерживался в пределах нормы, что свидетельствует о низкой концентрации продуктов окисления в эксплуатационном масле. Благодаря этому электростанция Mesquite Power увеличила срок эксплуатации масла без замены до 100 000 часов, и в будущем планирует увеличить этот показатель до 200 000 часов.

Таким образом, регулярный мониторинг состояния эксплуатационного турбинного масла, технология очистки ESP и восполнение пакета противоокислительных присадок с помощью концентрата Boost АО составляют основу

концепции Fill-for-life («Технологии вечного масла»), предлагаемой компанией Fluites. Основной смысл этой концепции сводится к тому, что при поддержании масла в работоспособном состоянии срок его эксплуатации можно продлить на весь срок службы оборудования. В Европе и США эта концепция широко распространена и позволяет достичь хороших результатов. Учитывая проблемы, с которыми сталкиваются предприятия при эксплуатации импортных турбин и масел, такой подход необходимо активно внедрять и в узбекской энергетической отрасли для повышения производственной эффективности и, в конечном счёте, экономии финансовых ресурсов благодаря исключению внеплановых ремонтов и преждевременной замены масла.

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Shakhnoza Kupaysinovna Khujamberdieva

NamSU

Doctor of Philosophy (PhD) in Pedagogical Sciences

EFFECTIVE TEACHING OF ERKIN VOKHIDOV'S WORK IN HIGHER EDUCATION PERSONALITY OF CREATION OF INFORMATION SOFTWARE

Abstract: This article provides effective ways to teach the work of Erkin Vahidov in higher education through innovative technologies.

Key words: modern education, literary education, world and Uzbek literature, reader, masterpieces and lifelong works, innovation, interactive methods, lyrical and epic works, genre, character, epic image, lyrical expression, lyrical tone.

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Introduction

Today, the focus on the education system has changed radically. This can be seen in the large-scale work being carried out. Improving the quality of higher education, expanding the ranks of qualified specialists has become one of the most pressing issues, especially in higher education.

The growing demand for the quality of the modern education system in higher education institutions requires improving the effectiveness of teaching.

In world literature, great attention is paid to the study of the life and work of world writers. Each nation has its own national literature, an immortal rich literary heritage that reflects its identity, which determines the place of this nation in the development of society. The longevity of the masterpieces created by the great writers of the world, and the fact that they have been passed on to future generations over the centuries, lies primarily in the fact that they are respected by their nation and people.

Uzbek literature also has a unique history. In the works of great writers and poets known and recognized by readers around the world, one can see the continuity of the traditions of classical poetry of the East, the commonality of the concepts of national identity, love for the Motherland, humanity.

Especially today in our country special attention is paid to the education of youth. It is a well-known fact that the well-being of our society, peace, interethnic harmony and stability of goodness depend on our youth, who are the future of our state. Therefore, one of the important tasks is to strengthen our independence, to involve young people in creative work more than ever. The role of education, art and literature is enormous in the development of our young people who live in the way of the destiny of the Motherland, the future of the country, who are struggling and aspiring: potential, knowledgeable, broad-minded and independent-minded. In particular, in the process of literary education, it is important to raise the consciousness of students, the spiritual world, to teach young people the life and work of selfless people, including writers: poets and writers.

One of such important issues is to teach the life and work of the Hero of Uzbekistan, People's Poet, winner of a number of state awards Erkin Vahidov at the educational level.

One of the first decisions made by President Shavkat Mirziyoyev after his election as President of the Republic of Uzbekistan was to celebrate the 80th anniversary of the birth of the People's Poet of Uzbekistan Erkin Vahidov. "Famous poet and writer, well-known statesman and public figure, Hero of

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Uzbekistan Erkin Vahidov, who made an unforgettable contribution to the development of literature and culture of Uzbekistan, deserves praise for his great contribution to educating the younger generation in the spirit of love and devotion to national and universal values." This decision of our President, aimed at honoring the heritage and memory of the great poet, has pleased all our people. Because Erkin Vahidov was a real people's poet. It is no exaggeration to say that the patriotic and other poet, like his predecessors, took an active part in the spiritual preparation of our people for independence with his grassy, rebellious poems. During the years of independence, standing shoulder to shoulder with the First President Islam Karimov, he devoted his talent, knowledge and energy to building a free and prosperous country. He dedicated his existence to our dear people. He was rightly recognized as the "Hero of Uzbekistan" among the first artists.

If I say that Erkin Vahidov is one of the brightest poets of our time, who created poetry for fans of all ages, I think everyone will admit this fact. This is a testament to the formation of a specialized educational institution in order to perpetuate the name of this wonderful, unique artist, in which talented children of our country study, the role of poetry in the spiritual development of our country. It is opening the door to opportunities, creating conditions for young people to show their talents. The opening of a boarding school named after Erkin Vahidov will not only perpetuate the name of the Hero of our people, but also serve to discover a new literary environment and new artists. The purpose of establishing this boarding school is to perpetuate the name of Erkin Vahidov, to discover the followers of the poet and to create conditions for them to show their talents.

The urgency of this direction is determined by the ways to raise the morale of young people, to achieve educational effectiveness through the teaching of examples of the works of Erkin Vahidov in the literature classes of higher education institutions.

When getting acquainted with the "Literature" curriculum of this education system, it seems that in each of them a certain amount of attention is paid to teaching the work of Erkin Vahidov. After all, it is a matter of state importance for the young people who have reached the age of majority to be intellectually mature and spiritually mature. The works of the Hero of Uzbekistan, People's Poet Erkin Vahidov have the opportunity to serve the intellectual and moral development of students of this age.

In the system of higher education, as in all areas, regulatory information is the basis of pedagogical activity. The full provision of normative information to students of higher education institutions helps to ensure the effectiveness of their activities, as well as

the positive significance of the results of current, intermediate and periodic study, analysis, evaluation.

In the global information society, the social, economic and cultural spheres cannot be imagined without information and communication technologies and their services. The growing development of information and communication technologies, the expansion of the range of functional capabilities, in parallel, creates the conditions for such a growing demand and demand for their services.

Based on the definitions of the concept of "innovation", it can be expressed as follows: innovation is a product based on a new idea, which serves to develop, radically improve a particular system, which is manifested as a program, project, strategy. Educational innovations are educational programs, projects, strategies based on the idea of new teaching, which serve to further develop and radically improve the relevant system.

In the rapidly globalizing world, academic lyceums and professional colleges in the education system of the republic play a special role in training personnel who can meet the requirements of world standards, train competitive specialists and enter into market relations. The fulfillment of tasks related to the training of junior specialists in these educational institutions and the preparation of the nation's youth for independent life means the uniqueness of education at this stage.

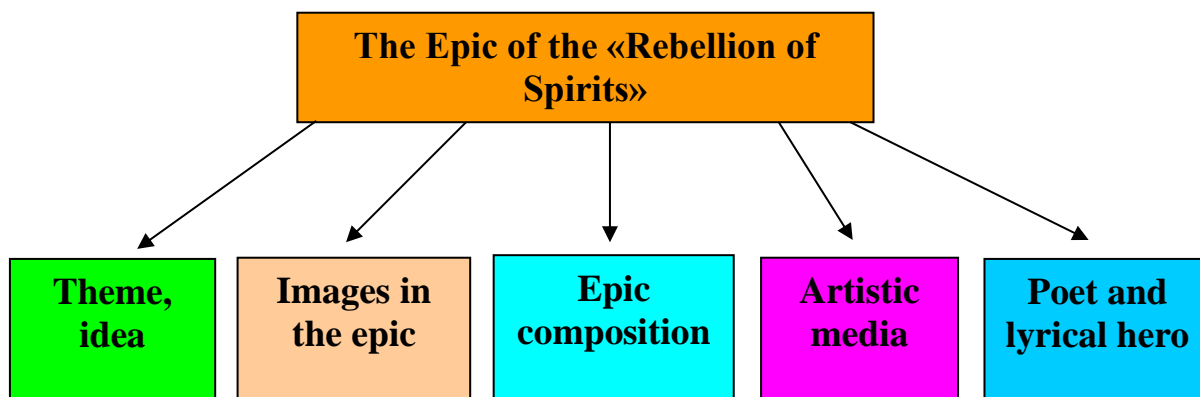
The last years have been a period of radical changes and reforms, renewal and change, creativity and development, modernization and liberalization in the field of education. The main goal of the reforms is to build the foundations of a democratic, civil, legal and secular state in Uzbekistan, emphasizing that the foundations of such a new society cannot be built without the formation of a new harmoniously developed person. As the Republic of Uzbekistan follows the path of forming the foundations of a democratic and civil society, it is clear that in this process the issues of forming a harmoniously developed personality will not lose their relevance.

The study of the innovation factor in the education system of the Republic of Uzbekistan is one of the most important scientific problems of the years of independence. Accordingly, the issue of innovation in education has become one of the areas in which its broad and substantive practical activities are embraced. Their fundamental basis is the process of radical changes and reorganization of the country's education system. These changes have been developed in connection with the division of the education system into new stages, the introduction of innovative directions, new specialties and areas, the continuous and continuous development of the education system, the development of its modern pedagogical forms, tools and methods.

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Creating a cluster on the epic "Rebellion of Spirits".



Picture 1.

The rule of operation using the insert method

1. Read the text of the lecture and put the following symbols at the edges of the text:

V - I know

+ - New information for me

-- denies the information I know

? - vague (requiring clarification) additional information.

2. Record the results in tabular form.

Table 1.

Assignments on the topic	B	-	+	?
1. The idea of the epic "Rebellion of Spirits", the analysis of images				
2. The scope of the theme of the poet's poems				
3. The content of the comedy "Golden Wall"				
4. Poet's poems, poetry				

T-drawing graphic organizer. A T-chart is a universal graphic organizer for writing double answers (yes / no, yes / no) or comparison, contradictory answers during a discussion. For example, after reading the factors that led to the writing of Erkin Vahidov's epic "Cry" based on the principle of "for and against", small groups or a pair

of students make a T-chart, as shown below, and five minutes later, on the left side of the chart, can write as much reason as can be imagined. Then for five minutes, they should come up with as many reasons as possible against the idea. At the end of this time, they can compare their T-sketches with other pair sketches for another five minutes. For example:

Table 2.

Reasons for writing the epic "Cry"	Reasons for not writing the epic "Cry"
The poet's father, Choyanboy Vahidov, went to World War II and died in 1944. This condition remains a lifelong wound in the heart of the young poet. Twenty years later, the poet's longing dreams led to the writing of the epic "Cry".	Were it not for the terrible war, the tragedy, the loss of thousands of people, and the death of the poet's father in the war, the epic "Cry" would not have been written.

Students will be able to continue the reasons in the drawing as time allows. This teaches students to think independently, to compare, to approach the topic differently.

In the textbook "Mother tongue and literature" created for university students, the issue of theoretical understanding has been left out of the authors' attention. In our opinion, the theoretical knowledge acquired by students in general secondary education,

in particular, their understanding of the epic genre, should be constantly improved. First of all, it is expedient to introduce students to the theoretical understanding of the epic through a slide: the need for a certain "sequence" of events for the epic; the character appears with new facets in the flow of events; the approach of lyrical expression to the epic image; didactic purpose is easier to achieve when the events and the poet's attitude to the lyrical hero are

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explained in the example of genres such as "Cry", "Rebellion of Spirits" and "Epic in the Tent".

In the process of reading and studying the work "Epic written in a tent", students should pay attention

to the peculiarities of the genre of epic. In completing the table below, students refer directly to the text of the work, find examples in the epic, and substantiate their ideas.

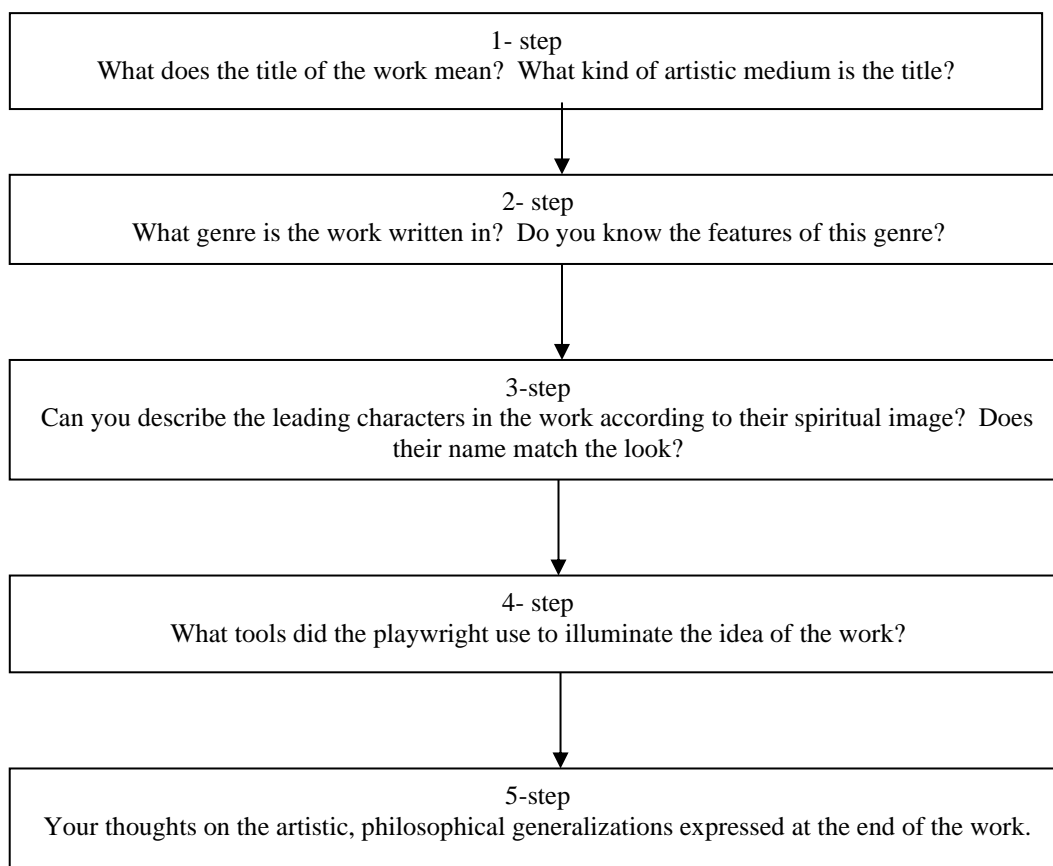
Table 3.

Find examples of the genre features of the epic.				
Expression of lyrical experiences	Image of events	The character and image of the protagonist revealed	An expression of the poet's experiences	Means that serve to illuminate a weighty idea

The comedy "Golden Wall" can be studied on the stage. Students describe their impressions of the comedy using analytical questions. Questions are formed by small groups.

Before studying the comedy "Golden Wall", we think it is useful to give students a theoretical understanding of the characteristics of the dramatic genre, in particular, the fact that the drama embodies a certain tragedy in human life, the comedy depicts life tragedy in funny situations through the interpretation of comic images.

The DTS and curriculum require students to be able to differentiate works of art by genre and to analyze them in relation to the nature of the genre, in addition to gaining an understanding of the life and work of twentieth-century word artists. After the screen shows a slide with a theoretical commentary on the genre of drama and comedy, students' attention is focused on the following problematic questions in the "step-by-step" method.



Picture 2.

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FSMU TECHNOLOGY

Technology serves to develop students' ability to independently express opinions on the topic under

study, to substantiate personal opinions (substantiate with examples), to argue.

It is recommended to work with the following scheme:

Table 4.

№	Concepts	(Ф)	(С)	(М)	(У)
1.	Poems of the poet				
2.	Dramaturgical activity				
3.	The art of epics				
Note: Symbols mean the following: (F) - state your opinion; (C) - state any reasoning behind your opinion; (M) - give an example that proves the validity of the stated reason; (U) - Summarize your thoughts!					

Table 5. EXAMPLE

1-group

Question	What are the peculiarities of Erkin Vahidov's poetry?
(F) Express your opinion	
(C) Give a reason for your statement	
(M) Give examples to prove your point	
(U) Summarize your point	

2-group

Question	Explain the poet's skill in epic writing.
(F) Express your opinion	
(C) Give a reason for your statement	
(M) Give examples to prove your point	
(U) Summarize your point	

The use of advanced modern experience in teaching the subject of Uzbek literature, including the work of Erkin Vahidov on the principle of continuity, helps students to master the topics, to understand the essence of the issues raised in it. Therefore, first of all, the subject of "Uzbek literature" should devote as much time as possible to the analysis of the work of art.

Second, the organization of the lessons on the basis of problematic questions, addressing the students with problematic questions related to the topic, ensuring that these questions are directly related to life, today's realities, makes the lessons interesting.

Thirdly, in order for students to have a comprehensive understanding of a particular topic, it is useful to express different views on the issue under consideration, to acquaint them with modern interpretations of the same problem.

Fourth, asking questions and assignments on the topic, recommending them for analysis of the text of a work of art (poem, story, etc.) is important for deeper mastery of lectures, seminars and practical exercises in the classroom.

In general, the use of new, modern methods of teaching literature in higher education provides great practical assistance in improving the quality of education, the development of creative and inquisitive abilities of teachers, arousing interest in science among students. In particular, the use of modern methods and technologies in the study of the life and work of talented and comprehensive artists such as the representatives of the new Uzbek literature: Abdulla Qodiri, Cholpon, Gafur Gulam, Oybek, Abdulla Qahhor, Hamid Olimjon, Odil Yakubov, Erkin Vahidov, Abdulla Aripov remains a basic requirement.

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Mahbuba Yusufjonovna Sobirova

Namangan State University
Candidate of Pedagogical Sciences,
Associate Professor,
+998-99-519-05-54
davronjon.uzb@gmail.com

ASSIMILATION OF HUMAN QUALITIES DURING THE PROCESS OF WORKING WITH TEXT

Abstract: *in this research article attention to mother language, teacher's method in this process, the section of the text, assimilation of human traits through text, writing creative texts, creating text, writing the explanatory report, the relevance of written texts to the humanitarian values and the current pedagogical requirements are analyzed.*

Key words: *attention to language, teacher's method, text selection, assimilation of human qualities, writing creative texts, text creation, commentary writing, the humaneness of written texts, pedagogical requirements.*

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Introduction

Learning the mother language which is considered as the core of academic subjects is of great educational and nurturing importance. The level of upbringing and culture of a person is also determined by the degree to which he knows his native language. Therefore, as the independent republic develops, it is necessary to improve the goals and objectives of teaching the native language, namely the state language.

Today significant attention has been given to student's personality, his or their activity, as our President Sh. Mirziyoyev mentioned: "For us, the issue of upbringing our children as real patriotic people who are independently thinking, who are the masters of modern knowledge and skills together with a strong position in life-is the issue of significant importance" [1] taking this into account there is

significant attention on teaching the native language. Given that this subject is a science that strengthens, reinforces knowledge of social life, in the newly created native language programs and textbooks, it is necessary to pay more attention to increasing students' vocabulary, logical thinking in the learning process [2] and spirituality of the younger generation.

When a lecturer's teaching method is mentioned it is not about the level of delivering what he knows to the students, even his behavior, his speech also have significant importance. Teaching methods determine the need for how the activity between the teacher and the student will go during the process of education, how the process of education is carried out, and how to lead this process. Famous pedagogue and scientist M.V. Clarin mentions about it: "the "little thing" like the duration of the pause used by the teacher has a significant impact on the nature of the learning dialogue, the interaction in the classroom." [3]

¹ Мирзиёев Ш. Буюк келажакимизни мард ва олижаноб халкимиз билан бирга курамир. – Тошкент: Ўзбекистон. 2017. – Б.157.

² Қосимова Д.Х. Ўқувчиларда маънавий кадрларни

эгаллаш эҳтиёжини шакллантириш тизими: педагогика фанлари бўйича фалсафа доктори (Doctor of Philosophy) дисс. – Наманган, 2019. – 179 б.

³ Кларин М.В. Инновационные модели обучения в

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Psychologist and Methodist E.V. Korotaeva writes this about the topic: “If the pause waiting for an answer” by the teacher lasts from three to five seconds, the number of comments increases, the duration of the answers increases, students’ self-confidence increases, the arguments in their comments increase, students with lower reading levels join the discussion, children interact, etc.”^[4]

Main part

It is known that the opportunities for the subject of the mother language are limitless when it comes to nurturing the young generation. One of such opportunities is moral education through the content of the texts selected for the confirmation and interpretation of ideas in the process of explaining the teaching materials in the native language, the inculcation of truly human qualities, the encouragement to be kind. One of the scientific, practical issues of state language education is the creation of meaningful and connective text and analyzing it.

According to Methodic scientist T. Ziyodova: “In organizing the work of students on the text, the teacher must not be limited to only textbooks, but also effective use of scientific and artistic literature, selected texts from periodicals ^[5], audio-video, will make the exercises effective, interesting and fun for students.” ^[6]

If the teacher doesn’t improve the vocabulary of the students, he or she doesn’t instill the skills of writing texts based on studied words, the students cannot reach the level of the speech criteria set by the school program.

