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## THE DEFORMATION DEGREE OF VARIOUS MATERIALS DURING THE COMPRESSION TEST

**Abstract:** The results of the computer calculation of the compression process of the standard specimens made of aluminum, copper, armco iron, cast iron, ceramics and concrete are presented in the article. The analysis of the compression ratio of materials under conditions of shortening the specimen height by 50% from the initial height was performed. It is determined that the greatest degree of compression is observed during deformation of the specimens made of aluminum and concrete.

**Key words:** the specimen, the compression test, deformation, ratio.

**Language:** English

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### Introduction

Compression of the standard specimens is performed to determine the mechanical properties of brittle and ductile materials (for example, the compressive strength) [1]. The strength of material can be determined by the degree of volumetric deformation (fracture) of the specimen under the action of the applied load [2]. The analysis of fracture of the cast iron specimens during compression on the testing machine was performed in the work [3]. The specimen shortening under the load by 30% from the initial height leads to partial fracture of material (the symmetrical formation of cracks by the diameter at the angle of 50 degrees relative to the centerline of the specimen). Taking into account the fact that the nature of the cracks formation in the specimen on both sides is different, it can be concluded that the intensity of compression deformation of material along the section is different. The degree of compression deformation of brittle and ductile materials can be determined by

the mathematical calculation of the dynamics of the compression process of the specimens on the computer. The ratio value will reveal the percentage of volumetric deformation of material during compression.

### Materials and methods

The computer calculation of the compression process of the specimens models made of aluminum, copper, concrete, cast iron, armco iron and ceramics was implemented in the ANSYS Autodyn 14.5 program [4]. The specimens models were cylinders with the diameter of 4 mm and the height of 4.5 mm. Each specimen was subjected to the variable load applied to the free from basing the end surface of the model. Deformation of the specimens models was carried out in accordance with the Lagrangian formulation. The materials properties of the specimens and the compression test scheme are presented in the table 1 and in the Fig. 1, respectively.

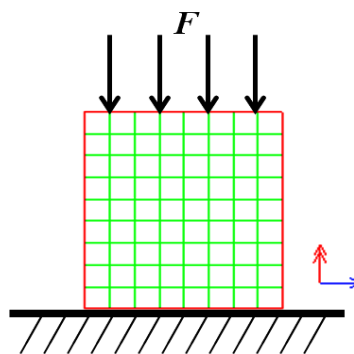
**Table 1. The materials properties and the compression test scheme of the specimens.**

Aluminum [5]			Concrete (compressive strength is 25 MPa) [6]		
	Reference density	2.71 g/cm <sup>3</sup>		Reference density	2.75 g/cm <sup>3</sup>
EOS	Equation	Shock	EOS	Equation	<i>P</i> alpha
	Gruneisen coefficient	2.1		Porous density	2.314 g/cm <sup>3</sup>
	Parameter <i>CI</i>	5.38×10 <sup>3</sup> m/s		Porous sound speed	2.92×10 <sup>3</sup> m/s
	Parameter <i>SI</i>	1.337		Initial compaction pressure	2.33×10 <sup>4</sup> kPa
Strength	Equation	von Mises		Solid compaction pressure	6.0×10 <sup>6</sup> kPa
	Shear modulus	2.69×10 <sup>7</sup> kPa		Compaction exponent	3.0
	Yield stress	2.9×10 <sup>5</sup> kPa		Solid EOS	Polynomial
Iron-C.E.				Bulk modulus <i>A1</i>	3.527×10 <sup>7</sup> kPa
	Reference density	7.89 g/cm <sup>3</sup>		Parameter <i>A2</i>	3.958×10 <sup>7</sup> kPa
EOS	Equation	Linear		Parameter <i>A3</i>	9.04×10 <sup>6</sup> kPa
	Bulk modulus	1.64×10 <sup>8</sup> kPa		Parameter <i>B0</i>	1.22
	Reference temperature	300 K		Parameter <i>B1</i>	1.22
	Specific heat	452.0 J/(kg×K)	Parameter <i>T1</i>	3.527×10 <sup>7</sup> kPa	
Strength	Equation	Johnson-Cook	Reference temperature	300 K	
	Shear modulus	8.0×10 <sup>7</sup> kPa	Specific heat	654.0 J/(kg×K)	
	Yield stress	2.9×10 <sup>5</sup> kPa	Compaction curve	Standard	
	Hardening constant	3.39×10 <sup>5</sup> kPa	Equation	<i>RHT</i> concrete	
	Hardening exponent	0.4	Shear modulus	1.67×10 <sup>7</sup> kPa	
	Strain rate constant	0.055	Compressive strength ( <i>f<sub>c</sub></i> )	3.5×10 <sup>4</sup> kPa	
	Thermal softening exponent	0.55	Tensile strength ( <i>f<sub>t</sub>/f<sub>c</sub></i> )	0.1	
	Melting temperature	1.811×10 <sup>3</sup> K	Shear strength ( <i>f<sub>s</sub>/f<sub>c</sub></i> )	0.18	
	Ref. strain rate (/s)	1.0	Intact failure surface constant <i>A</i>	1.6	
Strain rate correction	1 <sup>st</sup> order	Intact failure surface exponent <i>N</i>	0.61		
Al <sub>2</sub> O <sub>3</sub> [7-8]			Tens./comp. meridian ratio ( <i>Q</i> )	0.6805	
	Reference density	3.9 g/cm <sup>3</sup>	Brittle to ductile transition	0.0105	
EOS	Equation	Shock	<i>G</i> (elas.)/(elas.-plas.)	2.0	
	Gruneisen coefficient	0.5	Elastic strength/ <i>f<sub>t</sub></i>	0.7	
	Parameter <i>CI</i>	6.9×10 <sup>3</sup> m/s	Elastic strength/ <i>f<sub>c</sub></i>	0.53	