It is possible to instill humanitarian ideas through the writing of creative texts. In this case, to shape the skills of expressing free, meaningful, affectionate ideas in a correct form, writing creative text is given as a task and the method of competition is used. The students are divided into three groups.

Considering that the works of our great ancestor Navoi are a rich source of creativity in teaching students the ideas of humanitarianism, the first group is told to continue the idea of “There was an old woman ...” based on the story “Shah Ghazi” in the epic “Hayrat ul-abror” by creating a holistic creative text.

The second group is tasked with the fable of “Sher va durroj” in “Saddi Iskandariy”: “In the forest lived a predator lion...”, the third group gets the “Tale of Hotamu Toyi” from the epic of “Hayrat ul-abror”: “One kind-hearted person spoke to Hotamu Toyi...” the students are tasked to continue the ideas given and write a creative text based on them.

Of course, language education also works on the principle of simple to complex. In the first lessons, creative text creation is taught.

In the next process, text creation in such works is combined with grammatical tasks.^[7] Depending on the situation during the lesson, the terms of some assignments can be extended or shortened. Or the reader is given the following text and told to read it expressively:

“One day a teacher asked his students to write down the names of people they hated. When they had done this, the teacher ordered each of them to bring with them as many tomatoes as there were names on the paper tomorrow. Some students brought two tomatoes in a bag, others three, five, or even ten. They had to take these tomatoes with them for two weeks at the request of the teacher. But 2 days later, the students started complaining about the smell of these vegetables, which started to get nauseous. Several of the students found it very difficult to carry dozens of tomatoes with them. Their smell was very foul.

After a week the teacher gathered all the students, listened to their complaints, and said:

–“Do you know what it looks like?” It’s very similar to what you carry in your heart when you don’t like some people. The feeling of hatred eats away at the heart and makes it sick. If you can’t stand the smell of rotten tomatoes after a week, imagine the stench of hatred, enmity, pain that you carry in your heart every day!

The heart is such a beautiful garden that you need to clean it regularly of weeds, that is, you need to forgive people who have angered you. The heart opens the door to good deeds. Don't take everything from life, just take the best! ” (“Бир куни устоз ўз ўқувчиларидан улар ёмон кўрадиган одамларнинг исмини қоғозга ёзишларини сўради. Улар бу ишни бажариб бўлгач, устоз уларнинг ҳар бирига қоғозда нечта исм ёзилган бўлса, эртага ўзлари билан ўшанча помидор олиб келишларини буюрди. Баъзи ўқувчилар халтачада икки дона помидор олиб келишди, бошқалари учта, бешта ёки ҳаттоки ўнта. Улар устознинг талабига кўра бу помидорларни икки ҳафта давомида ўзлари билан олиб юришлари керак эди. Аммо 2 кун ўтар-ўтмас, ўқувчилар айнишни бошлаган бу сабзавотларнинг хидидан нолий бошлашди. Ўқувчиларнинг бир нечтаси ўзлари билан ўнлаб помидорларни олиб юришга жуда қийналишар эди. Уларнинг хиди жуда сассик эди.

зарубежных поисках. -М.: 1994, с.193.

⁴ Коротаева Е.В. Особенности речевого взаимодействия учителя и учащихся. // Русский язык в школе. 2001, № 1, с.7

⁵ Зиёдова Т. Матн яратиш технологияси.–Тошкент: Фан. 2008.–Б.35.

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Бир ҳафтадан сўнг устоз барча ўқувчиларни йиғиб, уларнинг шикоятларига яна қулоқ тутди ва деди:

— Бу нимага ўхшайди, биласизми? Бу сизга баъзи одамлар ёқмаганида ўз қалбингизда олиб юрган нарсага жудаям ўхшайди. Нафрат туйғуси қалбни кемиради ва уни касал қилади. Агар сиз бир ҳафтадан сўнг айниган помидорларнинг ҳидига чидай олмаётган бўлсангиз, сиз ҳар куни ўз юрагингизда, қалбингизда олиб юрган хусумат, адоват, аламларнинг бадбўй ҳидини тасаввур қилиб кўринг-а!

Қалб—бу шундай гўзал боғдирки, уни ёввойи ўтлардан мунтазам тозалаб туриш керак, яъни сизни газаблантирган одамларни кечирингиз керак. Қалб ҳақиқатда эзгу ишлар учун жой очиб беради. Ҳаётдан ҳар нарсани олаверманг, фақат энг яхшисини олинг!”

The following assignment is given on the text:

1. What title can be given to text, according to you?

2. Determine which parts of speech the words in the text belong to.

3. Place the words you have identified in the table.

The following problematic text can be given as a description of the fact that the texts of written works written by students are humane and meet the pedagogical requirements of the present time. It is emphasized that students should also express their attitude to the content of the work in the process of writing this text:

“In the Indian city of Jahan lived a man named Foni. He had three friends. Foni loved his two friends very much. He didn't like his third friend very much.

One day, Foni was summoned by the mayor. The governor was a wise man, and nothing could be hidden from him. While the righteous hoped for the blessing of the ruler, the wicked feared his justice. Foni was afraid to enter the governor alone. He went to his first friend and asked him to stand by him during the reckoning and say a good word or two about him. His best friend said with a frown:

- You know, the people of the city respect me, but I have no value in the eyes of the mayor. That's why I can't go with you. On top of that, now I'm invited to a party, sorry, don't be upset.

Foni was surprised and went to his second friend and addressed him. He asked him to go with him to the governor and testify in his favor. The second friend said “OK” and set off with Foni. When they came to the door of the court before the governor:

“My dear,” he said, “I love you very much.” But this door seems strange to me. Frankly, I'm scared of this door. I can't get in from here. So I will open the door for you, and you go in.

Foni was forced to go inside alone. Because it

was the law in this country for everyone to run at the call of the governor. Foni went inside, shaking his limbs. He was interrogated in the presence of the governor. Defects were found in some of Foni's work. While Foni was now in a state of grief over the fear of punishment, a third friend approached the governor. He provided such clear evidence to save Foni from the punishment that the governor finally forgave Foni for his mistakes. On top of that, he also gave him a great reward”. (“Ҳиндистоннинг Жаҳон деган шаҳрида Фоний исмли бир одам яшарди. Унинг учта биродари бор эди. Фоний икки дўстини жуда яхши кўрарди. Учинчи дўстини эса унчалик хуш кўрмас эди.

Бир куни Фонийни шаҳар ҳокими ўз хузурига чақиртирди. Ҳоким доно одам бўлиб, ундан ҳеч нарсани яшириб бўлмасди. Софдил инсонлар ҳоким марҳаматига умид қилсалар, ёмон кишилар унинг адолатидан кўрқар эдилар. Фоний ҳокимнинг олдига ёлғиз киришдан ҳайикди. Биринчи дўсти олдига бориб, ҳисоб-китоб бўлаётганда ёнида туришини, ўзи ҳақида бир-икки оғиз яхши сўз айтишини илтимос қилди. Унинг жондан ортиқ яхши кўрган дўсти афтини бужмайгириб деди:

- Биласан, шаҳар халки мени ҳурмат қилади, аммо ҳокимнинг олдида менинг кадрим йўқ. Шунинг учун сен билан боролмайман. Бунинг устига ҳозир мен бир базмга таклиф қилинганман, узр, хафа бўлма.

Фоний ҳайрон бўлиб, иккинчи дўстига бориб, мурожаат қилди. Ўзи билан ҳокимнинг ёнига боришини ва унинг фойдасига гувоҳлик беришини илтимос қилди. Иккинчи дўсти «Хўп» деди ва фоний билан йўлга тушди. Ҳоким хузуридаги маҳкаманинг шундоққина эшиги олдига келганларида:

- Азизим, - деди, - мен сени жуда яхши кўраман. Лекин бу эшик менга ғалати кўриняпти. Очиғи, мен бу эшикдан кўрқаман. Бу ердан ичкарига қира олмайман. Шунинг учун сенга эшикни очиб бераман, Сен ичкарига қиравер.

Фоний ёлғиз ўзи ичкарига киришга мажбур бўлди. Чунки бу мамлакатда ҳоким чақириши билан ҳар бир кишининг югуриб бориши қонун эди. Фоний оёқ-қўли титраб ичкарига кирди. Ҳоким хузурида сўроқ-савол қилинди. Фонийнинг баъзи ишларидан қусурлар топилди. Фоний энди ўзига бериладган жазонинг кўрқувидан ғамгин бир ҳолатда турганда учинчи дўсти ҳокимнинг ёнига яқинлашди. Фонийни жазодан ҳалос этмоқ учун шундай аниқ далиллар келтирдик, охири ҳоким Фонийнинг хатоларини авф этди. Устига-устак унга катта бир мукофот ҳам берди.”)

After the teacher read the text expressively, he asked the students to make a plan for the topic text. He then tells them to expand the statement with their thoughts. Once the statement is written, students are

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asked for their opinion. After hearing their answers, the teacher comments on the text of the statement as follows:

“This story is related to all humanity. We-humans are temporary. We all are going to die one day. The governor is the only Allah who made the space, who showed us the right way. The scary door of the court is our grave.

Our first disloyal friend is our wealth to which we try to stick with all four hands. When we are called to the court they will leave us first.

Our second friend is relatives, offsprings. They can only see you off until the door of the court which is the beginning of the grave. After that, they also go back to work.

Our third friend is the good deeds we did in this world, virtues, humanitarian values. They will get to the governor and try to save us.

Friends! Let’s try to take the book of life filled with goodness to the final judgment”.

This means that the effective use of the text-making process develops students' ability to express their thoughts fluently and consistently, both orally and in writing.

Conclusion

Effective methods of deepening the humanities and increasing the effectiveness of mother tongue lessons - creative writing, writing text, writing commentary, additional assignments - give good results. The student learns to think by relating the topic to life. Their ability to think and distinguish between good and bad habits will increase. The student acquires great human qualities along with the knowledge accumulated by humanity in the process of education.

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Bucur Dan Pericleanu

Ovidius University from Constanta
Teaching assistant, Faculty of Civil Engineering,
România

INFLUENCE OF MOISTURE VARIATION ON THE BEHAVIOR OF INTERMEDIATE LAYERS OF SAND AND MEASURES TO PROTECT EXISTING BUILDINGS SITES

Abstract: The paper deals with the behavior of sandy lens stratification of sites in the presence of moisture and their effects on buildings. The authors develop a particularly interesting case study by identifying and analysing the factors that can alter the vulnerability of the site. The analysis made by the authors took place between May 2014 - September 2014, during which there were telluric movements triggered from 14 to 15 May 2014 and continued in June and July, moves that have caused damage affecting their technical state.

Key words: heritage buildings, heritage sites, humidity.

Language: English

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Introduction

The article presents aspects of behavior damp sand layers (with high humidity) disposed as intermediate layers to clays and thus the effects on buildings. The case study presented is the ensemble of Rătești Monastery located in Buzău county, Berca - a monument of national interest class. The analysis made by the authors took place between May 2014 - September 2014, during which there were telluric movements triggered from 14 to 15 May 2014 and continued in June and July, moves that have caused damage affecting the building technical state.

We mention that the effects produced affects a much larger area compared to the monastic assembly area, aspect identified by visual remarks that revealed plans of land sliding and collapse with the destruction of access roads, the occurrence of multiple cracks in the faults of both the interior land of the monastery (vizibile bumps, dislocations of access paths and green spaces) and outside the monastery enclosure of fences field movements, road movements of areas both horizontally and vertically, slopes of vegetation, and others.

The building of the church of the Rătești Assembly Monastery is dating from 1844, with tricon

plan shape that form an enlarged pronaos. The church has a closed porch and three wooden towers. Inside, the church is painted by Nicolae Teodorescu Pitaru, leader of the Diocese of Buzău school. From Nicolae Teodorescu painting are preserved the iconostasis, the rest being repainted in 1930 and in 1987 by Nicholas Petre Solescu Brasov.

The objective of the study was to identify an existing structure for patrimonial damages caused by landslide (which led to the loss of important and authentic elements) and how much delay implementation of measures can affect the integrity of heritage structures [3, p.243]. An important focus of the work we put into developing and implementing measures that will be able to stabilize the land thereafter.

Current state structure description

From previous events reported from inside the monastery buildings were recorded cornice superficial cracks and minor degradations caused by water infiltration through the roof, but later they widened and for the construction of the church were identified these visible degradations [1, p.20]:

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- multiple cracks in the cornice with evolutionary openings that generated its displacement from the museum building area;

- displacement of the roof structure – roof boarding spacing highlighting some areas left without cover;

- cracks deployments - breaks in the masonry structure in the pronaos - these cracks have affected existing brick pilasters (figure 1);

- develop cracks with vertical displacements in longitudinal walls, sloping cracks that emphasizes both land subsidence towards the church porch and the torsional effect (figure 3);

- detachment of pavement protection by cracking (figure 3);

- compaction with the separation of the building settling porch, compaction of access stairs approximately about 35 cm, deformation to the horizontal plan with dipping effects;

- the church floor deformation by compaction with its 12 cm minimum from the altar to the porch area;

- waves effects by local heightening floor near the columns;

- rotation effect of the foundation pillars columns that generated accentuated cracking of brick vaults, mostly the left vault;

- detachments with the separation of wooden vaults of the nave, the pantocrater - highlighting some of the vaults supports statically unstable;

- local detachment of paintings, plasters and displacements of structural elements on respective areas (figure 2).

The state of degradation mentioned above was accentuated by the rains since July 9th, 2014

(subsequent to telluric movements initiated in May) when there were 80 l / m - aspect that contributed to the emergence of new deformations which seriously jeopardizes the resistance and stability of the building [2, p.25].

The structure resistance is made of brick on a stone foundation. The built area of the church is 336m² and the maximum usable height is 7.45m. Initially the building did not highlighted obvious vertical irregularities, discontinuities in stiffness distribution, irregularities in plan, but now the foundation land movements caused structural elements separation and rotation that generate eccentric discharges, active areas eccentric loaded emphasizing the punctual discharges (the nave area with the cupola discharge or circular columns area with displacement accompanied by arch rupture that generates an additional state effort).

The church is founded at a depth of 1.7 m from the sidewalk elevation protection. Its structure is from stones tied with hydraulic lime, is encased in a very wet dusty brown - yellow clay layer with limestone concretions, with high plasticity and compressibility.

Results regarding site investigation

If at an earlier date of the events, respectively in 2010, the foundation stiffness was partially altered by land humidity and its potential landslide, effects that have been made visible by studying vertical and inclined cracks propagated in its elevation, later on the foundation presented oscillations of level about 78-80 cm that generated separation fractures and dislocations.



Figure 1 - Failure of church structure by land scouring under the foundation.

The pilots execution will be done after supporting the church walls and masonry unbinding in the areas that lost their stability [5, p.23]. Equipment

vibrations near the church could generate new degradations even colaps. Pilots execution will be topometric monitored.

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Figure 2 - Church interior image as a result of inspections dated 08/08/2014

Site analysis in 2010 (before the telluric movements) was conducted based on a geotechnical study. According to the geotechnical study [1, p.30] resulted the following stratification:

1. On the surface is present a concrete pavement with a thickness of 8 cm which sits on a bed made from boulders with compacted sand till the depth 0.40m, followed by a deep loamy topsoil, dark, moist until the depth of 0.80 m from the sidewalk elevation.
2. It follows a very wet dusty clay layer, yellow-brown with purple insertions with intercalations of calcareous concretions from the depth of 1.40 m and with manganese concentrations with a dusty sand lens, yellow, wet on the base.

Dusty clay layer has the following values for geotechnical indices for taken sample at the base of the foundation (depth of 1,70m).

Granulometric composition is as follows:

- clay = 51%;
- dust = 40%;
- sand = 9%;
- natural humidity $\omega = 19\%$;
- natural volumetric weight $\gamma_w = 2.09 \text{ g/cm}^3$;
- bulk densities $\gamma = 1.74 \text{ g/cm}^3$;
- the pore volume of $n = 36.5\%$;
- the porosity index $e = 0.59$;
- the moisture content $S = 0.85\%$;
- the compression module $E_{2-3} = 90.9 \text{ daN/cm}^2$;
- the specific compaction $ep_2 = 2.0 \text{ cm/m}$;
- shear angle $\phi = 14^\circ$;
- internal cohesion $c = 0.60 \text{ daN/cm}^2$.

The analyzed land is considered a yellowish-brown dusty clay with purple intercalations discolouration, with calcareous concretions, very wet (humidity index = 0.85), high plasticity, hard consistency, with an average degree of consolidation (natural volumetric weight $\gamma_w = 2.09 \text{ g/cm}^3$, porosity $n = 35\%$, pore index = 0.59%).

Compressibility is average (compression modulus $E_{2-3} = 9000 \text{ KPa}$, specific compaction $ep_2 = 2 \text{ cm/m}$) and is characterized by an shear angle of $\phi = 14^\circ$ and an internal cohesion $c = 60 \text{ kPa}$.

3. The next layer was a layer of harsh plastic dust, long yellowish with lots of limestone to a depth of 3,20m.
4. Next a layer is a yellowish clay kneaded at the depth of about 4m, with a harsh plastic consistency to the depth of 4,60m.
5. The base layer is a yellowish sand, very wet yellow, stuffed to the depth of 6.20 m which includes a lens of yellowish-green clay from 5,10-5,40m.

One of the drillings conducted on site showed the following stratification:

- 0,00-0,80m concrete pavement
- 0,08-0,40 m boulders with sand
- 0,40-0,80 m topsoil
- 0,80-2,00 m yellowish brown dusty clay with lots of limestone
- 2,00-2,10 m dusty yellow sand
- 2,10-3,20 m harsh plastic dust yellowish with lots of limestone
- 3,20-4,60 m yellowish clay
- 4,60-5,10 m yellowish sand very wet and stuffed
- 5,10-5,40 m yellowish – purple clay
- 5,40-6,20 m yellowish sand stuffed with water

Analysis of the land and buildings located near the site [7, p.7], highlights potential effects of landslides caused by heavy-duty drainage of rainwater [8, p.960, p.1215]. For the church resistance structure this is an aspect that was observed in the previous period (before the rain, since 2010) by separation of concrete pavement protection and the propagation of a cracking state specific to these deformations (figure 3).

Regarding groundwater level in June 2010, according to the geotechnical study, the first level was intercepted at the 3 m from ground level.

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Figure 3 - Highlights the vertical structure disposal/ failure at the porch entrance. The photo is made on 08.08.2014 when was recorded the maximum level of compaction

Later on during the period May to July 2014 visual observation of monastic assembly was conducted, inspections of constructions in the area of interest were carried out [2, p.24] which highlighted the following aspects:

- it was found an increase in opening faults produced in land registration date of the event, emphasizing the pitch breaks especially in front of the church;

- the repairing of the acces road to the monastery has not begun;

- the state of degradation of the Abbey and the Bishop House increased by accentuating cracks found mainly in the Abbey structure, its detachment from the Bishop House building structure about 35 cm, displacements of the slab beams supports – aspect that signals the imminent failure of the floors and collapse of interior walls. At that date was no longer safe to entry into the building;

- three opened surveys were conducted around the church to investigate the water level and was found: at the first hole in the east-west the water level was -1.40m, in the second hole on the south side at 1 m there was no water and the third hole on the east side upstream placed the water level at the ground level;

- uncontrolled water leaks were found inside the monastery;

- new cracks were formed in almost all existing buildings;

- it is expected that with the formation of the new cracks in the buildings structure – the first effects of the land movement till June 2014, the church resistance structure as well as the surrounding land and premises have suffered significant deformations with implications regarding their resistance and stability. The buildings in front of the church collapsed after the rains (the Bishop House and the Abbey mainly, plus all the other buildings in front of the church – downstream – were some of the nuns lived).

During the reference period 15th of May 2014 and 7th of July 2014 drills were carried out that come to

complete the geotechnical study previous done (2010). According to this study there was a loamy topsoil up to 0.80m, the layer after was a very wet dusty clay with calcareous concretions from 0.8-2 m, followed by a harsh plastic dust up to 3.20m, followed by a clay up to 4.60 m, followed by yellowish sand stuffed with water up to 6.20m. The survey hole done at that time to the church (the date from 2010) highlights a stone foundation with hydraulic lime up to 1.7 m from ground level. The geotechnical study recommends at foundation level a calculation pressure of 200 KPa.

On July 4th, 2014 the geotechnical laboratory transmitted the synthetic sheets of geotechnical drillings carried out after landslides [9, p.114]. From the enclosed profile it can be observed that slipping occurred after the increase of water pressure in sand layer pores and by ascension. As a result, the first intervention (urgent) is to execute two epuisment wells (with the filter in the sand layer), whom will be used to depressed the foundation soil (in normal conditions it is a good land, evidence that the church had a very good behavior over the years). We appreciate that upstream interventions were made that changed the parameters of the monastic site enclosure (cutting vegetation, new construction or other arrangements with destructive effect on the built area).

As a ulterior solution [6, p.60] it was proposed to create a piles curtain [10, p.350; 4, p.5, 10] according to (figure 4) to give diagrams according to (figure 5).

Conclusions

The study was conducted for a historic building with authentic heritage value. The period of investigation is extended to a period of 4-5 years being initially proposed a rehabilitation solution and due to the delay in implementation of the measures related to land stabilization and after intensification of climatic activity the degradations described in chapter 3 appeared. The sliding occurred after the increase of water pressure in sand layer pores and the ascension of water on sand layer. The authors consider that all

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these changes occurred due to change in the parameters of the monastic site and the intervention proposed solutions to stabilize the ground in order to

be able to take consolidation measures to strengthen also the church and hermitages of the monastery complex.

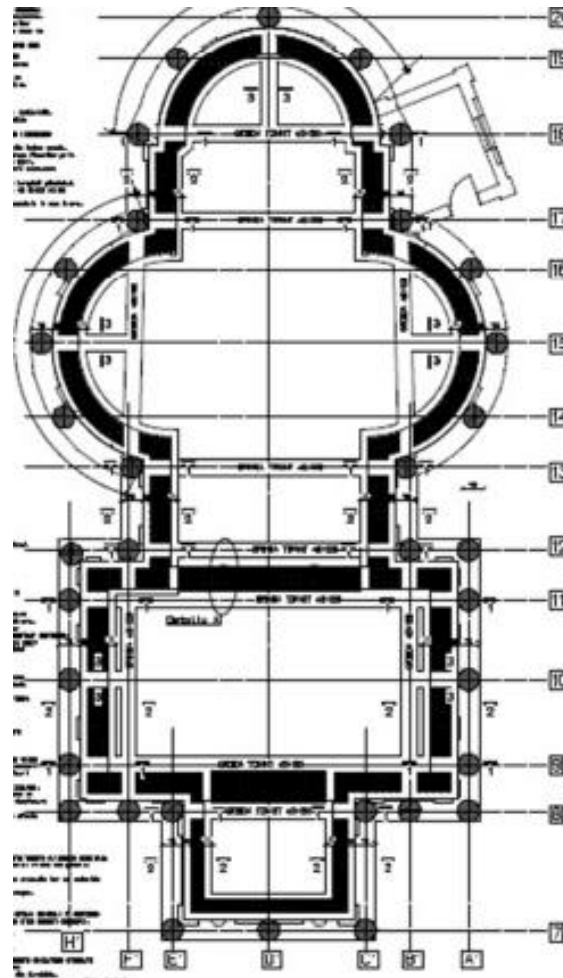


Figure 4 - Plan of pilots disposition for church consolidation

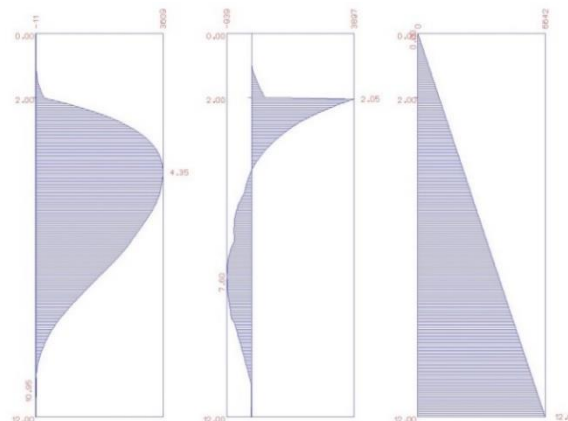


Figure 5 - Diagrams efforts for pilots dimension

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A. Berdibekova

Caspian state University of technology and engineering named after Sh. Yesenova
master's degree student

E. I. Kaliyeva

Caspian state University of technology and engineering named after Sh. Yesenova
candidate of pedagogical sciences, associate professor

INNOVATIVE TECHNOLOGIES IN HIGHER EDUCATION AT THE PRESENT STAGE (LITERATURE REVIEW)

Abstract: The paper analyzes global and regional problems of modern higher education development. In the list of countries there are presented those which dynamically developed in recent decades and mainly focused on the development of knowledge-intensive technologies on the basis of national education systems. In the context of formation of a market economy based on knowledge, the primary task is to integrate science and education on the basis of higher education institutions. The result of this integration is the innovative activity of the University.

Key words: innovation of higher education, modern University, globalization and internationalization of higher education.

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ИННОВАЦИОННЫЕ ТЕХНОЛОГИИ В ВЫСШЕМ ОБРАЗОВАНИИ НА СОВРЕМЕННОМ ЭТАПЕ (ЛИТЕРАТУРНЫЙ ОБЗОР)

Аннотация: В работе анализируются глобальные и региональные проблемы развития современного высшего образования. В списке стран, наиболее динамично развивавшихся в последние десятилетия, в основном представлены те, которые сделали ставку на развитие наукоемких технологий на основе национальных систем образования. В условиях формирования рыночной экономики, основанной на знаниях, первоочередной задачей является интеграция науки и образования на базе высших учебных заведений. Результатом такой интеграции является инновационная деятельность вуза.

Ключевые слова: инновация высшего образования, современный университет, глобализация и интернационализация высшего образования.

Введение

Инновации - многостороннее понятие, непосредственным образом отражающее способности человека к применению полученных им знаний и опыта, что является результатом творческого мышления и нестандартных решений. Эффективные инновации в сфере образования способны многократно повысить качество образовательных услуг и заложить

основу для пропорционального наукоемкого роста экономики общества [1].

Систематизация различных традиционных групп инноваций позволяет предложить следующую классификацию инноваций в сфере образования:

1. по объекту изменений (по их отнесенности к той или иной части учебно-воспитательного процесса):

- в содержании образования;

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- в методиках, технологиях, формах, методах, приемах, средствах учебно-воспитательного процесса;

- в организации учебно-воспитательного процесса;

- в управляющей системе школы.

2. по масштабу (объему) вносимых преобразований:

- на частные (локальные, единичные), не связанные между собой;

- на модульные (комплекс частных, связанных между собой, относящихся, например, к одной группе предметов, одной возрастной группе учащихся и т.д.);

- на системные (охватывающие всю школу) нововведения. [2].

Инновационные процессы в образовании в настоящее время стали одной из главных направлений социального развития государства. Сами по себе они не возникают, инновации являются результатом научных исследований, передового педагогического опыта отдельных преподавателей и преподавательских коллективов, поэтому данной проблеме посвящено достаточно много научных исследований, конференций и различные встречи специалистов на площадке обсуждения. С помощью сравнительного анализа мы попытаемся исследовать основные подходы к проблеме инноваций в высшей школе. [3].

По данным некоторых авторов, актуальными являются исследования, в которых отражены следующие проблемы:

- глобализации образования [4,9] ;
- государственного регулирования образования [7,10];

- прогнозирования, планирования, мониторинга высшего образования, финансирования вузов, качества высшего образования и кадровой политики высшей школы [5,6];

- образования в повышении конкурентоспособности экономики страны (3,8).

По данным авторов основными задачами, стоящими перед образованием в условиях инновационного развития, являются:

- модернизация институтов образования для обеспечения равных возможностей реализации способностей всех категорий граждан;

- формирование механизмов оценки качества и востребованности образовательных услуг с участием потребителей;

- применение новых, в том числе информационных, образовательных технологий, внедрение прогрессивных форм организации образовательного процесса и активных методов обучения, а также создание учебно-методических материалов, соответствующих современному мировому уровню;

- формирование у выпускников профессиональных компетенций, обеспечивающих их конкурентоспособность на рынке труда;

- создание современной системы непрерывного профессионального образования, обеспечивающей кадровую поддержку динамичного обновления технологических процессов, идущих в обществе. [3]

Инновации в высшем образовании подразумевают систему, состоящую из нескольких компонентов:

- целей обучения;
- содержания образования;
- мотивации и средств преподавания;
- участников процесса (студентов, преподавателей);
- результатов деятельности.

В технологии подразумеваются два компонента, связанные друг с другом:

1. Организация деятельности обучаемого (студента).

2. Контроль образовательного процесса.

При анализе технологий обучения важно выделить применение современных электронных средств (ИКТ). Традиционное образование предполагает перегрузку учебных дисциплин избыточной информацией.

При инновационном образовании так организовано управление учебно-воспитательным процессом, что преподаватель выполняет роль тьютора (наставника). Помимо классического варианта, студент может выбрать дистанционное обучение, экономя время, средства. Позиция студентов относительно варианта обучения меняется, они все чаще выбирают нетрадиционные виды получения знаний. Приоритетной задачей инновационного образования становится освоение аналитического мышления, саморазвитие, самосовершенствование. Для оценки результативности инновации в высшем звене учитываются следующие блоки: учебно-методический, организационно-технический. Привлекаются к работе эксперты – специалисты, которые могут оценить инновационные программы. [11].

В списке стран, наиболее динамично развивавшихся в последние десятилетия, в основном представлены те, которые сделали ставку на развитие наукоемких технологий на основе национальных систем образования. В этих странах именно человеческий капитал стал основным фактором прогресса, обеспечивая до 75 % производства и прироста национального дохода. За последние 10 – 15 лет развитые страны Запада в основном завершили технологическую революцию, связанную с интеллектуализацией производства, и

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приступили к созданию общества нового типа информационного, или общества знаний. Мировые прогнозы на 2015 г. показывают, что только внешний рынок наукоемкой продукции достигнет уровня 6 трлн. долл. в год из которых 2 трлн. долл. будет приходиться на информационные услуги [12]. Например, в США, которые в настоящее время являются мировым лидером в области научно - технического прогресса, расходы на сферу образования находятся в пределах 6–7 % от ВВП, то есть приблизительно соответствуют уровню расходов на оборону, а научно-технический прогресс, по экспертным оценкам, обеспечивает 40–65 % от общего прироста ВВП [12]

Понятие «исследовательский университет» широко распространено на Западе и фактически идентично понятию «элитный университет». Концепция «элитного университета» базируется на представлении о тесной интеграции образования и научных исследований, включая использование результатов исследований в практике обучения студентов. В США, к примеру, используются и формальные критерии отнесения университетов к исследовательским. Так, в практике статистического учета действует так называемая «классификация Карнеги», согласно которой все университеты и колледжи делятся на шесть категорий, высшая как раз и относится к исследовательским университетам [13]:

При этом отнесение университетов к исследовательским происходит по факту, а не задается директивно и не сопровождается какими-либо льготами. В целом существует ряд признаков, по которым можно понять, является ли университет элитным (исследовательским) или нет [14]: широкий набор специальностей и специализаций, включая естественные, социальные и гуманитарные науки; высокая ориентация на научные исследования и разработки, прежде всего, на фундаментальные исследования; ориентация на современные направления науки, а также на инновационную деятельность; наличие системы подготовки специалистов с докторской степенью; нередко –превышение числа магистрантов и докторантов над числом студентов, ориентированных на получение общего высшего образования; высокий профессиональный уровень преподавателей, принятых на работу на основе конкурсов, в том числе и международных; развитая практика приглашения ведущих специалистов из различных стран мира на временную работу; восприимчивость к мировому опыту и гибкость в отношении новых направлений научных исследований и методологии преподавания;

конкурентность и селективный подход при наборе студентов; наличие вокруг университета особой интеллектуальной среды, а также специфического научно -технического и экономического пространства, часто заполняемого объектами инновационной инфраструктуры; развитая корпоративная этика, базирующаяся на демократических ценностях и академических свободах. [14]

Основные вызовы времени – глобализация и интернационализация высшего образования представляют собой объективные, динамично развивающиеся процессы. Глобализация способствует интеграции национальных образовательных систем и является объективным фактором, влияющим на процесс интернационализации. Интернационализация высшего образования – это процесс устойчивого взаимодействия национальных систем высшего образования на основе общих целей и принципов, отвечающий потребностям мирового сообщества и отражающий прогрессивные тенденции нового столетия. Национальные системы высшего образования не могут развиваться вне глобальных процессов и тенденций, вне запросов мирового рынка труда. Обеспечение устойчивого развития страны невозможно вне процессов интернационализации. [15]:

В настоящее время рынку труда требуются инновационно активные специалисты, так называемые «элитные кадры», которые способны ориентировать экономику страны на инновационный путь развития. Видимо поэтому необходим отбор вузов, способных подготовить такие кадры. В связи с этим необходимо совместить модели исследовательского университета и ведущего вуза по следующему алгоритму: во -первых, выбрать приоритетные направления развития отечественной экономики; во-вторых, включить в государственную рейтинговую оценку вузов недостающие показатели; в -третьих, протестировать по ней все российские вузы и выделить лидеров, а уже затем прицельно ставить перед выбранными вузами задачи развития экономики страны. [16].

Реформирование национального высшего образования в Республике Казахстан наиболее интенсивно стало проводиться с 1995 года, но, его инновационные тенденции остаются еще недостаточными, а экономические трудности продолжают создавать основные препятствия в реализации необходимых преобразований.

За годы независимости Казахстана в реформировании системы высшего образования можно выделить следующие этапы развития [17]:

1. 1991 – 1994 годы — становление законодательной и нормативной правовой базы

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высшего образования: создание сети высших учебных заведений и обновление специальностей высшего образования, введение многоуровневой структуры высшего образования, академических степеней бакалавров и магистров.

2. 1995 – 1998 годы — модернизация системы высшего образования, обновление его содержания: принимаются первые казахстанские образовательные стандарты по 310 специальностям высшего образования, утверждается новая редакция Классификатора (перечня) специальностей высшего образования Республики Казахстан, предусматривающего 342 специальности, активно развивается негосударственный сектор образования.

4. с 2001 г. – стратегическое развитие системы высшего образования: определены основные направления поступательного развития высшего образования в XXI веке. [17].

В Казахстане официальным термином, характеризующим понятие «инновация», является определение, данное в Законе РК «Об инновационной деятельности», согласно которому «инновация – результат инновационной деятельности, получивший реализацию в виде новой или усовершенствованной продукции (работы, услуги), нового или усовершенствованного технологического процесса, а также организационно–технические, финансово–экономические и другие решения в различных сферах общественных отношений, оказывающие прогрессивное влияние на различные области производства и сферы управления обществом» [18].

Важным условием обеспечения стабильного экономического роста страны является формирование высококвалифицированных кадров, которые могут работать в современной рыночной экономической среде. Можно сказать,

что инновационное высшее образование является основой инновационного развития страны, поскольку его качество имеет огромное значение как для общества в целом, так и для каждого человека в частности.

В современных условиях повышение уровня качества высшего образования требует формирования новых подходов к самой системе образования. В процессе инновационного реформирования высшего образования создано множество различных вариантов его развития, проведены оценки его влияния на экономический рост страны. Так или иначе, в экономической литературе и в практике Казахстана сформировалось несколько вариантов развития высшего образования, характеризующих и уровень инновационного развития экономики страны в целом. С целью определения основных факторов инновационного высшего образования следует изучить различные направления и модели высшего образования в контексте их влияния на инновационное развитие экономики Казахстана. [19].

Таким образом, внедрение инноваций и технологий в учебный процесс вуза является необходимым условием обеспечения качества подготовки будущих специалистов, которые будут востребованными на рынке труда. Разработка и внедрение инновационных технологий и проектов невозможны без опоры на имеющийся положительный практический опыт учебной деятельности.

И как следствие, конкурентоспособность выпускников есть важная составляющая его способности в условиях возрастающей конкуренции на рынке труда иметь к моменту завершения обучения в вузе гарантированную работу по своей специальности с перспективой успешного продвижения по своей деятельности.

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Zokhidjon Olimjonovich Kholikov
NamSU
Teacher

Sherzod Sultanovich Samandarov
NamSU
Teacher

Nargiza Akhmadjonovna Abdullayeva
NamSU
Teacher

Sherzod Abdug'anio'g'li Valijanov
NamSU
Teacher

LEARNING WRITING SKILLS FOR CEFR (COMMON EUROPEAN FRAMEWORK REFERENCE) B1 AND IELTS (INTERNATIONAL ENGLISH LANGUAGE TEACHING SYSTEM) LEARNERS WITH DIFFICULTIES IN ENGLISH

Abstract: In this article it was discussed some issues in studying English via writing skills. There are basic two types of teaching writing skills, such as CEFR (COMMON EUROPEAN FRAMEWORK REFERENCE) and IELTS (INTERNATIONAL ENGLISH LANGUAGE TEACHING SYSTEM) are also presented with personal examples. But, they are vital and effective learning skills among other skills in order to writing capacities.

The author presented some points and ideas from his own experience and made an effort supporting with examples.

Key words: learning experience, interactive methods, studying techniques, research, kinds of writing skills, personal opinions and ideas.

Language: English

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Introduction

Writing is the most crucial and effective skill for the number of learners who study at schools, colleges and universities in different parts of the world. Because currently there are some problems and challenges in writing skills not only English speaking countries, but also other countries. Basically, our pupils and students who study at schools and universities have some difficulties and toughs so as to improve writing skills and they need to enhance them

in some ways in classrooms. In this article we would like to share various methods and techniques which are effective for students and pupils in language learning and some authors who have written their books which are due to writing skills, for example, CEFR and IELTS ones in order to develop each learner's writing abilities. So, some researchers observed and analyzed their writing skills in classrooms.

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Most students say that writing is the most difficult skill among listening, reading and speaking ones in English. In our country, when they are actually in classes and exams in CEFR and IELTS, they have to deal with writing issues. Sometimes during the exam, they get the lowest scores from the writing band and frustrate why they cannot manage it ineffectively. A few ones are able to succeed in classrooms and examinations. While we see some English people whose writing scores in IELTS and CEFR are lower than other bands. How can we improve the writing environment in the classroom? What methods are effective and useful to develop writing skills?

Materials and Methods

Two decades ago, learning grammar in English was the most important for every people in language learning and eventually, as there is much more progress and so many innovations everywhere, learning and studying other skill requirements have completely altered more than grammar skills. Moreover, the information technology and internet have developed and changed everybody's minds.

"The Internet can be used in a variety of ways to support process writing as students develop their writing skills in various genres. Although the Internet is a naturally motivating tool and many young learners are familiar with using information technology, it is important for teachers to be active facilitators when the Internet is used for language learning as well as writing skills [9 Isabela Villas Boas]." "Furthermore, both the experienced and non-experienced item writers seem to pass through similar steps in constructing their items. They typically begin from a topic, locate texts related to the topic, identify and evaluate potential IELTS texts before selecting one that seems appropriate— this is clearly Salisbury's exploratory phase [8 Anthony Green]." Both groups reported that they found this the most time-consuming stage in the item writing process. Both groups expressed a concern that the selection of topics in the test may be rather narrow. Where the non-experienced group saw this as a constraint imposed by the need to produce IELTS-like texts, the experienced group saw it as a by-product of the need for accessibility and cultural neutrality: arts texts tend to assume or require background knowledge in a way that popular psychology or technology-based texts do not. When people have to take IELTS or CEFR tests for either university or testing a skill, they are actually beneficial to become aware of writing, reading, speaking and listening skills. But, writing discourages each young learner to get a good score from that band. They have some hesitations and more challenges -an introduction and paraphrasing of the essay topic and relevant examples in task 2 essays to get better.

Result

So, young students and IELTS applicants make some mistakes by confusing task 1 and task 2 to choose a word and word combinations- and "phrases like "more and more", "bigger and bigger", "greater and greater" are too informal, and only good for speaking, not good for academic writing [2 Rachel Mitchell]." Instead of writing "more and more people are driving cars these days", you could use trend language in task 1 writing to write this sentence like "increasing numbers of people are using cars these days" "a significantly larger number of people using cars these days" "a growing increase in the number of people using cars these days", "nowadays, the number of people who own cars has increased"; "increasing numbers of students are going abroad for university study"; "the number of cities that suffer from pollution has increased tremendously in recent decades". That's much better than "more and more". In addition, instead of using the structure such as "much more", you can say "a great deal larger". Also "big" is too informal for reports and essays, we should use "large" "sizeable" "significant" instead. Moreover, while writing task 2 essays, they also do not catch personal and impersonal opinions such as, no personal opinions in the body paragraphs (NO I think, I believe, in my mind, in my opinion, as far as I am concerned, for me, to me, etc.), only in the introduction (for thesis-led) or conclusion. Use impersonal opinions in the body paragraphs such as "some people think, other people believe many people claim that, as far as some people are concerned". Try to give other people's opinions, not your opinion in your body paragraphs.

Writing essays from a global perspective, because the questions are asked from a global perspective. Try to avoid relating the essay question only to your country. It should be about the world in general. If you say "traffic in the city is a serious problem when you are traveling down Madison Avenue at rush hour", it's very specific. Instead, you should say: "when people travel down busy streets in urban areas during rush hours..." now you are not talking about problems of a specific city, you are talking about problems that every city faces.