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<b>Strength</b>	Parameter <i>SI</i>	1.45		Fractured strength constant <i>B</i>	1.6
	Equation	von Mises		Fractured strength exponent <i>M</i>	0.61
	Shear modulus	1.0×10 <sup>8</sup> kPa		Compressive strain rate exp. alpha	0.032
	Yield stress	8.0×10 <sup>6</sup> kPa		Tensile strain rate exp. delta	0.036
<b>Armco iron [10]</b>					
Reference density		7.87 g/cm <sup>3</sup>	<b>Failure</b>	Equation	<i>RHT</i> concrete
<b>EOS</b>	Equation	Linear		Damage constant, <i>D1</i>	0.04
	Bulk modulus	1.64×10 <sup>8</sup> kPa		Damage constant, <i>D2</i>	1.0
	Reference temperature	300 K		Minimum strain to failure	0.01
	Specific heat	452.0 J/(kg×K)	Residual shear modulus fraction	0.13	
<b>Strength</b>	Equation	Johnson-Cook	<b>Erosion</b>	Tensile failure	Hydro ( <i>P<sub>min</sub></i> )
	Shear modulus	8.0×10 <sup>7</sup> kPa		Equation	Geometric strain
	Yield stress	1.75×10 <sup>5</sup> kPa		Erosion strain	2.0
	Hardening constant	3.8×10 <sup>5</sup> kPa		Type of geometric strain	Instantaneous
	Hardening exponent	0.32	<b>Copper [9]</b>		
	Strain rate constant	0.06	Reference density		8.9 g/cm <sup>3</sup>
	Thermal softening exponent	0.55	<b>EOS</b>	Equation	Shock
	Melting temperature	1.811×10 <sup>3</sup> K		Gruneisen coefficient	2.0
	Ref. strain rate (/s)	1.0		Parameter <i>C1</i>	3.958×10 <sup>3</sup> m/s
	Strain rate correction	1 <sup>st</sup> order		Parameter <i>SI</i>	1.497
<b>Failure</b>	Equation	Johnson-Cook	Reference temperature		300 K
	Damage constant, <i>D1</i>	-2.2	Equation		Piecewise JC
	Damage constant, <i>D2</i>	5.43	Shear modulus		4.64×10 <sup>7</sup> kPa
	Damage constant, <i>D3</i>	-0.47	Yield stress (zero plastic strain)		1.2×10 <sup>5</sup> kPa
	Damage constant, <i>D4</i>	0.016	Eff. plastic strain #1		0.3
	Damage constant, <i>D5</i>	0.63	Eff. plastic strain #2		1.0×10 <sup>20</sup>
	Melting temperature	1.811×10 <sup>3</sup> K	Yield stress #1		4.5×10 <sup>5</sup> kPa
	Ref. strain rate (/s)	1.0	Yield stress #2		4.5×10 <sup>5</sup> kPa
			Thermal softening exponent		1.0
			Melting temperature		1.0×10 <sup>20</sup> K
			Ref. strain rate (/s)		1.0



**Figure 1 – The compression test scheme.**

**Results and discussion**

Modeling the compression process was performed before shortening the model height by 50% from the initial height of the specimen. The calculated values of the compression ratio were obtained along the axis of the deformed specimen. The distance values on the graph are presented by the height values

of the deformed specimen. The zero value for this coordinate axis of the graph is the reference point of the specimen height from the side of the applied load. The dependencies of the compression ratio of materials on the height of the deformed specimens are presented in the Fig. 2.