"CEFR writing processes include formal and informal letters – letters of complaint, letters of apology, letters of request, letters of application, transactional letters [7 Virginia Evans]." In our applicants and students who study at schools and universities they lack of writing techniques, brainstorming ideas, word combinations and phrases how much they are explained in classes and courses in detail. As well as, it is clear that they don't have motivations and logical thinking.

Discussion

According to recent studies, IELTS and CEFR are more global and academic exams not only English-Speaking Countries, but also other nations.

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An entrance exam of Universities and colleges are completely due to them. Because, a larger number of people and applicants take IELTS and CEFR in order to be a student at both international college and universities.

Conclusion

Above mentioned, at present IELTS and CEFR have been expanding their exam capacities between

foreign university and colleges. As they are well designed and planned for four skills-listening, reading, writing, speaking and grammar for both university entrance exam and testing competencies. Each young learner has a huge opportunity and possibilities to seize them. Their requirements are being flexible and adaptable. I put forward students should have more practice for writing skill by learning active and advanced vocabulary words.

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Erkin Normatovich Khodjaev

Samarkand Institute of Economics and Service
Professor, Uzbekistan

IMPROVING THE VALUATION OF THE USE OF INTANGIBLE ASSETS

Abstract: The article substantiates the importance of correct assessment and accounting of intangible assets in the activities of enterprises, describes the criteria for evaluating intangible assets. Based on the current situation, proposals and recommendations have been developed to improve the valuation of intangible assets.

Key words: intangible assets, the efficiency of the use of intangible assets, indicators for evaluating the effectiveness of intangible assets.

Language: English

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Introduction

The main reference point in the strategy of socio-economic development of the Republic of Uzbekistan for 2017-2021 should be continuous technological renewal of intangible assets of economic entities, as well as a constant search for reserves, implementation of existing transformations in the economy, modernization and diversification of production. In this case, it becomes necessary to trace the full cycle of accounting for the use of intangible assets. And here the perception of the features of the current stage of economic development is of no small importance. The peculiarities of the new stage of economic development necessitated regulation of the core of key indicators, which, first of all, include the efficiency of using intangible assets in all spheres of the economy of intangible assets management, which is increasingly carried out in the form of regulation. It is important to correctly define the criterion for managing the efficiency of the use of intangible assets.

It should be noted that so far in economic research on this issue, there are no developments with a unified sound approach [9]. In the modern economy, the role of intangible assets is high. This is a rather multifaceted concept, which has a place to be in the accounting, economic and legal fields. Methods and organization of their accounting became the subject of discussion around the world. Nowadays, the choice of

criterion is of great importance, since it ensures the correct ratio of effect to costs.

“Intangible assets are one of the most problematic and controversial issues of accounting methodology. Important points in the study of intangible assets: the very concept of intangible assets, their economic content, classification, formation, assessment and accounting. Intangible assets are not monetary assets that do not have physical expression, but play a large role in the activities of an enterprise and, most importantly, in making a profit. Intangible assets include: elements of intellectual property that are governed by patent and copyright” [5].

To determine the level of dynamics, the total return of intangible assets required to achieve a given goal, it is necessary to determine the criteria for the effectiveness of their use in the Republic of Uzbekistan. It is needed when there are several ways to achieve a strictly defined goal. Regulation of the efficiency of the use of intangible assets, as an objective phenomenon, can be achieved based on the choice of its criterion and indicators.

However, the efficiency of using intangible assets should be based on a single criterion. This criterion should be expressed by the value of the final result or its ratio to the mass of intangible assets. Modern approaches in the field of effective use of intangible assets provide enterprises with the

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integration of business processes: from setting the strategic goals under consideration to monitoring their implementation - into a single process and lead to obtaining interest benefits, namely: quick implementation of the strategy for the use of intangible assets, instant response to the market situation, accurate forecasts as a basis for improving financial decision-making processes and effective use of intangible assets and efficient allocation of resources; increased responsibility, the ability to translate analysis and accounting in the context of a set goal into operational success; consistency in decision making in order to determine the criteria for the effectiveness of the use of intangible assets. Therefore, the effective construction of a strategy for the use of intangible assets will allow enterprises to acquire a new competitive advantage, both in the domestic and foreign markets.

This approach to determining the criteria for the economic efficiency of the use of intangible assets also reflects not only the goals of the production strategy, but also the conditions for optimal growth rates.

The goal of the Strategy for the effective use of intangible assets is to develop and implement actions leading to long-term exceeding of the level of their effectiveness. Therefore, the formation of a strategic goal in the context of the effective use of intangible assets is the most responsible part of the strategy for the effective operation of enterprises. Fuzzy approaches to the analysis and accounting of intangible assets cannot lead to strengthening the realization of long-term competitive advantages of enterprises.

According to E.A. Mayorova: "The main indicators characterizing the effectiveness of private labels are: the number of names of goods under private labels, the share of private brands in the total number of names of goods sold, revenue from the sale of goods under private labels, its share in the total revenue of the company, indicators the turnover of goods under our own trademarks, etc." [2].

R. Jennings at al. of the balance sheet and the income statement, respectively [6]. They empirically investigated the Evidence of differential valuation will support those who argue relationship between market equity values and purchased good- that intangible assets should be treated differently from other will.

When intangible assets are used, their efficiency indicators are not only a part of the overall system of indicators of an enterprise, but also an assessment of efficiency, the choice of an effective option for its development. The system of performance indicators means a set of quantitatively reflecting the effectiveness of the main factors in the production process. This is a fundamental factor that enables the efficient and effective use of intangible assets.

Hence it follows that the efficiency of using intangible assets is an economic category, and can be

most fully represented by a system of financial and economic indicators.

In this context, an economic and analytical analysis of the existing system of indicators characterizing certain aspects of the economic efficiency of using the intangible assets of enterprises is carried out. From this position, the following groups can be distinguished:

The first group, reporting cost indicators characterizing the efficiency of using the entire set (of all types) of intangible assets of enterprises as a whole. These include dedication, profitability, armament, labor productivity.

The above indicators are convinced that profitability and dedication of intangible assets is a priority indicators of economic efficiency of use of intangible assets, "the intrinsic value of an intangible asset reflects its profitability from the use of a specific enterprise, in particular process system, so it can be concluded that the criteria for the use of intangible assets in the main enterprise is its intrinsic value" [2].

The second group - indicators of the state and movement of intangible assets. These include the coefficient of renewal, which characterizes the share of new types of intangible assets in the total value at the end of the year; retirement rate; coefficient of the real value of intangible assets; growth rate.

We compare book-to-market value (BM) ratios of control and adjusted portfolios to test whether the market positively values intangible assets [8].

It should be noted that generalizing and particular indicators do not replace, but complement each other. Therefore, only the above system of indicators can give a complete picture of the use of intangible assets in general.

In the current conditions of economic development, i.e. in the context of the strategy of socio-economic development of the country's economy in accordance with the Decree of the President of the Republic of Uzbekistan "On the Strategy of Actions for the Further Development of the Republic of Uzbekistan" [4], the pace and scale of production are growing every day. At the same time, the indicators of intangible assets of enterprises change significantly, thereby creating the necessary conditions for increasing competition between manufacturers, and the market no longer perceives ineffective indicators of intangible assets. Here, innovation becomes a catalyst for both the economic and technological success of enterprises. Only through the efficient use of intangible assets and their innovative activity can it be possible to ensure stability, strengthen and develop the financial potential of enterprises and make it self-sufficient and competitive.

Considering the above, the requirements for enterprises also change the value of analysis as a basis for predicting financial and economic activities, and

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developing recommendations for making financial and management decisions [3] [7].

Hence, it becomes necessary to deepen the analysis of the state and use of intangible assets as one of the most important aspects of the management and analytical work of enterprises.

However, the completeness and reliability of the results of the analysis of intangible assets will depend on the degree of perfection of accounting, the smoothness of the systems for registering transactions with objects of intangible assets on the methodology used, completeness of filling out accounting documents, etc.

It should also be noted that information on the actual presence and movement of intangible assets is currently significantly limited.

The relative share of intangible assets in the value of the property of enterprises is not high. Therefore, in the future, their role in the economy should become a priority.

It should be noted that an increase in the volume, a change in the composition and structure of intangible assets, an increase in their role in innovative development determine the relevance of issues of accounting and analysis of the effectiveness of their use.

When analyzing the activities of an enterprise, an important place should be given to an inventory in order to study the composition and structure of intangible assets at each enterprise, which has not only theoretical, but also practical significance, especially in modern conditions, when developing uniform criteria, choosing a measure of the effect of ways to measure costs. This will make it possible to follow the dynamics of changes in the composition of intangible assets, the number of factors and identify directions in their formation, which are advisable to take into account when determining the efficiency of using intangible assets. The study of structural changes in

intangible assets, on the one hand, is one of the most important points in economic analysis. For various business entities can actively use software in their activities in order to identify the specific weight of indicators, the cost of software indicators and its growth compared to previous years and the growth of organizational costs in connection with the creation of new innovatively developing enterprises and their branches.

Although there was an increase in such indicators over the current year compared to the previous year, this did not ensure an increase in investment inflow. On the other hand, intangible assets have such an advantage that usually their efficient use will provide a high result at the lowest cost. In the case of a positive decision on the efficiency of the use of types of intangible assets, it is required to allocate additional financial resources to replenish the types of intangible assets. Therefore, to allocate additional financial resources, a revaluation of each type of intangible asset is required, and, consequently, a financial analysis. In this regard, in most of the enterprises it is required to significantly change the structure of intangible assets in order to efficiently use them for the next periods. For the current structure of intangible assets requires being more transparent and meeting the requirements of a market economy.

Studying the structure of intangible assets and identifying the relationship between their various types, establishing the correct proportions are important for strengthening the financial and economic potential of enterprises.

However, weak links between the structure of intangible assets and the efficiency of their use hinder the systematic accounting and analysis of the composition of intangible assets. All this indicates the need to improve the organization of accounting and the efficiency of using intangible assets.

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Rakhmat MusaeV

Samarkand Institute of Economics and Service
Associate Professor

THE NEED FOR REASONABLE MANAGEMENT OF INNOVATIVE ACTIVITIES IN ENTERPRISES

Abstract: This article is devoted to the importance of organizing and managing innovation in enterprises. The article presents the importance of innovation and the features of the organization of innovative activity in the activities of enterprises, as well as suggestions and recommendations for its rational organization.

Key words: enterprise, innovation, innovative activity, strategy.

Language: English

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Introduction

The transition of economy of Uzbekistan to a free market economy and the growth of GDP per capita often depends on the development and successful implementation of strategies that combine innovation and competitiveness of production and services. Therefore, in this regard, as noted by President Sh.Mirziyoev, today the number of rapidly developing countries in the world is growing due to the introduction of innovative models of development, export of advanced ideas, know-how and "smart" technologies. Unfortunately, the work being done in this direction in our country is not satisfactory ... "[1]. Therefore, the organization of management strategy in enterprises on the basis of innovative ideas and innovations is a topical issue today.

If we talk about the meaning of the words "innovation" and "strategy", "Innovation is the future." If we start building our great future today, we must start it on the basis of innovative ideas, innovative approaches "[1].

The term "innovation" is derived from the English word "innovation", which means innovation, invention [2].

According to Dodgson, "innovation is the offering of a new (or improved) product, or a new (or improved) production process, or new equipment, commercially, combining scientific, technological, organizational and financial activities" [3].

Innovation is a phenomenon related to the application of the results of developments based on advanced ideas in various fields (economic, social, spiritual life, management system, etc.) as scientific and technical achievements, advanced technology and new inventions [4].

However, innovations (not only social ones) are created for people and by people, and therefore their social determinants should be considered as equally important as (or even more important than) economic ones. These include the community members' ability in terms of social participation, participating in different social networks, or – more broadly – the potential of their social capital [8].

Strategy is derived from the Greek word "strategos", which means "art of the general". A clear prediction of the future requires a strategy to visualize [5].

The combination of these terms as an "innovative strategy" predicts and foresees the future of the industry in the context of modernization and diversification of the economy, the latest achievements of science and technology, the widespread introduction of advanced technologies and current issues, changes and occurrences. It means anticipating possible opportunities, developing economic policies and strategies, and managing these changes through a new style, a new technique - technology. In this regard, President Sh. Mirziyoev

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said, "Therefore, we have established the Ministry of Innovative Development and set specific tasks for it. We believe that this ministry will play a unique locomotive role not only in the economy, but also in the implementation of the most important projects in the life of society as a whole "[1]. It is obvious that today the innovation strategy is receiving attention at the national level.

Explaining the essence of the innovation strategy in enterprise management, the company has a variety of business, production, scientific, technical, personnel, marketing and competitive strategies, which make sense only if there are elements of innovation, innovation (different from last year). Therefore, the innovation strategy "swallows" all the remaining strategies because it embodies innovations, advanced ideas and technologies, new inventions.

An enterprise strategy based on innovation shapes and develops scientific and technological progress, i.e. it has defined the place and management strategy of innovative activity. In turn, the innovation strategy helps the enterprise to identify its priorities in ensuring the ways to achieve the goals and usefulness, for example:

- Use resources wisely and economically;
- Achieve high efficiency and favorable socio-economic results;
- Achieving high quality, economy and implementation of scientific and technical achievements in the field of production through the practical application of innovations, advanced ideas and technologies, new inventions.

Therefore, it is expedient to define the directions of innovative strategy, to give priority to promising directions, to develop roadmaps to achieve a number of goals that will ensure the development of the enterprise.

The very fact of innovation at the enterprise is determined by the transition to a higher level of production capabilities. Either innovation means purposeful renewal of any of its elements. In essence, this is the emergence of a new system. Traditionally, product innovations are distinguished (that is, changes in the very result of an enterprise's activity), technical and technological.

Analyzing innovation processes, it is important to note that the basis of innovations is the objective processes of changing the conditions of economic and financial activities of enterprises and a corresponding change in the content of economic activities [6] [9].

The main factor in the development of our national economy will be the focus on and stimulation of innovative activities, the use of foreign experience in research and the development of scientific potential of personnel.

Attracting the necessary specialists for research work for innovative activities, the formation of knowledge, skills and abilities to conduct research in

them, serves to improve the innovative potential of enterprises.

The presence of laboratories equipped with modern technical equipment and information of enterprises in the creation of innovative products allows to ensure a high level of research, to perform complex scientific calculations with high accuracy. 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 [10].

The mechanism of management of innovative activity combines a set of different methods and tools, depending on the direction of the goal of innovative development of a particular entity. One of the most pressing issues of our national enterprises today is the development of an effective mechanism to ensure that management decisions in the field of innovation become an effective finished product. At the same time, it is impossible to solve the problem without forming a methodological framework for the organization of innovative activities, which is an important component of this mechanism. In fact, concepts related to the field of innovation are not yet fully formed. Therefore, at a time when there are different views on the nature and content of innovative activities, businesses need specific proposals that will allow them to develop more effective policies in this area, taking into account the existing opportunities and limitations.

It should be noted that the assessment of efficiency in each specific case should be individual. However, the study of the established practice in the field of assessing the financial condition makes it possible to reveal a certain pattern of stages of work that are characteristic of the regulation of the financial recovery of their activities. Therefore, the analysis of the financial condition includes the analysis of the aggregate financial and economic effect and its assessment using comparative indicators [7].

The fact that enterprises have sufficient financial resources to cover the costs associated with the introduction of innovations into production will increase the demand for innovations. In this regard, today's modern enterprises need to implement each innovation process based on market demand in order to effectively organize innovative activities.

In the context of economic liberalization, it is not enough for a manager to have only a good product, because he must carefully monitor the emergence of new technologies and plan to apply them in a scientific manner, taking into account the laws of management. In general, the process of developing an innovative strategy of the enterprise should take into account the following two main objectives:

1. Fair distribution and efficient use of resources in the activities of the enterprise. At the same time, it is necessary to allocate the resources of the enterprise management in terms of achieving the

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goals of the enterprise and to constantly monitor their effective use. This is an internal strategy, which requires constant analysis of the internal environment, which allows to identify the strengths and weaknesses in the activities of the enterprise;

2. Rapid adaptation of the enterprise to the external environment in rapidly changing conditions. At the same time, it is necessary to ensure effective adaptation tasks, taking into account changes in external factors (economic changes, political factors, demographic conditions, etc.).

In the process of forming an innovative strategy of the enterprise to take into account changes in the external environment and related key factors (economy, politics, market, technology, competition), identify key competitors and their market position (market share, sales targets, etc.) need to be identified. Also, a careful study of the strengths and weaknesses of competitors and comparing their results with individual indicators will allow a better idea of the competition strategy.

Based on the above, we have developed the following proposals and recommendations, taking into account the importance of innovation strategy in

the management of enterprises in the current rapidly changing environment. Including:

➤ Special attention should always be paid to the formation of innovative strategies in enterprise management;

➤ In the management of enterprises, managers should pay attention to the level of importance of the existing problems and define the priorities of the enterprise, based on the main goal of the enterprise (not to focus on secondary and tertiary issues, small jobs);

➤ The leaders of the enterprise should be constantly interested in scientific achievements, innovations, support the initiatives of employees to innovate (in this case, should make science-based plans, decisions);

➤ The need for managers to adhere to the "law of negation" of philosophy (in which managers must be able to make a clear assessment of themselves and the activities of each department of the enterprise);

➤ Senior management should be fully aware of the internal and external situation of the enterprise, etc..

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Dilafroz Zokirovna Khaydarova

Uzbekistan State world languages university
researcher

THE ROLE OF BORROWED CRAFTSMANSHIP TERMS IN UZBEK LANGUAGE

Abstract: Nowadays scientific research works on terminology of various spheres have been done in Uzbekistan and other foreign countries. The researches dedicated terminology has a great role because of several terms in any kind sphere have linguistic and non-linguistic features. This condition makes researchers pay further attention to research, analyze, prove of terminology from different point of view. Terminology on craftsmanship in Uzbek language is a sphere which was learnt little by scientists on linguistic aspect.

Key words: terminology, language, linguistic.

Language: English

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Introduction

Craftsman has been developed in the territory of Uzbekistan for a long times. This process served to improve not only people's life style, economics of the state but also local language of people who lived in this land. It was started to great desire to terms to use new notions in language because of etymology and creation of new types of craftsmanship. In this process people used two ways in solving the problem. Firstly, people created new terms in case of using the opportunities of local language. Secondly, they had to borrow many terms from other foreign languages. These processes served to enrich vocabulary of local language. The results of analyzing terms on handcraftsmanship used in Uzbek language vocabulary widely showed that words borrowed from Arabian and Persian languages have great amount in Uzbek language vocabulary. The reason of this is that people who lived in this land participated active in international trade from ancient time and the land became the trade center. It was paid great attention to this process in Temurid's period. Trade caravans from different continents all over the world served to enrich our language with new words. Besides, because of bringing craftsmen from different countries by Amir Temur many new terms were borrowed into our language with new types of craftsmanship.

Borrowed craft terms are the object of study of a number of researchers, they consider them from different angles, one of the leading applicants is F.Abaeva[5], B. Balzhinimaeva[6], I. Marghitu[7], O. Trubachev[8], E. Danilova[9], E. Squire[10].

II. The notion of borrowed word.

When a word comes into another language it adapts the phonetic, grammatical, lexical system of that language. This process is considered as the assimilation of a borrowed word.

According to Thomason and Kaufman, the term borrowing has been used in two different senses: a) as a general term for all kinds of transfer or copying processes, whether they are due to native speakers adopting elements from other languages into the recipient language, or whether they result from non-native speakers imposing properties of their native language onto a recipient language. This general sense seems to be by far the most prevalent use of the term borrowing. But borrowing has also been used in a more restricted sense, b) "to refer to the incorporation of foreign elements into the speakers' native language" [2, p.21]

As L.P. Krysin mentioned borrowing is a process of moving various elements from one language to another. Under different elements are meant units of

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different levels of language structure, though phonology, morphology, syntax, vocabulary, semantics [4, p.270]. W. Weinreich in his article "Monolingualism and Multilingualism" (1972) says that "the dictionary of any language is constantly in a fluid state, some words are falling out of use, others, on the contrary, are being circulated. Due to the ease of spreading lexical units (in comparison with phonological and grammatical rules), a minimal contact between languages is sufficient for borrowing words" [4, p.70].

The degree of assimilation of borrowings depends on the following factors: a) from what group of languages the word was borrowed, if the word belongs to the same group of languages to which the borrowing language belongs it is assimilated easier, b) in what way the word is borrowed: orally or in the written form, words borrowed orally are assimilated quicker, c) how often the borrowing is used in the language, the greater the frequency of its usage, the quicker it is assimilated, d) how long the word lives in the language, the longer it lives, the more assimilated it is.

III. Lexical layer of Uzbek craftsmanship terminology

We can see many borrowed terms in the lexical layer of terminology on craftsmanship. The usage of Arabian and Persian languages in economical, commercial, science, literature and art spheres effected to the development of terminological system of craftsmanship. Words borrowed from Arabian and Persian languages adopted in Uzbek language strictly and as a result, we can identify the etymology of these words only according to the explanatory and etymological dictionaries. [1, p.67]

Uzbek language enriched on the basis of borrowing words from other languages and new words were created from these borrowed words on the basis of inner opportunities of Uzbek language. As a result these new terms have been implemented to people's communication.

Origin Turkish terms

Origin Turkish terms were created in order to express new notions of craftsmanship on the basis of inner opportunities of Uzbek language. We can mention followings as examples:

Table 1. Origin Turkish terms

No	Terms	Meaning	Field of craftsmanship
1.	Adip	A narrow material sewed from the collar to the inside edge of the chopon (cloak)	Sewing
2.	Alacha	Hand-knitted striped yarn or woolen material	Material weaving
3.	Banot	It is used in slang or folklore plays and it means duxoba (a woolen material woven from silk or artificial silk)	Material weaving
4.	Bargikaram	A type of khanatlas (type of Uzbek national atlas material) drawn like flower bargikaram	Material weaving
5.	Belbog'	it is piece of material sewed in form quadrangle kerchief and you wear around the waist	Sewing
6.	Bilaguzuk	A jewelry which is worn on the wrist by women	Jewelry

IV. Borrowed craftsmanship terms

Terms borrowed from Arabian language
Terms created on the basis of Arabian borrowed words contains large part of Uzbek language lexical

layer. The reason of this process is related to Arabian invasion to Central Asia and Arabian words adapted to the system of Uzbek lexical layer.

Table 2. Borrowed craftsmanship terms

No	Terms	meaning	Field of craftsmanship
1.	Abo [Arab.]	Long, wide men's outdoor clothe sewed from wool or other material and its sleeve is short.	Sewing
2.	Astar [Arab.]	Material sewed inner side of dress or matrass, little matrass.	Sewing
3.	Atlas [Arab.]	Material weaved from natural silk	Material weaving

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4.	Alvon [Arab.]	Drapery weaved with red thread	Material weaving
5.	Aqiq [Arab.]	Red precious stone is used for jewelry things	Jewelry

The following terms on craftsmanship borrowed from Persian language and they adapted in Uzbek

language, nowadays they are actively used in Uzbek language.

Table 3. Borrowed craftsmanship terms

№	Terms	Meaning	Field of craftsmanship
1.	Abzal [Per.]	A set of tools used for horses or horse carts.	Mining
2.	Abrband [Per.]	Embroidery in special style on atlas, flossy material	Material weaving
3.	Avra [Per.]	Outdoor cover of things like clothe, matrass, little matrass	Sewing
4.	Adras [Per.]	Thick local drapery like atlas sewed with natural silk	Material weaving
5.	Bargak [Per.]	Jewelry like leaf pinned with gold and silver coins and it is worn on women's forehead, heart.	Jewelry

Terms on craftsmanship were borrowed from other foreign languages and they also adapted into Uzbek language. They are followings:

Table 3. Borrowed craftsmanship terms

№	Terms	Meaning	Field of craftsmanship
1.	Alebastr [Greek.]	Alabaster is a mineral or rock that is soft, often used for carving used sculpture, medicine and construction).	Carving
2.	Alif [Greek.]	Flaxseed oil is made mainly from the plant and used in painting	Painting
3.	Banoras (Ind.)	Drapery sewed by hand like beqasam material duffer from on sewing, material	Material weaving

Polysemy is one of the peculiar linguistic features of terms on craftsmanship in Uzbek language. These terms are used in not only in the sphere of craftsmanship but also they are used in other spheres of the society.

V. Conclusion

From the above mentioned examples, we can see that the Uzbek craftsmanship terms belong not only to the Uzbek language, but also to Arabic, Persian and other foreign languages. The main reason of this is that Uzbek land became important trade centers, skilled craftsmanship brought from different foreign countries, all fields of craftsmanship were improved in Uzbek land from ancient times. Uzbek

craftsmanship terminology has great opportunity in deriving terms. Besides, because of craftsmanship terms borrowed from other foreign languages receiving suffixes of local language new terms on craftsmanship of terminology appeared in Uzbek language. In creating terms it was paid attention to not only internal possibilities of the language but also borrowing terms from other foreign languages. Words used in communicative language were changed into terms on craftsmanship to express new notions in craftsmanship. As a conclusion we can say that the improvement of craftsmanship terminology served to not only the developing our Republic but also improving Uzbek craftsmanship terminology by new word and word combinations.

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Z. Kodirova
NamSU

senior teacher of the department
methodology of preschool education

TRAINING OF QUALIFIED PERSONNEL - TODAY'S ISSUE

Abstract: Attention in the field of preschool education today does not leave indifferent any specialist qualified personnel. Each stage of training defines a number of specific tasks, such as the effective organization of the educational process and raising it to a higher level, creating all the conditions for future professionals to become socially active, promising professionals who can respond to events in society.

Key words: Integration, information and communication, technology, art of education, emotion, prospective staff, professionogram.

Language: English

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Introduction

The reforms carried out in our country to update the content of education and increase the efficiency of educational processes are bearing fruit today. The importance and significance of the development of technology for the organization of pedagogical practice in the preparation of future educators for professional activities, the effective use of information and communication technologies in the implementation of these processes, the formation of confidence in the student profession, the harmonious development of the younger generation. and maturation is one of the main tasks of educators.

The Action Strategy for the Further Development of the Republic of Uzbekistan identifies areas such as increasing the capacity of quality educational services, training highly qualified personnel in accordance with the modern needs of the labor market [1], and in this regard it is important to achieve effective training of educators. is calculated. President of the Republic of Uzbekistan February 7, 2017 Decree PF-4947 "On the Strategy for further development of the Republic of Uzbekistan", PF-5847 dated October 8, 2019 "On approval of the Concept of development of the higher education system of the Republic of Uzbekistan until 2030", April 20, 2017 No. PQ-2909 of June 5, 2018 "On measures for further development", No. PP-3775

of June 5, 2018 "On additional measures to improve the quality of education in higher education institutions and ensure their active participation in the ongoing comprehensive reforms in the country" This research will serve to some extent in the implementation of the tasks set out in the Resolution No. PQ-4312 of May 8, 2019 "On approval of the Concept of development of preschool education in the Republic of Uzbekistan until 2030" and other relevant regulations.

Each stage of training qualified personnel defines a number of specific tasks, such as the effective organization of the educational process, raising it to a higher level, creating conditions for future professionals to become socially active, promising professionals who can respond to events in society.

The leading role of upbringing in the development of the child's personality also determines the leading role of the educator, his responsibility for the formation of the personality of each child. Well-known educator A. S. Emphasizing the role and responsibility of the teacher, Makarenko said: "I am convinced that the educational impact can be very powerful. If a person is poorly educated, I am sure that only educators are to blame. If a child is good, he owes it to his upbringing, to his own childhood." [2]

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The art of upbringing is familiar and understandable to almost everyone, and to some it may even seem easy, the clearer and easier it seems, the less that person is theoretically and practically familiar with it, K. said. D. Ushinskiy [2].

According to Abu Rayhan Beruni, man increases his knowledge in order to be able to distinguish between the natural, the visible and the impossible, to pay special attention to the knowledge of novelty, and to understand the scientific understanding of cause-and-effect relationships. Alloma understands cognition as a continuous, uninterrupted process. According to him, the true essence of humanity, the aspects of which are not yet known, will certainly be known in the future. [3].

Educational work is also carried out as an ideology that expresses the ideas of Naqshband. He said that beautiful qualities in a person are created in two ways - through education and upbringing. Education combines theoretical qualities, while upbringing combines innate qualities, theoretical knowledge and the factors of profession, behavior and manners. Education is done through words and learning, and education is done through practical work and experience. "[4]

It emphasizes the need to pay attention to the preparation of future professionals for professional activities in order to ensure that professionals working in various spheres of social life know and follow the specific professional rules.

An experienced educator, first of all, takes into account the feelings of each student, directs him to the goal, creates conditions for their management.

In short, it would not be a mistake to say that upbringing is a process of managing one's emotions, desires, and desires.

Teaching each student to manage their emotions in the pedagogical process shows that this goal is goal-oriented.

Educating children of preschool age, which is the first stage of the system of continuing education, is a very complex process, in which the first concepts of material and spiritual life are formed in the minds of children. In the implementation of such a complex process, the professional profile of pedagogical training of future specialists, created on the basis of

certain scientific approaches in the training of specialists who perform educational activities responsibly, also has a special significance.

Pedagogical scientist MT Davletshin in his views on the pedagogical professional profile shows the need for the future educator and teacher to have the following qualities:

- personal qualities: love for children, diligence, activity in public affairs, etc. ;
- Possession of professional knowledge: understanding of the essence of the educational process, its goals and objectives, etc. ;
- Characteristics of the profession: the acquisition of methodological knowledge of modern pedagogy, etc. ;
- personal pedagogical skills: the ability to select the necessary materials for lessons, to plan goals, etc. [5]

This pedagogical professionogram is more suited to different specialties of pedagogical educational institutions, and the description of such professional qualities in preschool education is formed through more theoretical knowledge and practical skills.

Based on the goals and objectives of the study, the following tasks were focused on in the implementation of formative experimental work:

1. Ensuring that the requirements for the preparation of future educators for professional activities are consistent with the needs of society;
2. Creation of conditions and social and cultural environment in pre-school educational institutions for internships in preparation of future educators for professional activity;
3. The level of knowledge of students corresponds to the content, form of work and technological methods of modern reformed preschool education organizations.

The substantiation and application of the above tasks in practice was formed on the basis of the data of pedagogical scientists F. Khaydarov and N. Muslimov. compatibility with needs and motives. Today's educator must also have the ability to have emotional qualities (self-assessment) in a creative educator with intellectual potential and pedagogical creativity.

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Gassim H. Dohal
SWC

Ph.D., Gizan, Saudi Arabia
dr_waitme@hotmail.com

A TRANSLATION INTO ENGLISH OF KHALIL I. AL-FUZAI'S "THE SINGLE GATHERING"

Abstract: Khalil I. Al-Fuzai (1940-) is a writer from Saudi Arabia who published few collections of stories. In these stories he tries to introduce his Arabian society in a simple, frank way (see Dohal 2013). One of these stories is "The Single Gathering." Here he addresses the issue of marriage, encouraging the youth to marry. I chose to translate this story for it is a good sample of what Al-Fuzai has written (Dohal, 2018 & 2019). Furthermore, it presents some aspects found in the Arabian culture; it is about how people handle the idea of marriage.

Key words: Al-Fuzai, Saudi, short story, "The Single Gathering".

Language: English

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Introduction

Muhsen meets his friend's sister Maha. He fantasizes about marrying her, and decides to ask for her hand. We see him visit her family, but he is hesitant to declare the reasons for his visit. In the story, it is acceptable to call on a friend without a prior appointment. Culturally it is out of the question to refuse a friend's visit.

The issue of marriage is important in the Arabian society. It has cultural rituals. Usually a suitor or whomever he appoints to act in his behalf will talk first with a male representative for the female in question about marriage. Enough time is given to ask the female and her family about their consent.

In some Arabian families as it is the case in the story, it is unusual to have females attend meetings where there are males from other families. But the story tells us that Anwar and his family come "from the land of the north." That means that they are from Syria, Lebanon or Jordan. These countries are north of Saudi Arabia and are called the land of the north. In such societies women may join men at their meetings. Indeed, the story refers to the fact that some Saudi Arabian men marry women from Syria, Lebanon, and Jordan.

Customs of the Arabian society encourage marriage. However, some people may abstain from marriage for various reasons, most of them personal. Muhsen hardly knows Maha's family, yet he has decided to propose to her. At a crucial moment, however, Muhsen discovers that Maha is engaged.²

* * *

Translation:

When the sun of life rises . . .³ and announces each morning the birth of a new struggle . . . the horizon of his life remains without conflict . . . emptiness and futility color every aspect of his life . . . and thwart its insistence on being free from every thing . . . and on the horizon the glimpses of hope blink out as if a dragon exerts itself to the utmost preying on its victims, desiring nothing but them, and the insistent, fundamental melancholy changes everything good before him into a pessimism that opens its mouth and swallows the faith of weak people . . . even from silence, until one day . . . the lost person changes into a human being who knows his aim, so he finds optimism even in the rays of the sun when they throw themselves at the foot of the scattered bushes in the garden of his house, or when they steal in through the windows of his bedroom.

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When he meets her, he finds in her the great secret that he has been searching for all his years, a search he was not aware of; he even used to mock his colleagues when they talked about marriage and the happiness it offers. He used to hate marriage . . . and hate women . . . and hate life . . . despite all the victories he achieved wherever the waves of life threw him . . . and in spite of the big hopes that he managed to hold . . . despite everything . . .

But when he finds himself . . . the world cannot make room for him . . .

The secret of his admiration is not her beauty . . . not her control over his feelings since their eyes first met, but inside him something calls out that the aim he sought in the past is embodied all of a sudden in front of him . . . in the person of Maha, the sister of his friend Anwar . . . Maha . . . how beautiful this name is! Oh chant of a lost hope, embodied in flesh and blood, and in the ultimate goal found accompanying his friend Anwar when he meets them on a smiling spring evening and insists on inviting them to his house, and without realizing the gist of his feeling at the beginning . . . he awaits them, boiling with impatience until the meeting takes place, then words pour from her lips like amiable streams and fresh rivers, even when she objects to his opinion, there is a hidden secret that confirms his discovery of the desired hope.

The next day, he is the first to talk with his colleagues about women, marriage and marital life; this change surprises them . . . some praise him and others get angry at him, and all are surprised at his decision to marry.

One of his colleagues bursts out, "Are you serious in what you say, Muhsen?"

"Yes . . . why not? I was wrong in my opinion. And it is not shameful to be wrong; the shame is when one insists on his mistake, and I am not the only one to leave the bachelors' club."

"But this is a sudden dangerous change, you may not like its consequences."

"Do not worry . . . I always bear the consequences of my behavior, and I am convinced that this is the best choice, so there is nothing to fear."

"Do you want my advice? . . . leave the issue of marriage to others."

"Keep your advice to yourself until I request it from you."

And he leaves his colleague angry. And his colleague leaves him angrier.

Soon everyone knows about his determination to marry, and his severance from the bachelors' club, which he founded with the help of his colleagues. And

in an extraordinary meeting of the club board of directors, he announces his resignation from the club presidency, and they have to choose a new president . . . to hell with the members and their club.

The bachelors' club . . . nonsense . . . if they only knew what he knew when he met Maha with his friend Anwar who brought his family from the land of the north to this boisterous coastal city.

In the evening he decides to visit his friend Anwar, removing from his mind the bubbles of hesitation that have been controlling him for a time, which seems long though it started yesterday.

And he knocks at the door though he is held back by his heart which is almost jumping from his chest, and the fear that he will betray himself announcing what he wants, in spite of his belief that life without Maha is not worth a clipping of a nail, oh quivering heart . . . sustain until the most dangerous part you are passing through is over, and you, oh lost mind, settle until the hardest experience you are engaging in is over. The door opens . . . and his friend Anwar is there, and happiness almost prances from his eyes, and honestly he welcomes him though he does not hide an obscure curiosity about the reason for the unexpected visit, particularly since he explains that he would not be available when his friend invited him during his visit to them yesterday; he would be busy with overtime work this week, and the next week as well. The question appears on his face . . . without haste oh! Anwar . . . in a moment you will know why I am here without an appointment . . . you will be happy for me when you find out that I am asking for the hand of your sister about whom you talked to me many times over the years before you brought your family with you.

"Welcome . . . an unexpected visit . . . I am happy that you are concerned with my visit."

"Thank you, Anwar."

He wants to say something but words pile up in his throat until they are about to choke him, and without his consent they dissolve between his lips so that he cannot distinguish them, while Anwar showers him with welcome and expressions of courtesy.

And when the rest of the family gathers to welcome him and sit with him, Maha is the last to come; discussion on a variety of issues, all of them trivial, takes place, until at last Anwar says, "What is the rumors we heard about you . . . I hope they are true?"

The air starts to thicken around him in a jelly-like rotten form . . . he becomes confused:

"What news, Anwar?"

"We heard that you intend to marry."

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He has the chance and is not going to let it slip away. "Is there anything displeasing in this?"

"No . . . there is nothing displeasing . . . I am just wondering about your previous stance . . . you have been known for your hatred of women."

"Oh! Anwar, I was wrong until I met her."

"What happened?"

His gaze rolls to settle on Maha, so he forgets his friend's question.

He thinks . . . I should marry her, so why not declare the reason for my visit . . . no . . . no . . . they may get offended by my conduct, we must talk about this subject on our own, even Maha should be the first to know about my wish to marry her; never mind . . . I will invite Anwar to call on me or I will stop by his office, and then I can tell him about the matter, and he will welcome the idea, for I am his friend . . . of course he will ask me to wait for his final decision until he can ask her opinion and consider the proposal with other members of the family, and these are conventions whose results will be in my favor, but why wait? Such issues do not need hesitation, they need a quick decision . . . I will tell him everything, whatever the result, but I will wait for the right moment, and I will not leave this house until the whole family knows about the matter . . .

"What are you thinking, Muhsen?" Anwar surprises him with this question.

He answers, "Nothing . . . I am listening to what you are saying."

They talk about another topic, the fact that he is distracted gives them a chance to explore it, and leave the topic of marriage completely. He turns again to look at Maha in a way that attracts others' attention, and then he completely turns to face Anwar and joins him in a conversation that does not serve to distract his mind from thinking of her. And when she interrupts their talk, he lends not only his ears but also all his organs to what she says.

Should a chance come for him to disclose what he has in mind . . . but topics diverge and stray far from the subject of marriage, so he decides to turn the discussion back to this subject.

He takes the first opportunity when all become silent, and says, after he remembers that his friend's question is still without answer, "You asked me before the reason for my decision to marry."

"Yeah . . . I forgot that topic. Can you clarify the matter?"

"It does not need any explanation . . . I have found the one I dreamt of."

Unintentionally he glances at Maha through the corner of his eye, no one apparently notices because all are listening to him talk.

Anwar says, "She must be pretty . . . because you do not change your opinion easily."

"She is really pretty."

At that moment a curl of her hair drops onto the side of her forehead, but it does not separate from the golden hair hanging over her shoulder like the waterfalls of happiness; she is beautiful to the extreme of beauty.

"Do you want to know who she is?"

"If that does not bother you."

The doorbell howls urgently . . . suddenly it stops, and he feels a vacuum of quiet; there is a visitor whom a few steps still separate from them.

He says to his friend Anwar, feeling an urgent desire to finish the matter before its reins of power slips away, "In order to tell you we have to be alone."

And then, the visitor arrives, and all including Maha welcome him cheerfully; this reception makes Muhsen feel some disgust toward this youth whose appearance indicates that he is not from this country . . . like them.

And when he shakes his hand, welcoming him, Anwar says, with the youth still holding his hand, "This is my friend Muhsen, and this is Ahmed . . . my aunt's son and the fiancé of my sister Maha."

* * *

Conclusion:

As noticed in this story, Khalil I. Al-Fuzai is a social critic of his society; he criticizes and denounces abstinence from marriage; as indicated in the story, abstinence is a "mistake." And indirectly, he encourages marriage from within the society itself. In addition, marrying from other societies may cause some troubles like those of cultural variations that the Arabian society is very sensitive to. Hence, it is the mission of writers to address issues related and important to their societies (see Dohal 2013).

* * *

Translator's Notes:

1- This story was translated from the following Arabic source:

Al-Fuzai, Khalil I. *Thursday Fair*. (سوق الخميس). Taif: Taif Literary Club, 1979: 43-49.

2- An introduction a reader may need to connect the text to its context.

3- . . . Every now and then there are few dots found in the source text.

* * *

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AUTHOR'S PROFILE:



Gassim H. Dohal is an Associate Professor of English from Saudi Arabia. He holds a Ph. D. in English literature. He has contributed research papers and articles in different academic journals. His works appeared in journals like *International Journal of Languages, Literature and Linguistics* (IJLLL), *The IUP Journal of English Studies*, *Annals of the Faculty of Arts of Egypt: Ain Shams Univ.*, and *International Journal of Comparative Literature and Translation Studies* (IJCLTS).

E-mail: dr_waitme@hotmail.com

* * *

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**Bakhrom Yavidov**

Nukus State pedagogical institute named after Ajiniyaz
DSc, Associate-professor, Uzbekistan
<https://orcid.org/0000-0001-9492-4076>
b.yavidov@ndpi.uz

Mehribon Otajonova

Nukus State pedagogical institute named after Ajiniyaz
Master student, Uzbekistan
<https://orcid.org/0000-0002-0899-333X>
atajanova.mehribon@bk.ru

Sagyn Tulepbergenov

Aktobe university named after S.Baishev
PhD, Associate-professor, Kazakhstan
<https://orcid.org/0000-0002-2842-0133>
sagyn.tulepbergenov@mail.ru

Tajibay Saparbaev

Abay Myrzakhmetov Kokshetau university
PhD, Associate-professor, Kazakhstan
<https://orcid.org/0000-0002-4050-2844>
s.tajibay@mail.ru

Elzira Kutkeldiyeva

Almaty university of power engineering and telecommunications named after Gumarbek Daukeyev
Lecturer, Kazakhstan
<https://orcid.org/0000-0002-6754-2280>
elzira_87@mail.ru

Abil Kurmantayev

Ahmed Yasawi Kazakh-Turkish international university
PhD, Associate-professor, Kazakhstan
<https://orcid.org/0000-0001-8760-7443>
abilkurmantaev@mail.ru

Gulnoza Saburova

Nukus State Pedagogical Institute named after Ajiniyaz
Lecturer, Uzbekistan
<https://orcid.org/0000-0002-9517-565X>
gulnozasaburova1986@mail.ru

**ON INCREASING THE EFFECTIVENESS OF CLASSES IN PHYSICS BY
DEMONSTRATING HISTORICAL-FINANCIAL SYMBOLS**

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Abstract: The article deals with one of the methods for increasing the effectiveness of classes in physics. To improve the efficiency of classes in physics, it is proposed to use a new teaching method - the method of "demonstrating historical-financial symbols". The principle of the method is to demonstrate the historical-financial symbols (banknotes), in which physicists-scientists are depicted in the study of physical phenomena and the laws related to their names. Organizing physics classes in a such way could motivate young people and increase their interest in physics. The method can be used as in lectures, practical and seminar lessons in physics as well as in extracurricular activities in physics.

Key words: physics, teaching methods, historical-financial symbols.

Language: English

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Introduction

Over the past years, historical reforms have been conducted in the educational systems of the countries (Cerych, 1997; Garrouste, 2010; Hall et al., 2020). In accordance with the requirements of the modern educational technologies for each subject advanced pedagogical methods, modern information and communication technologies are used on the basis of the curriculum, syllabus recommended by the experts, competent councils and approved by competent educational authority. While conducting the lessons according to the lesson plan it is important to take into account the specifications of each subject, especially for the explanation of each topic a particular method should be chosen; admittedly, it is more important than ever according to most educators. However, there is a method that can be applied in a general, traditional and universal way, which is still used effectively in the era of new pedagogical technologies. This method is about the method of using symbols (pictures, photographs, postage stamps, etc.) that reflect the image of individuals who have worked in scientific field and made great contributions to humanity with their discoveries. This article describes a method that has not yet been used in teaching physics, but if it is used, it can be very effective which is based on the use of historical-financial symbols. Increasing student's interest in physics by using historical aspects of science, in particular, teaching the history of science in physics classrooms was discussed in Ref.(Demirci, 2016). The method that we would like to discuss here is based on historical-financial symbols and was first proposed quite recently in Ref.(Yavidov, 2019). The method does not cover the entire learning and teaching processes, but along with other methods, it is used to supplement the information given in the textbooks in a short period of time, to further strengthen the acquired knowledge and thus increasing the effectiveness of the lesson. The method can be applied in all types of physics lessons (lectures, practical lessons, seminars, experiments) of all sections and extracurricular activities in physics as well.

2. The method

Usual physics classrooms are equipped with portraits of great physicists in educational institutions. In chronological order starting from ancient time to the present, these paintings are dated from the period of ancient Greek philosophers such as Ptolemy, Aristotle, Archimedes, Plato and others. In the next place some paintings of scientists, who lived in the Middle Ages and made significant contributions to the development of physics and astronomy, are visible. For example, in Uzbekistan, pictures of of great ancestors, such as Abu Ali ibn Sino, Abu Rayhan Beruni, Al Farobi, Umar Khayyam, Al Tusi, Mirzo Ulughbek, who lived and worked in Central Asia from the beginning up to the middle ages of the second millennium, also appeared in the classrooms after independence. As physics was developed on the European continent in the later period, in the Middle Ages, the majority of physicists of that time were from the European continent, these people are Isaac Newton, Robert Hooke, Blaise Pascal, Ivanjelista Torrichelli, Huygens, Fresnel, Leonid Euler, and others. The portraits of great physicists of the XIX-XX centuries Wilhelm Roentgen, Alexander Stoletov, Albert Einstein, Maria Skladovskaya Curie, Kamerlingh Onnes, Nils Bohr, Ernest Rutherford, Chadwick, Lev Landau, Peter Kapitsa, etc., are in the physics room too. In short, the physics classroom is equipped with portraits of great physicists and is used for educational purposes. For example, during the dynamic's session, students become familiar with Newton's laws. In order to make the lesson more interesting and to keep the knowledge in the student's memory, the teacher can adjust the interesting information about Isaac Newton's life (Golub, 2002) and show the students the portrait of Isaac Newton on the wall of the classroom. While explaining the other topics the portraits of physicists related to laws or rules of the subject are presented. "It is better to see once than to hear a thousand times", this proverb in teaching will ensure that the lesson is effective. It is possible to further increase the effectiveness of the course. For the implementation of this, we recommend the method that has not yet been used in the lessons of physics. This method can be called the "The use of Historical-Financial Symbols" method (Yavidov, 2019). The

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essence of the method is as follows: in addition to the portraits of scientists related to the laws and rules on the subject, the role of these scientists in society, their exemplary personal qualities, the recognition and application of their inventions are discussed. The most important aspect of the method is to emphasize and demonstrate that the work of scientists has been valued, and as a symbol for this, the image of scientists is reflected on the currencies of country. The great services rendered by physicists to their people are appreciated, and their image is reflected on the currencies of nations.

3. Physics on historical-financial symbols

The followings are examples of some physicists (in arbitrary order) being portrayed on some government financial banknotes.



Figure 1. The image of frontside of 1 pound (1978-1984) .

Michael Faraday (1791-1867)

He is the English physicist, who was the first to dilute chlorine in 1824. In 1837 he introduced the concept of dielectric constant in science. He made a

great contribution to the science of physics by introducing similar indescribable innovations into science. The image of the scientist for his great services was printed on state money banknotes. The £ 20 money with the image of Michael Faraday was used for sixteen years, from 1990 to 2006.



Figure 2. The image of the frontside of £ 20 of UK.

Carl Friedrich Gauss (1777-1855)

He is a German physicist and mathematician, who discovered the laws of electric field induction current

for an electrostatic field with M.Ostrogradsky (1801-1862). He co-founded the first electromagnetic phone with W.E.Weber (1804-1891). For his services, his country printed his image on the national currency in his honor.

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Figure 3. The image of 10 Deutsche mark banknote of Federal Republic of Germany (nowadays it is outdated).

Erwin Schrodinger (1887-1961)

The Austrian physicist Erwin Schrödinger is one of the founders of quantum mechanics. He developed the

wave theory of matter. In 1983, a banknote of 1,000 shilling with Schrödinger portrait was issued in Austria. They were used until the country’s transition to the EU currency.



Figure 4. The image of 1000 Schilling of Austria.

Albert Einstein (1879-1955)

A.Einstein is a German physicist who theoretically explained the laws of the photoelectrical

effect (in brief “photoeffect”) and motion of Brownian particle. He is also famous as the founder of the theory of relativity both special and general. Einstein’s image is depicted on a 5-shekel banknote of the Israeli state banknote (Figure 5).



Figure 5. The image of 5 Shekel of Israel.

William Thomson (1824-1907)

Sir William Thomson is British physicist and engineer, born in Belfast. Thomson is famous by his research and discoveries in the of thermodynamics, and in particular, by his work on the mariner’s compass. He

was ennobled in 1892 in recognition of his achievements in thermodynamics becoming 1st Baron Kelvin. Absolute temperatures are stated in units of kelvin in his honour. The portrait of Lord Kelvin is depicted on frontside of 100 pound of Scottish banknote.

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Figure 6. The image of 100 pound of Clydesdale Bank (Scottish Bank).

James Watt (1736-1819)

He is a Scottish inventor. In 1784, he invented the economical and efficient universal steam engine. Saturated vapor pressure was checked for the type of substance. He improved the steam engine, developed a

mechanism for the transmission of piston motion, introduced a unit of horsepower, developed a symbolic monometer, a symbolic vacuum gauge pressure indicator. In the system of international units, the unit of power is named in his honor. The England 50-pound coin depicts James Watt co-starring Matthew Bolton (Figure 7).



Figure 7. The image of frontside of £ 50 of UK.

Niels Henrik David Bohr (1885-1962)

He is a Danish scientist. He is best known for his work on theoretical physics, especially atomic physics.

His image was printed on a 2002 Danish 500 kroner note (Figure 8).



Figure 8. The image of 500 Kroner of Denmark.

Ernest Rutherford (1871-1937)

He is a British physicist from New Zealand, a British colony. The founder of atomic and nuclear

physics, proposed a planetary model of the atom. His image is printed on New Zealand's 100 dollar (Figure 9).

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Figure 9. The image of 100 dollar of New Zealand.

Galileo Galilei (1564-1642)

He is an Italian physicist and astronomer. He was the first to study the laws of plane motion, free fall, the

motion of an object in an inclined plane, the motion of a pendulum, the addition of forces, the relativity of motion, the addition of velocities. His image was printed in 1973 in 2000 Italian lira (Fig. 10).

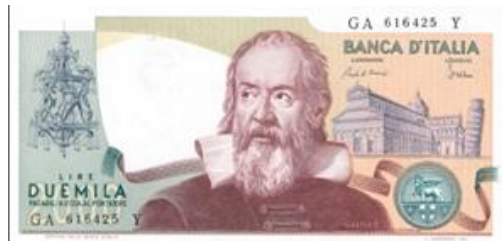


Figure 10. The image of Italian 2000 Lire.

Alessandro Volta (1745-1827)

A. Volta is an Italian physicist and physiologist. In 1775 he invented the electroscope, and in 1781 the

electrometer. In honor of this the portrait of Volta was embodied on the fronside of 10,000 Italian Lira. This currency was introduced in 1984 and had been valid until Italy joined European Union (Figure 11).



Figure 11. The image of Italian 10000 Lire.

Blaise Pascal (1623-1662)

He is a French mathematician, physicist and philosopher. His work is devoted to hydrostatics. The basic law of hydrostatics, known with his name as Pascal's Law, was stated in 1653. He discovered the

principle of hydraulic press functioning as well as he proved the existence of atmospheric pressure. In the International System of Units the unit of pressure is called in the honor of Pascal. The French government reflected the image of Blaise Pascal on its 500 franc coin issued in 1977 (Figure 12).

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Figure 12. The image of French 500 Franc (1977 y.).

Christiaan Huygens (1629-1695)

He is a Dutch physicist, mechanist, mathematician, astronomer. In 1657 he was the first to

invent a pendulum clock. He was a supporter of the wave theory of light. The image of Huygens is printed on a 25 gulden currency (Figure 13).



Figure 13. The image of 25 gulden currency, Netherlands.

Maria Sklodovskaya-Curie (1867-1934)

She is a French physicist and chemist. She was born in Poland. She studied the phenomenon of

radioactivity. She and Pierre Curie discovered new radioactive elements Polonium and Radium. For the works in the filed of radioactivity they won the Nobel Prize in 1903. On the French currency, introduced in 1989, their images were printed (Figure 14).



Figure 14. The image of French 500 Francs (1989 y.).

Maria's grandiose achievements were also recognized by her homeland, Poland. Skladovskaya-

Curie is featured on the front side of 20,000 old Polish Zlotych banknote which was issued by The Narodowy Bank Polski in 1989 and was valid until 1996.



Figure 15. The image of French 500 Franc (1977 y.).

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Nikola Tesla (1857-1943)

He is Serbian electrician. He made several inventions in various fields of electrical engineering. Multiphase generators, electric motors, transformers, multiphase current distribution schemes and so on. In

the honor of his services, the Yugoslav government printed image of Nikola Tesla on its currency. His images have been printed not once but five times on various banknotes. In particular, his image can be seen on the 5, 100, 5000000 and 10000000 dinar coins that have been in circulation over the years (Figure 16).



Figure 16. The image of Yugoslav 5 dinar (1994 y.)

Benjamin Franklin (1706-1790)

B. Franklin is an American statesman, who played a significant role in the struggle of North American colonies for independence, participated in the drafting of the US Constitution, opposed slavery and oppression of blacks. It can be argued that “America made her first contribution to physics in the very important work of Benjamin Franklin” (Bumstead, 1921). Apart from social and political activities

Franklin used to study some physical phenomena, in particular, static electricity and hot-air balloon motion. He was sure that almost all the phenomena of electricity could be explained in terms of a repulsive force between the small weightless particles of the electric fluid and a counter-force of attraction between the particles of the fluid and those of ponderable matter (Buchwald and Fox, 2013). It is believed that he was also one of American physicist-theoreticians and meteorologist. Nowadays, Benjamin Franklin is portraited on 100 US dollar banknote.



Figure 17. The image of Benjamin Franklin on 100 US\$.

The financial currencies mentioned above, in which the famous physicists are depicted, are not isolated cases, but are common in other parts of the world. Printing great ancestors' image on public

money is common not only in European countries but also in the Eastern ones. For example, on the one tenge currency of the Republic of Kazakhstan, introduced in 1993, the image of the great encyclopedic scholar Abu Nasr al-Farabi (873-950) was embodied (Fig. 18).



Figure 18. The image of 1 Tenge (1993 y.), Republic of Kazakhstan.

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Al-Farabi can be considered the ancestor not only of the Kazakh nation or the people of Kazakhstan, but also of all Turkic peoples. Being an outstanding philosopher, he became known as Al-Mu'allim as-Thani or "the Second Teacher - Aristotle of the East".

He is the author of more than 160 works on mathematics, astronomy, medicine, music, philosophy, linguistics, and literature. Al-Farabi introduced the concept of "empty space" (void) to science (McGinnis, 2018). The 1 tenge currency of Kazakhstan was valid until 2012.



Figure 19. The image of Armenian 100 dram(1998 y.).

Similarly, the world-renowned Armenian astrophysicist, founder of the Byurakan Astrophysical Observatory (1946) and inventor of stellar associations (1947) (Lankford, 2013) V.A.Ambartsumian is embodied on the 100 dram banknote of the Republic of Armenia. The 100 dram was introduced in 1998 and is valid at present.

Quite recently, in 2019, Uzbekistan embodied the image of Mirzo Ulghbek (Ulugh Beg) on the frontside of its 100000 so'm. Mirzo Ulughbek was the sultan (the ruler) of Samarkand during (1394-1449) and at the

same time he was one of the greatest astronomers of the middle ages. Ulugh Bek built up the Samarkand observatory in 1420, observed the luminaries, determined the exact coordinates of the stars and wrote a scientific treatise "Zij-i Sultani", which was published in 1437. "Zij-i Sultani" contains the coordinates of almost 1000 stars, which were determined with great accuracy for their time (Fazlioglu, 2008). The "Zij-i Sultani" was influential, translated into European languages and was continuously used in the universities of the world around until the XIX century.



Figure 20. The image of Ulugh Bek on 100000 so'm of the Republic of Uzbekistan (2019 y.).

The list is to be continued. More information on the representation of the image of physicists in historical-financial symbols can be found on the websites ([Redish](#), 2008; Bourjaily).

4. Recommendation

The purposeful use of the above information in physics lessons can help to strengthen the students' comprehension of the topic and increase their interest in physics. Ultimately, this will help increase the effectiveness of physical education. At the same time,

based on the information provided, it is possible to organize an optional lesson for school pupils as extracurricular activity, which will reflect the image of physicists in historical-financial symbols. Given the importance of the issue in educating the younger generation, motivate them to engage with physics, increasing their interest in physics, training them to become globally competitive professionals, and, certainly, educating them in the spirit of internationalism and patriotism, we agree that the use of the above provided information, certainly, help in improving the quality of physics classes and enhance the motivation of young people to engage with physics.

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5. Conclusion

By depicting the image of the great scientists or people and compatriots, who grew up among the nation, in state banknotes the states of the world, do not only perpetuate the memory of scientists, but also educate their citizens, including students, in the spirit of patriotism and encourage them to study science. It ultimately ensures the development of individual, the society, the country, and determines its present and future. Being proud of one's ancestors, the use of symbols, including historical-financial symbols, in the educational process solves a multifaceted and

important educational issue. Keeping in mind that upbringing is inseparable from education, the use of historical-financial symbols in physics lessons proposed in this article not only increases the effectiveness of physics lessons, but also educates students in the spirit of internationalism, patriotism and tolerance.

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Tazagul Kirkbaevna Bayniyazova

Karakalpak Research Institute for Humanities of the Academy of Sciences
of the Republic of Uzbekistan
Republic of Karakalpakstan, Republic of Uzbekistan
Senior researcher

TO THE QUESTION OF LITERARY TRANSLATION IN KARAKALPAK LITERARY STUDY

Abstract: The article is devoted to the study of the problem of literary translation in the Karakalpak literary study. The origin and development of Karakalpak literature in the first quarter of 20th century gave rise to need to master the realistic display of reality, to search for new means of artistic expression. Literary translations play a huge role in this. The author pays special attention to the coverage of literary translation in Karakalpak literary study.

Key words: literary translation, literary relationships, Karakalpak literary study, Karakalpak literature, literature of foreign languages, development.

Language: Russian

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К ПРОБЛЕМЕ ХУДОЖЕСТВЕННОГО ПЕРЕВОДА В КАРАКАЛПАКСКОМ ЛИТЕРАТУРОВЕДЕНИИ

Аннотация: Статья посвящена изучению проблемы художественного перевода в каракалпакском литературоведении. Зарождение и развитие каракалпакской литературы в первой четверти XX века вызвало к жизни необходимость освоения реалистического отображения действительности, поиска «новых» средств художественной выразительности. В этом огромная роль принадлежит художественным переводам. Автором уделено особое внимание освещению в каракалпакском литературоведении вопроса о художественном переводе.

Ключевые слова: художественный перевод, литературные взаимосвязи, каракалпакское литературоведение, каракалпакская литература, литература иноязычных народов, развитие.

Введение

В возникновении и развитии национальной литературы ведущая роль как главной фигуре принадлежит писателю, его таланту, художественному мышлению, творческому мастерству. Взаимосвязи литератур являются одним из факторов, выявляющих способность к созданию художественного произведения, занимающих важное место в проявлении традиций и новаторства в его оригинальном творчестве, а также обеспечивающих обогащение литературы в области содержания и формы, его

всестороннем развитии. Действительно, трудно представить творческие поиски писателя в области поэтического слова, и вообще – развитие литературы без закономерного явления литературного процесса – литературных взаимосвязей. Следовательно, литературные взаимосвязи – это один из факторов, положительно влияющих на её обогащение, способствующих приобщению литературы к положительному опыту других народов.

Общеизвестно, что в 20-30-х годах XX века наблюдается зарождение и формирование

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реалистической каракалпакской литературы на основе устного народного творчества и классической поэзии XVII-XIX веков, а также поэтического опыта иноязычных литератур. В этот период происходит сближение каракалпакской литературы с литературой иноязычных народов, установление литературных связей.

Впервые вопрос о творческих поисках каракалпакских писателей в качестве веления времени был выдвинут К.Аимбетовым, предложившим учиться творчеству у других народов: «русская литература – богатая литература, пользоваться ею – задача молодых писателей» [1]. В постижении мастерства реалистического отображения действительности каракалпакские писатели, наряду с ознакомлением с художественной литературой на языке оригинала, придавали особое значение переводам. Некоторые писатели, помимо создания разнообразных по жанровой форме художественных произведений, занимались ещё и переводческой практикой.

Переводы образцов литератур братских народов имели для отечественных писателей прежде всего практическое значение, тогда как каракалпакские читатели получили возможность в той или иной степени приобщиться к творчеству Навои, Низами, Пушкина, Шевченко, Джамбула и других великих мастеров художественного слова.

Следует отметить, что не всегда первые опыты художественного перевода были удачными, это связано с особенностями творческого самовыражения каждого писателя – представителя культуры других народов, своеобразия созданного им произведения, а равно и свойствами самого каракалпакского языка.

В связи с этим в литературном процессе появляются первые статьи, посвященные проблемам художественного перевода. Например, вследствие того, что не были учтены особенности стихосложения Маяковского, при переводе некоторых произведений данного русского поэта было допущено искажения. В статье «Несколько слов о переводе произведений Маяковского на каракалпакский язык» М.Нурмухамедов обращает внимание на формалистский подход отечественных поэтов к переводу образцов творчества Маяковского. В частности, М.Нурмухамедов обращает внимание на ошибки, допущенные Ж.Аймурзаевым в 1930-е годы XX века [6].

Критике подвергнут и перевод каракалпакский язык басен Крылова. Так, Н.Урумбаев в статье «Басни Крылова на каракалпакском языке» пишет о том, что Ж.Аймурзаев и Р.Мажитов, не вникнув в идейное содержание оригинала, самовольно «исправили» его. И русские басни, которым «присущи

интонация и ритм разговорной речи, были переданы по традиционному образцу каракалпакской поэзии – в форме четырехстрочного стиха. Таким образом, басни Крылова стали песнями, исполняемыми под музыку (т.е. приобрели форму песенных стихов – **Т.Б.**)» [9].

В исследовании М.Нурмухамедова «Влияние русской литературы на возникновение, формирование и развитие каракалпакской литературы», где анализируется проблема исторического пути каракалпакской прозы и поэзии, драматургии, литературной критики, затрагивается также и проблема художественного перевода. Ученый подчеркивает, что переводчикам необходимо правильно понимать содержание произведения, хорошо овладеть двумя языками [7, с.101].

Следовательно, как веление времени на первый план выступает необходимость профессиональной деятельности в области художественного перевода.

Статьи А.Жаксыбаева примечательны тем, что в них автор обращается к теоретическим и практическим задачам переводческой деятельности. В частности, ученый-языковед подчеркивает, что переводческая деятельность соотносима с творческой и переводчик должен с большой ответственностью подходить к своей работе. Дальнейшие наблюдения А.Жаксыбаева за литературным процессом были обобщены в книге «Проблемы художественного перевода» [10].

Установление тесных связей национальной литературы с литературой Востока и Запада, неотвратимый процесс дальнейшего усиления литературных взаимосвязей привели в свою очередь к появлению переводов образцов каракалпакской литературы на языке различных народов мира. Данное обстоятельство послужило фактором, способствовавшим появлению ряда научных статей и исследований в данном направлении.

В своих трудах, посвященных изучению проблемы литературных взаимосвязей, каракалпакские ученые в качестве одной из форм литературных взаимосвязей выделяют переводы. В настоящее время в каракалпакском литературоведении по данному направлению можно встретить работы М.Нурмухамедова, И.Сагитова, Н.Жапакова, С.Ахметова, К.Мамбетова, Х.Хамидова, С.Аллаярова, К.Курамбаева, П.Алламбергеновой, М.Бекбергеновой, А.Хамидовой и других ученых.

Так, в статье К.Максетова «Литература, искусство и наука о литературе, рожденные Октябрьем» приводит сведения об исторических этапах искусства и литературоведческой науки первой половины XX века. Автор останавливается и на вопросе о переводах. Он утверждает, что

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«К.Ауезов считается одним из первых, кто ознакомил с самыми лучшими образцами сокровищницы русской и мировой литературы» и указывает на переводы К.Ауезова из творчества Пушкина («Письмо Татьяны к Онегину»), Мольера («Проделки Скапена») [5, с.10].

Как подчеркивает ученый, если в 20-30-х годах для каракалпакских писателей казахская, узбекская и другая литература близких по языку народов были основным образцом, среди них русская литература послужила большой школой (мастерства – Т.Б.). В это время были также переведены на каракалпакский язык образцы мировой литературы. В годы войны на сцене каракалпакского театра наряду с произведениями, созданными отечественными писателями, были поставлены и пьесы зарубежных авторов, продолжены работы по переводу поэзии иноязычных народов [5, с. 12].

Особое внимание, уделенное в послевоенное время работам в данном направлении, свидетельствует о количественных и качественных изменениях в переводческой деятельности. Если опираться на сведения, приведенные К.Максетовым, касающиеся издания образцов каракалпакской поэзии на русском языке (в 1951-1957-х годах), переводов лучших произведений русской, а также мировой литературы на каракалпакский язык (1947-1957-е гг.), состояния художественного перевода в 1960-1970-х годах, то можно убедиться в усилении связей в среде творческой интеллигенции Каракалпакстана и бывших союзных республик [5, с.24-33].

В годы независимости каракалпакские ученые продолжили исследования в области актуальных проблем национального литературоведения, в которых так или иначе затрагиваются вопросы художественного перевода. Например, М.Бекбергенова в своем изыскании «Проблемы традиции и преемственности в каракалпакской литературе» пишет, что художественный перевод «может выступать и как средство литературных связей, и как форма творческого взаимодействия, способствуя расширению идейно-эстетических возможностей национальной литературы. Со второй половины 30-х годов (XX века – Т.Б.) начинается перевод произведений узбекских, казахских, русских писателей на каракалпакский язык» [2, с. 10]. Согласно мнению автора, каракалпакские писатели и поэты относились к опыту других народов в области поэтического слова как к своеобразной школе мастерства, при этом художественный опыт этих (иноязычных – Т.Б.) литератур вошел изначально в сознание писателей через переводы.

Следует особо отметить заслугу творческой интеллигенции в данной области. Например,

каракалпакские писатели С.Мажитов и К.Ауезов выступили зачинателями художественного перевода.

Народный поэт Каракалпакстана Т.Жумамуратов стоял во главе коллектива поэтов, переведивших на родной язык «Маобитскую тетрадь» М.Джалиля, а также написал предисловие к ней.

Талантливый каракалпакский поэт И.Юсупов посвятил ряд статей вопросам теории и практики перевода [3; 4], а также занимался также переводческой деятельностью. В его творчестве наблюдаются глубокие связи поэтического мастерства каракалпакского народа и мировой литературы. Благодаря Х.Турымбетову, М.Сейтнязову, Ш.Сеитову и другим мастерам слова каракалпакский читатель ознакомился с образцами литератур Востока и Запада, но и получил возможность сравнить их с оригиналом.

Дружественные контакты творческой интеллигенции Каракалпакстана указывают на установление особых взаимоотношений среди представителей разных народов, основанных на глубоком уважении и почитании. Это можно наблюдать на примере узбекско-каракалпакских литературных связей, имеющих далекие исторические корни. Общность происхождения, территориальная близость, сходство культуры способствовали возникновению своеобразных восточных традиций, которые можно наблюдать и в литературной среде. Так, благодаря народному поэту Узбекистана Миртемиру узбекские читатели получили возможность прочитать произведения Бердаха на родном языке. Работа с материалом каракалпакской литературы, знакомство с традициями классиков каракалпакской литературы – Ажинияза и Бердаха привело к созданию Миртемиром ряда оригинальных творений – поэм «На тое Айсанем» (1938), «Воспоминания баксы» (1939), «У берегов Аму» (1946), «День завтрашний» (1947), а позднее – цикла «Каракалпакская тетрадь» (1956-1957).

Восточные традиции наставничества и ученичества ярко проявляются в творчестве известного писателя, академика Г.Гуляма. В научной деятельности Г.Гулям занимался исследованием некоторых вопросов каракалпакской литературы. В творческой деятельности Г.Гулям глубоко почитал классиков каракалпакской литературы Ажинияза и Бердаха, считал своим наставником народного поэта Каракалпакстана А.Дабылова. В свою очередь, каракалпакский поэт, писатель и драматург Ж.Аймурзаев в качестве своего учителя и наставника относился с особым уважением к Г.Гуляму [8, с.51].

Таким образом, узбекско-каракалпакские литературные взаимосвязи способствовали

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творческому росту писателей и обогащению литературы каждого из этих народов.

Исходя из вышесказанного, можно утверждать, что художественный перевод послужил своеобразной школой мастерства как для самих переводчиков, так и для последующего поколения писателей и поэтов. В то же время лучшие произведения каракалпакских писателей к настоящему времени представлены на узбекском, казахском, татарском, русском, корейском, французском и других языках народов мира.

Как мы видим, художественный перевод способствовал проявлению творческого потенциала самого писателя. Интенсивное развитие и глобальная интеграция человечества способствуют неизбежному усилению литературных взаимосвязей, при этом как и для других литератур народов мира, каракалпакской литературе предстоит развиваться и дальше, сохраняя при этом свое национальное своеобразие, целостность и ценность.

В рассмотрении проблемы художественного перевода можно отметить следующие особенности. На начальном этапе зарождения, формирования и развития каракалпакской литературы переводы произведений представителей литератур других народов производились с практической целью,

т.е. имели характер ознакомления с образцами иноязычного поэтического опыта, приобщения к искусству мастерства слова, приобретения навыков в создании разнообразных по своей жанровой форме произведений. При этом можно сказать, что писатели к материалу иноязычных литератур подходили с точки зрения прагматики.

В последующем назревает необходимость творческого подхода к переводческой деятельности, что связано с состоянием развития каракалпакской литературы, накопившей к тому времени определенный опыт и знания в области реалистичного отображения событий и явлений действительности, так и формированием, и развитием национальной филологической науки. В отечественной науке к проблеме художественного перевода обращаются литературоведы, а также ученые-языковеды, поэты и писатели.

Дальнейшая разработка проблем теории художественного перевода является одной из актуальных задач современной каракалпакской литературоведческой науки в связи с необходимостью обобщения полученного ею опыта в области художественного перевода и внедрения в научный оборот накопленного материала.

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Tazagul Kirkbaevna Bayniyazova

Karakalpak Research Institute for Humanities of the Academy of Sciences
of the Republic of Uzbekistan
Republic of Karakalpakstan, Republic of Uzbekistan
Senior researcher

TO THE QUESTION ABOUT ACTUAL PROBLEMS OF KARAKALPAK LITERARY STUDY

Abstract: The article is devoted to the study of the actual problems of modern Karakalpak literary study. This problem is considered in close connection with the opinions in literary study of other peoples. The author pays special attention to the origins of the Karakalpak literary study. Based on the concept of trends in the modern literary study, a thesis on the prospects for the development of the literary study in Karakalpakstan is put forward.

Key words: Karakalpak literary study, stage, development, direction, problem, national literature.

Language: Russian

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К ВОПРОСУ ОБ АКТУАЛЬНЫХ ПРОБЛЕМАХ КАРАКАЛПАКСКОГО ЛИТЕРАТУРОВЕДЕНИЯ

Аннотация: Статья посвящена изучению актуальных проблем современного каракалпакского литературоведения. Данная проблема рассмотрена в тесной связи с мнениями в литературоведении других народов. Автором уделено особое внимание истокам каракалпакского литературоведения. С опорой на концепции о тенденциях в современном литературоведении выдвинут тезис о перспективах развития науки о литературе в Каракалпакстане.

Ключевые слова: каракалпакское литературоведение, этап, развитие, направление, проблема, национальная литература.

Введение

Как известно, литературоведение в качестве основного объекта изучает литературу как результат поэтического словотворчества. В возникновении и развитии национальной литературы ведущая роль как главной фигуре принадлежит писателю, его таланту, художественному мышлению, творческому мастерству. Действительно, литература – летопись, повествующая о радостях и скорби народа, его истории и судьбе [14, с.22], слово, передающее несравнимую точку зрения на индивидуальность человека, его (внутренний – *Т.Б.*) мир [3, с.84]. Наряду с этим, «и при передаче взглядов людей на жизнь, на общество, восприятия мира художественная литература

является видом искусства, не имеющим альтернативы» [16, с.107].

Известно, что литературоведение как система, вбирающая в себя форму национального мышления, научную мысль, возникла в Каракалпакстане в 20-30-х годах XX века. Конечно, любое явление не может возникнуть само по себе, без какой-либо причины, поэтому художественно-эстетические мнения и элементы литературно-художественных воззрений в духовно-культурном наследии, ярко отражающие мировосприятие каракалпакского народа, а также достижения литературоведения других народов послужили фактором, обеспечившим эволюционный путь национального литературоведения. Помимо этого, историческая

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действительность первой четверти XX века сыграла важную роль в возникновении и формировании каракалпакского литературоведения.

Литературоведение нацелено на анализ, объективное исследование значения и специфики литературы, его общественной функции, а также на изучение закономерностей литературного процесса, эстетическую оценку образцов литературы. «Эти важные задачи должны быть решены с опорой на единые (т.е. национальные – Т.Б.) научные исследования и методологические принципы» [5, с.17.]. С.Ахметов в ходе изучения истории каракалпакской литературной критики при поиске корней национальной критики обращается к фольклору и классической литературе и пишет следующее: «вопрос о понимании прекрасного в природе, оценки в жизни добра и зла, красоты человека существуют с давних времен, и со временем он был обработан, дополнен и оформился в качестве определенной нормы» [1, с.6.]. Это высказывание в равной степени относится не только к каракалпакской литературной критике, но и литературоведению, имеющему тесную связь с ней.

Необходимость изучения истории литературоведения обосновывается А.Куриловым следующим образом: «Вопрос о том, когда и как возникла литературная наука в той или иной стране, очень существен. Это <...> вопрос о своеобразии перехода определенного круга знаний и представлений о литературе, свойственных каждому народу, в науку о литературе, когда данная литературоведческая мысль, оставаясь национальной по своим понятиям и форме выражения, уже становится всеобщим достоянием, приобретая общечеловеческое значение» [12, с.4.].

Как известно, истоки европейского литературоведения берут начало с античных времен. В совершенствовании знаний в области литературы важное место занимают труды Аристотеля, Горация, Ю.Скаллигера по поэтике. По утверждению М.Лоскутниковой, собственно русские исследования историко-теоретического характера обнаруживаются в первом великом национальном источнике — «Слове о полку Игореве», где отражены размышления об историко-публицистическом и художественно-вымышленном освещении действительности, и что становление литературоведения как самостоятельной науки происходит на рубеже 1830—1840 годов [13, с.10].

То есть в России «литературоведение как особая наука формируется и утверждается в середине XIX в. <...> В это время из двух наук «о красоте выражения в слове» – поэтики и риторики – формируется одна, единая теория художественной литературы» [4, с.10].

В литературоведении тюркских народов также был высказан ряд мнений по истории науки о национальной литературе. Так, в истории казахского литературоведения Е.Ысмайыловым, Т.Какишевым, Ж.Смагуловым и Ж.Кенжебековой выделяются несколько периодов, в то время как А.Исимакова указывает на следующие этапы: 1. Начало казахского литературоведения (охватывает промежуток времени, начиная с литературы древних времен до начала XX века); 2. Формирование казахского литературоведения как профессии (1905-1930-е гг.); 3. Формирование казахского литературоведения в советское время (1926-1956-е гг.); 4. Развитие казахского литературоведения в советское время (1957-1990-е гг.); 5. Литературоведение периода независимости (начиная с 1991 г.) [4, с. 12].

В «Истории узбекской литературной критики» говорится о возникновении национального литературоведения в начале 30-х годов XX века как результат развития литературной критики, и что отечественное литературоведение получило свое начало в 1920-х годах с изучения литературы до 1917 года на научной основе [19, с.199].

В учебнике «История узбекской литературной критики» указывается, что «истоки узбекской литературной критики уходят в далекое прошлое», и делается попытка раскрыть его историю начиная с XX века [15, с.34].

З.Курбановой в истории лезгинского литературоведения выделены следующие этапы: истоки национального литературоведения (с последней четверти XIX века), 1920-1930-е годы, 1940-1950-е годы, 1960-1970-е годы, 1980-1990-е годы, современное лезгинское литературоведение [4].

В «Истории башкирской литературы» подчеркивается, что литературоведение возникло в Башкирии в целом немного позже, то есть в 1920-х годах. Авторами книги выделяется несколько периодов в развитии башкирской литературы; как утверждают авторы книги, хотя башкирское литературоведение как отрасль науки и сформировалось сравнительно недавно, но в то же время литературно-общественное мышление существовало на всех этапах развития башкирской литературы [8, с.469-484]. Как мы видим, при изучении истории национального литературоведения учеными ведется поиск истоков данной отрасли науки.

Сведения, касающиеся истории каракалпакского литературоведения, можно встретить в трудах таких ученых, как М.Нурмухамедов, И.Сагитов, Б.Исмаилов, Ж.Нарымбетов, С.Ахметов. Например, в статье И.Сагитова и Б.Исмаилова «Зарождение и развитие каракалпакской советской литературной критики и литературоведения» на историческом

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пути науки о литературе выделяется два этапа [17, с. 161-181].

В книге «Каракалпакская литературная критика» С.Ахметовым в истории отечественной критики определяются следующие периоды: 1) первая пора каракалпакской литературной критики (1930-е гг.); 2) период формирования литературной критики и становления (1950-1960-е гг.); 3) период развития литературной критики в жанровом отношении (1970-1980-е гг.) [1, с. 22-23].

В то же время, если среди упомянутых выше ученых прислушаться ко мнению казахских и узбекских литературоведов, можно понять, что будет верным начать изучение истории национального литературоведения с древних времен. Ибо «наука о литературе, начиная с первых мнений, пояснений, исторических сведений, информации об истории народа, уяснения содержания произведения до процесса зарождения и формирования прошла долгий путь становления» [18].

Действительно, такие образцы устной литературы, как Сказка о женском царстве («связанная с правителем древней Ассирии, эпос «Сорок девушек»), отражающая события V века до н.э., а также исследования таких ученых, как П.П.Иванов, С.П.Толстов, Т.А.Жданко, С.Камалов, М.Нурмухамедов, дают возможность значительно сдвинуть вглубь границы истории национального литературоведения.

Изменения во взглядах общества конца XX века характеризуются усилением внимания к национально-культурным, общечеловеческим истокам. Опираясь на национальные традиции в области поэтического слова и достижения мирового научного мышления, каракалпакское литературоведение в период независимости получило возможность приобщиться к системе новых методов и способов художественного анализа.

На протяжении своего почти векового пути развития в каракалпакском литературоведении подвергнуты анализу с теоретической и практической точек зрения материалы национальной литературы, начиная с древних времен, до современной литературы. Опыт, накопленный в данном направлении, дает возможность определить перспективные направления предстоящих исследований.

В настоящее время целесообразно ориентироваться на тенденции мирового литературоведения. Так, согласно мнения академика С.Каскабасова, эти тенденции состоят из сближения литературоведения с психоанализом, философией, социологией, антропологией; повышением герменевтической рефлексии на более высокую ступень; вытуплением повествования от «первого лица» в

качестве критически-дискурсивной силы, кроме этого, включают в себя такие методы и научные подходы, как структурный и семиотический, сравнительная поэтика [10, с.126.].

Помимо этого, для литературоведения отдельных народов характерно определение перспектив своего развития. Так, главная тенденция современного русского литературоведения заключается в стремлении понять литературный текст как оформленное значение, обращенное к "другому" и созданное с задачей передать как главную ценность свою жизненную точку зрения (в форме нравственной позиции литературного героя или "точки зрения текста") [2, с.25].

В татарском литературоведении рассматриваются такие вопросы, как тип творчества, течения, направления, творческий метод, литературные жанры, трансформация жанров, «новый реализм», изменения в поэтике словесного искусства и др.

В свою очередь, в каракалпакском литературоведении важное место занимают выполнение таких задач, как изучение биографии ученых, способствовавших развитию национального литературоведения, издание академических сборников научных трудов, составление истории каракалпакского академического литературоведения.

Нужно организовать единый научный Центр, который бы работал с архивными материалами и другой базой информации, необходимой для науки Республики Каракалпакстан.

Кроме этого, имея в виду расширение терминологической базы современного каракалпакского литературоведения, целесообразно создать словарь литературоведческих терминов; исходя из современных тенденций мирового литературоведения, в качестве необходимых для отечественного литературоведения направлений следует указать организацию мероприятий (международные симпозиумы, конференции и т.д.), способствующих интеграции с научными центрами мира; освобождение литературы от социалистических догматических уз привело к изменениям и обновлениям в ней.

И, как следствие подобного процесса обновления, «многообразие художественных идей, стилей, форм, существующих одновременно, создает уникальную культурную ситуацию современности. Для ориентации в ней необходимы не только вкус и эстетический опыт, но и знание теоретических концепций, позволяющих выработать критерии оценки и анализа художественных произведений» [7, с.4].

В то же время, важно овладеть комплексным анализом, такими как психоаналитическим, структурным, мифологическим,

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экзистенциальным,
психокритическим,
лингвостатистическим,

герменевтическим,
семиотическим,
синергетическим,

лингвопоэтическим, феноменологическим и другими
научными методами современного
литературоведения [6].

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M.E. Irismetov
Republican Scientific and Practical Medical Center of Traumatology and Orthopedics (RSSPMCTO)
Researcher

F.R. Rustamov
Republican Scientific and Practical Medical Center of Traumatology and Orthopedics (RSSPMCTO)
Researcher

N.B. Safarov
Republican Scientific and Practical Medical Center of Traumatology and Orthopedics (RSSPMCTO)
Researcher

SURGICAL OF TREATMENT OF THE MEDIAL COLLATERAL LIGAMENT OF THE KNEE JOINT

Abstract: *The reconstruction of the medial collateral ligament of the knee joint has lost its relevance to our time. There are still difficulties in reconstructing the rupture of the medial collateral ligament. In order to improve the results of treatment of this pathology, we set a goal to improve the method of surgical treatment and thereby reduce the rehabilitation time. During the period of 2015 - 2020 about 78 patients with rupture of the medial collateral ligament were operated using our method.*

Key words: *medial collateral ligament, knee joint, gracilis muscle (m. gracilis), knee joint instability, frontal instability.*

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Introduction

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Relevance

The knee joint (KJ) takes one of the first places in the frequency of joint damage and its damage accounts for up to 25% of all injuries of the musculoskeletal system. This is due to many factors, one of the main is the increasing frequency of doing sports[14;16].

The medial collateral ligament (MCL) is a major stabilizer of the knee joint. It is the most common ligament injured in the knee, particularly in athletes, and has been reported to be torn in 7.9% of all knee injuries[12].

Ruptures of the ligamentous apparatus of the knee joint, which are the cause of chronic instability, occupy the second place in frequency in the structure

of traumatic pathology of the knee joint after damage to the menisci, amounting, according to various authors, from 27 to 52%. Among isolated injuries of ligamentous structures, injuries of the anterior cruciate ligament occupy the first place (33–92%), followed by the complex of the medial collateral ligaments (19–77%) [3;8;9].

It is necessary to know anatomy of the knee in treatment of medial collateral ligament injuries. The anatomy of the medial side of the knee is complex, being composed of three tissue layers and multiple components with interconnections to the joint capsule, the muscle-tendon units, and the medial meniscus. The ligamentous sleeve spans the entire medial side of the knee from the medial aspect of the extensor mechanism to the posterior aspect of the knee adjacent to the posterior cruciate ligament. The majority of the

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basic anatomy has been described by James, Warren, Hughston, and others[1;6;7;15].

There are several diagnostic methods to reveal of medial collateral ligament injuries: x-ray, ultrasound investigation, MRI. Each method has its advantages and disadvantages[2;5;10;11].

Despite a significant number of works devoted to injuries of the medial collateral ligament, there is still no common approach in the recommendations for surgical or conservative treatment, depending on the severity of the injury, the degree of instability, the timing and the extent of surgical intervention. There is also no consensus regarding the plastic material for replacing injuries of the medial collateral ligament [4;13].

Considering the above, we decided to improve the results of surgical treatment of patients with injuries of the lateral collateral ligament of the knee joint, by means of an individual approach, depending on the accompanying intra-articular injuries, where patients were divided into 3 groups: combined medial collateral ligament rupture with cruciate ligament ruptures; combined medial collateral ligament rupture with meniscus tears and combined medial collateral ligament rupture with ruptures of the cruciate ligaments and menisci.

Material and methods:

78 patients with rupture of the medial collateral ligament were operated according to our method during the period of 2015 to 2020. Of these, 63 are men and 15 women. The patients' age was from 15 to 64 years. The duration of the injury varied from 7 days to 3 years. Among the injuries of the medial collateral ligament there were 65 old ones and 13 cases were fresh damage. The side of injury in 40 patients was right, in 38 patients it was left. Isolated ruptures of the medial collateral ligament were observed in 8 patients, 70 patients had injuries of other elements of the knee joint (combined). We divided the combined damage into three groups:

1. Combined medial collateral ligament rupture with cruciate ligament ruptures:
 - a) anterior cruciate ligament - 22 cases;
 - b) posterior cruciate ligament - 11 cases.

2. Combined medial collateral ligament ruptures with meniscus tears - 2 cases.

3. Combined ruptures of the medial collateral ligament with ruptures of the cruciate ligaments and menisci - 35 cases.

When restoring the medial collateral ligament, we used three types of operative placement based on the duration of the injury and the presence of concomitant injuries to the elements of the knee joint. In the Department of Sports Injury (Republican Scientific and Practical Medical Center of Traumatology and Orthopedics) under the Ministry of Health of the Republic of Uzbekistan a new surgical method of surgical recovery in the treatment of the medial collateral ligament ruptures of the knee joint has been developed using an autograft from the gracilis muscle. This method was applied in 20 patients, ligament suturing was used in 24 cases, lavsanoplasty - in 34 cases.

To clarify the nature of structural changes in the elements of the knee joint, providing the stability of the knee joint, all patients underwent clinical and radiological examination, densitometry, arthroscopy, ultrasound and MRI studies.

Operation technique

When the limb is bent at the knee joint at an angle of 20 °, the first incision 2-3 cm long is made in the area of affixion of the gracilis muscle on the medial surface of the proximal part of the lower thigh. Soft tissues are dissected in a sharp and blunt way layer by layer. Then, an autograft is isolated and cut off from the tendon of the gracilis muscle (m. gracilis tendon) 25-30 cm long from the place of distal affixion of the ligaments on the tibia (Picture 1). A second 3 cm incision is made in the medial femoral condyle. The skin and underlying tissues are mobilized. Then the isolated autograft is drawn with the help of an instrument from the distal place of attachment to medial femoral condyle (Picture 2).

Skeletonization of the femur from the medial epicondyle to the adductor tubercle is performed. Then, through the incisions made, a horizontally V-shaped bone canal is shaped at an angle of 45° to the femoral condyle with a diameter of 4 mm.

(Picture 3)

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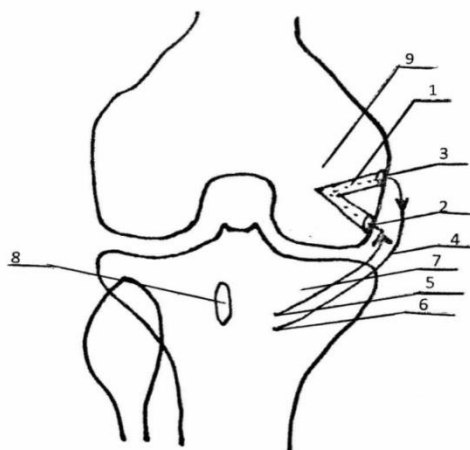
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Picture 1. Skin incision and extraction of autograft



Picture 2. The isolated autograft is drawn with the help of an instrument from the distal place of attachment to the medial femoral condyle.



Picture 3. Shaping a horizontal V-shaped bone canal at an angle of 45° to the femoral condyle with a diameter of 4 mm.

in which: 1 - V-shaped bone tunnel on the medial femoral condyle; 2 - distal entrance to the tunnel, 3 - proximal entrance to the tunnel, 4 - autograft from the tendon of the gracilis muscle (m. gracilis tendon); 5 - the place of attachment of the gracilis muscle (m. gracilis tendon); 6 - the place of fixation of the autograft from the tendon of the gracilis muscle (m. gracilis tendon) on the medial side of the tibial

tuberosity; 7 - internal (medial) condyle of the tibia; 8 - tibial tuberosity, 9 - internal (medial) condyle of the femur.

Then, along the obtained bone canal, from the distal end to the proximal and back to the place of distal attachment of the gracilis muscle on the tibia, an autograft is carried through from the tendon of the gracilis muscle (m. Gracilis tendon) (Рис.4).

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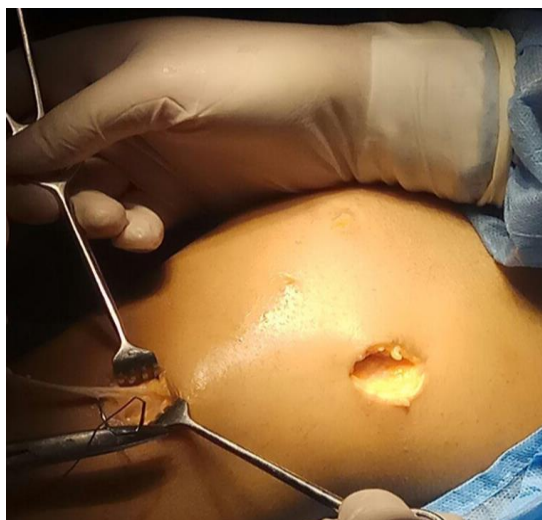
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Рис. 4. Through the resulting tunnel, from the distal exit to the proximal one, an autograft is carried through from the tendon of the gracilis muscle (m. gracilis tendon)

The free end of the autograft from the tendon of the gracilis muscle (m. Gracilis tendon) is sutured under tension with non-absorbable transosseous

sutures to the place of distal attachment of the ligaments on the tibia (Picture 5).



Picture 5. Reverse excretion to the site of distal attachment of the gracilis muscle on the tibia.

The free end of the autograft from the tendon of the gracilis muscle (m. Gracilis tendon) is sutured under tension with non-absorbable transosseous sutures.

The wound is treated, sutured in layers. An aseptic bandage is applied. The limb is immobilized with a plaster cast or special orthoses for three weeks.

Postoperative management.

Immediately after the surgery, a special orthosis is placed on the operated limb for the period of 3 weeks. To reduce edema and hemarthrosis, ice is placed on the operated knee area for 10-15 minutes every 1 hour for up to 10 days. From the next day, isometric exercises are prescribed: movements of the patella, raising the limb by 10-15 cm to prevent hypotrophy of the thigh muscles. A course of antibiotic therapy, anticoagulants of indirect action, anti-inflammatory drugs is prescribed. The orthosis is

removed on days 20-21, the working out of the joint is prescribed. In the first week after immobilization, dosed flexion is allowed, with a gradual increase in flexion. Walking is allowed with crutches for two weeks, from the 14th day, walking without crutches is allowed with partial load. Also, patients are recommended special exercises to prevent hypotrophy of the thigh muscles. A full rehabilitation program is recommended for a period of 3 months. Patients are allowed to go in for sports after 6 months.

Results and its discussion

The patients were examined after 6-7 months after operation. The condition of the knee joint was assessed using the Lysholm scale. This scale evaluates the assessment of the knee joint on several indicators, like lameness; the use of additional walking devices, such as crutches, sticks; descending and ascending the

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stairs; squatting; stability; edema; pain and atrophy of the thigh muscles.

According to this scale, when trauma was isolated, 6 (75%) patients showed excellent results (more than 90 points), 2 (25%) patients had good results (84-90 points). When trauma was combined, 51 (65.4%) patients had excellent results (more than 90 points), 27 (34.6%) patients had good results (84-90 points). By the time of the examination, lameness disappeared in all patients, all patients walked without additional devices, they did not notice any difficulties descending and ascending stairs. When the injury was combined in 8 patients, there was a hypotrophy of the thigh muscles, for which the strengthening of the thigh muscle was recommended, we associate this with the severity of the injury. No one had edema. Radiographs in stress valgus in the preoperative period averaged 6.2 mm on the side of the rupture in comparison with the contralateral normal knee joint, and in the postoperative period this indicator was 1.3 mm.

After the operation, the operated limb is immobilized with special orthoses for 3 weeks, after which the special orthosis is removed, movements in the knee joint are allowed. At the end of the first week,

knee flexion is allowed. The load on the limb is allowed after a month. In all patients, the immediate (from 3 weeks to 6 months), long-term (from 6 months to 12 months) results were traced, they were noted as good and excellent. The criteria for evaluating good results were the restoration of frontal instability of the knee joint. The objective of the proposed method is to simplify and shorten the operation time, reduce trauma and reduce postoperative complications.

Conclusion

Thus, the proposed method is a relatively simple and affordable, it can improve the results of surgical treatment of injuries of the medial collateral ligament of the knee joint, reduce postoperative complications, and allow patients early working out of the knee joint. It minimizes the use of additional tools and assistants. Shaping of a V-shaped bone tunnel increases the strength of fixation, reduces the invasiveness of the operation, since an autograft from the tendon of the gracilis muscle (m. gracilis tendon) is carried through along anatomical projections and replaces the function of the medial collateral ligament of the knee joint.

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Dilfuza Muminovna Teshabaeva

Uzbek State University of World Languages
Doctor of Philology, Professor

PRESS LANGUAGE: TEXT ANALYSIS

Abstract: All language tools in the newspaper serve the purpose of persuasion and propaganda. The use of a particular linguistic tool is determined by the characteristics of their social assessment. Because every word, phrase, addition, sentence, paragraph in the text must have an impact on the audience. It is this feature in linguistic media that is the most important and fundamental to them, and distinguishes press texts from other types of style. The print media and the mass media newspapers, magazines, radio, television, news agencies — do this every day, every hour, every minute. In carrying out this task, different views of the press are involved differently depending on their characteristics and capabilities. Newspapers play a key role in this regard, the main part of any newspaper activity, the main place in its pages is devoted to information.

Key words: mediatext, linguistics, stylistics, syntagmatics, media language, semema, information, news, discourse, standardity, expression

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Introduction

Mass communication is seen as a new entity that is at the center of modern linguistic processes. In it the literary and non-literary spheres are in a state of constant interaction. Because mass communication is inherently absorbing and permeable, it encompasses all of the linguistic means by which socially important topics and plots, as well as the meanings of social evaluation, are acquired.

The standardization of speech reflects the tendency of the language to form automated, regular, stable means of expression, the usual, socially reinforced methods of naming and evaluation.

Another area that opposes and interacts with the tendency to automatism and regularity is the tendency to disrupt the automation of speech formulas, to update them, to strive for expressiveness. The process of interaction of these tendencies encompasses the whole literary language, all its styles. However, in each of them, this interaction occurs in its own way, according to existing factors and laws. The process described in the language of journalism is manifested as “the obligatory and direct - regular interaction of the standardized and expressive links of the speech chain, their exchange and contrast. This will depend

on the specifics of the reality of the newspaper being modeled” [Teshabaeva D.M., 2012; 112].

Newspaper-speech standardization has a social communicative and evaluative direction, artistic-speech standardization has an individual-communicative direction. The newspaper relies on a standard that is openly used many times, based on propaganda, evaluation feature and in most cases, emotional impact.

It is no secret that the standard is associated with the negative features of the language and reflects the negative factors such as uniformity, repetition. However, the standard is not only contrary to the diversity of a language, but also implies diversity, implying individual skill, uniqueness, taste and other qualities from the use of a language. The skill lies in the richness of ready-made phrases (the greater the stock of speech formulas, the richer the language), the skillful selection of them, the use of new, influential standards, rather than outdated, expressive-evaluative patterns. Obviously, the standard is also of great aesthetic importance. It is the basic building material of any speech, including speech intended for aesthetic and journalistic influence. The aesthetic role of the

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standard is to create individual, unique works from “unified details”.

The pragmatic (i.e., direct propaganda,) significance of the standard is no less. Because it is used in the newspaper as its direct evaluator, it is used to express and reinforce slogans, appeals, political assessments, and so on. For example: «ИНСОН

According to French linguist Sh. Bally stereotypes are caused by the speed of journalism, the repetition and periodicity of topics and situations [Bally S., 1961;109]

Responding to a chosen topic, evaluating it, in other words, looking for ways to express emotions, leads to the fact that language tools that serve such communicative purposes soon fall into the category of patterns and templates. G. Vinokur said that, stereotyping in press speech is a natural and progressive process. It aims to create ready-made speech forms for a variety of communication areas and purposes [Vinokur G.O., 1928; 182-184].

Researchers also have unique ideas about patterns and templates, phrases and words. According to it, excessive “molding” can make a text or speech dry, stencily, boring. However, the mold does not contradict the linguistic diversity and richness, but at the same time requires from the author individual skill, peculiarity, originality and high taste.

The tendency of standardization in press language was analyzed in the news texts. News in Arabic means to convey an information. News intended for the public are called media or social information.

It should be noted that news is a short information published in the press or broadcast by radio, television and news agencies. Of course, in the task of informing the press these small genres play a key role. But this social function of the press is not limited to news, on the contrary, also includes various other genres. In other words, the task of informing press covers all aspects of society, its socio-political, economic-industrial and cultural-spiritual spheres. For instance:

So, the image, that is, the broad, complete delivery of the events of social life to the public, is the main social function of the press, the most important work it constantly performs.

News text is a type of a text that quickly conveys to the public the events that take place in the environment and reflect the real world scene. It is no coincidence, of course, that the total volume of news text in the media space is significantly larger than other mass communication texts.

Every day the number of news prepared through the media channels is constantly growing compared to every year. This fact is the result of the rapid development and improvement of methods of mass dissemination of information, the emergence of new digital media technologies. The news that form the basis of a single media stream, the structure of the

modern information space, reflect today's worldview. This type of a text presents all the basic features of the field of speech use in a fully concentrated form. This makes it possible to define it in the media system as a whole, in particular, as the main texts of the English and Uzbek media.

The main purpose of the text of the news is to inform people about socially significant events in the country and abroad, to inform about the events and their characteristics. The objective form of information presentation is achieved through the approach of the journalist or reporter, interviews of interlocutors, participants of the event, the presence of several layers in the texts of speeches of experts emphasizing the reliability of the transmitted information. Thus, the text of news is a “synthesis”, “fusion” type of many individual texts.

V.N. Demyankov developed the concept of the semiotics of the media text and described it as follows: “For the semantics of the media, reality, that is, how news are created and in what order they are placed, is very important” [Demyankov V.N., 2004; 68]. The semantics of the word news also includes the semantics of “information”. The higher the level of realism in the news, the more effectively the text also performs the function of conveying the news in life. The factual approach to the media is marked by its relevance to the latest media [Bakieva G.X., Teshabaeva D.M., 2019; 48].

News texts have a number of factors that predetermine linguistic-stylistic features. When it comes to the linguistic features of this type of a text, despite some differences in the language of news in individual media, researchers point out that the method of news distribution is formed mainly on the basis of the printed word.

In the analysis of certain material, such as novelty texts in some English presses, all of them are distinguished by certain stable characters at the linguistic and stylistic levels. At the same time, each of these features reflects the dynamics, informativeness, objective coverage and neutral style of the news text, and other important features.

The cases of using different forms of the passive ratio are different and varied. Attempting to systematize news contexts using this has made it possible to distinguish the following most typical categories.

The first and most common are the use of passive forms, which constitute a group, in which information is transmitted without reference to any source and transmitted directly on behalf of a publishing editorial or news agency. The intensive use of passive forms here is largely due to the pursuit of objective neutrality: the style of news texts must be extremely neutral, authorless. It is therefore natural to give preference to the passive proportion in its development or “creation”.

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The second group consists of news in which the source of the information is not directly indicated and contains a hidden link: but its existence is implied by the use of certain expressions.

Here some passive structures in which the verbs *to inform, to report, to know, to say, to be reported, to be said, to be known* are used: “*The World Meteorological Organization said Thursday, adding that it was “concerned about the increasing impact” on weather forecasts worldwide*” (“New York Times”. 18.05 2020). In this special group we can include news telling stories about ceremonies, earthquakes, floods, man-made disasters, and other similar events [Dobrosklonskaya T.G., 2005].

The analysis shows that there is a much higher concentration of passive forms in news on *weather, climate, sports, compared to political texts, economic problems, cultural news*. For example, “*Humanitarian officials are worried that by packing people into shelters, coronavirus infections could spread even further*” (“New York Times”. 18.05 2020).

It should be noted that the special role of passive proportions in novelty texts is due to the fact that the replacement of active forms of prediction with passive also allows to distinguish the political and ideological significance of the news. This feature of the passive has been noted by many English authors, especially those working in the field of “critical linguistics”. They make the important point that the choice of different language means to express a particular content in news texts is ideologically determined.

Thus, “Information is in a sense “necessary” information in a news, which is perceived by the audience as knowledge, norms, values, and thus affects the audience”. Media language has dominated among all functional types of national language. It combines the resources of all functional styles. In other words, the language in the media space today is a composite image of the national language.

The newspaper-journalistic style, the specificity of the media and propaganda means, on the one hand, imposes certain restrictions on the use of figurative words, on the other hand, it is based on the functions of the newspaper-journalism style as if they were specialized.

The speech structure of a journalistic text also depends on the proportionality of the linguistic units that contain the conceptual words, the meanings of the assessments. The propensity for social evaluation is one of the main features of press texts.

Clearly, the language of the newspaper, by its very nature, is not merely the narration of objects,

events, but the ability to evaluate them on behalf of any social group, stratum, or society. This law has existed since the appearance of the first newspapers and magazines and has also determined the semantic development of its lexicon. It is from a social point of view that evaluation requires the selection of appropriate words from common language and other sources, the press expands the vocabulary (e.g., as a result of democratization), and determines the general stylistic features of lexical units.

The principle of social evaluation of the language of journalism determines the form, type of speech, which is reflected in its structure. Hence, the structure of the journalistic type of speech is fully consistent with its most important task - the task of direct exposure to the reader. The main feature of journalistic language is that the position of the creator of speech corresponds to the author's “I” with the openness, authenticity, subjectivity and one-sidedness of journalistic speech [Language and style of media and propaganda., 1980].

It is necessary to study the expressive language tools in the language of the newspaper from the speech-cultural aspect.

In order to increase the effectiveness of the language of the newspaper, it is often the case that words and phrases that do not correspond to the culture of speech are used as a result of the misuse of a language. The only way to prevent such mistakes is to increase the speech culture and experience of journalists.

CONCLUSION

In any media verbal text, along with the norms of universal language, it is also required to follow the norms of literary style, which is a manifestation of it. Within the framework of this method, oral communication is carried out in formal situations. The use of visual aids depends on the characteristics of the press language genre. They help to move away from standardization in a language and make press language more effective.

Speaking of the newspaper-journalistic style, it should be noted that the formation and development of the newspaper-journalistic lexicon is determined by two main factors, two main tasks: on the one hand, the news, information, on the other hand, propaganda is an important necessity.

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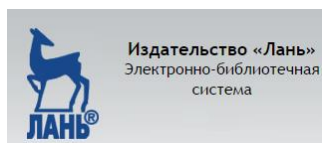
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