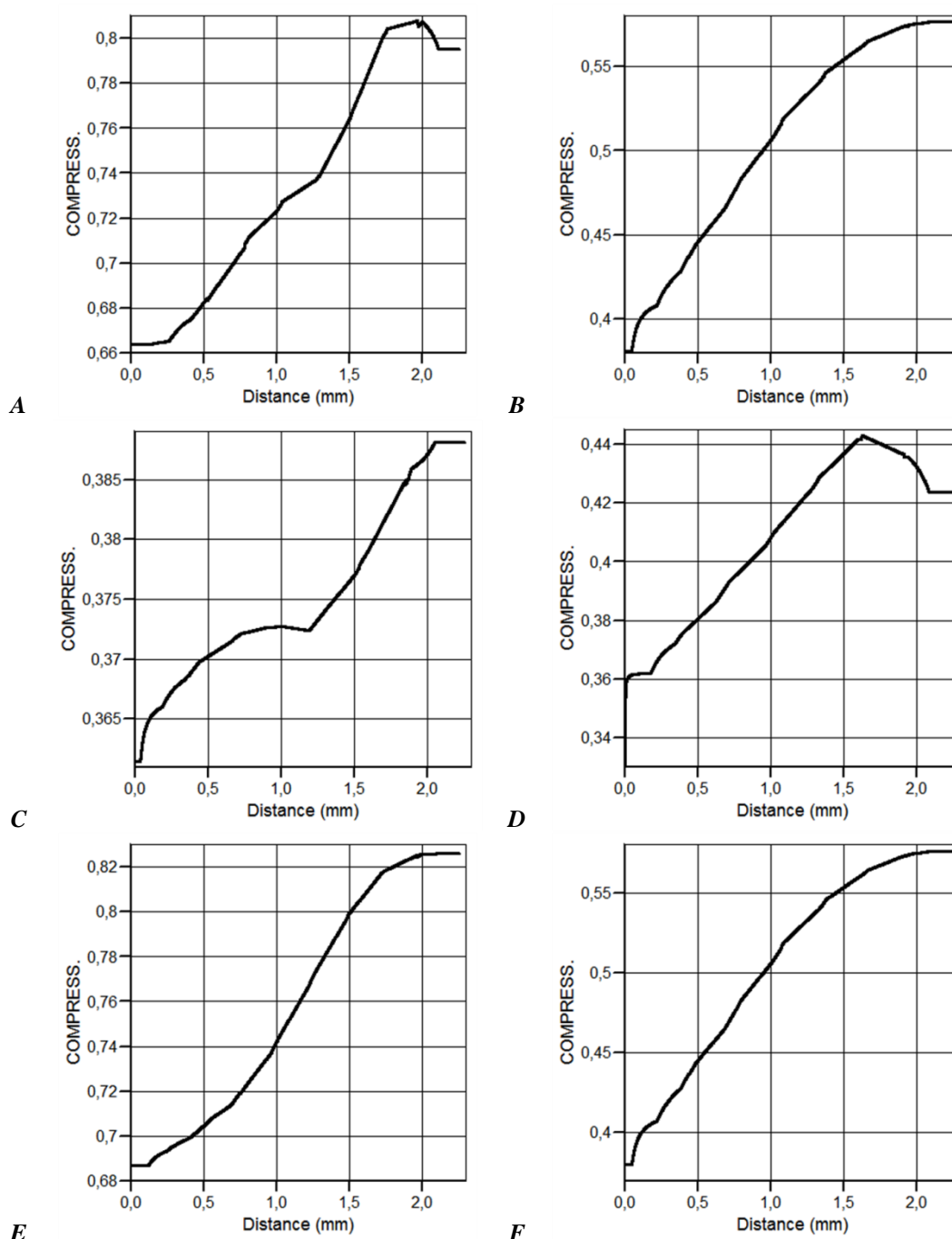


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**Figure 2 – The dependencies of the compression ratio of materials on the height of the deformed specimens: A – aluminum; B – iron-C.E.; C – Al<sub>2</sub>O<sub>3</sub>; D – copper; E – concrete (the compressive strength is 25 MPa); F – armco iron.**

After analyzing the obtained graphs, it was determined that the greatest compressive strength is observed in the specimen made of ceramics. The compression ratio of ceramics during corresponding deformation is 0.39. In this case, the change range of the ratio value over the entire cross section of the specimen is no more than 0.03. This minimal change in the ratio value indicates the most uniform compression of material over the entire volume of the

specimen. The lowest compressive strength is observed in the specimens made of aluminum and concrete. The compression ratio of these materials during corresponding deformation is 0.81 and 0.83, respectively. The change range of the compression ratios of aluminum and concrete increases by 5 times compared to ceramics. Iron-containing alloys are subjected to compression deformation in the same way and have the average values of the ratios. All

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materials are characterized by an increase in the compression ratio in the direction from the end surface on which the load is applied to the end surface on which basing the specimen is performed.

### Conclusion

Thus, aluminum and concrete are destroyed during compression deformation of the volume by

50%, since the calculated compression ratio is 0.81-0.83 of 1.0 (where 1.0 is total failure of material). Compression of the ceramic products does not lead to the formation of significant change in the values of internal deformations in the volume. This indicates almost the same properties over the entire volume of deformed material. The compression ratio of ceramics is 0.39, which is half that of aluminum and concrete.

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## FEATURES OF QUALITY ASSESSMENT OF DEMANDED PRODUCTS FOR CONSUMERS OF THE REGIONS OF THE SOUTH AND SKFD

**Abstract:** Abstract in the article, the authors investigate the features of the quality of demanded products as a set of its properties that determine the suitability of these products to meet certain needs in accordance with their preferences. In our case, an object means not only a product or product, but also an activity, process, organization, system, that is, needs and quality are unlimited. Thus, high quality is a high degree of satisfaction of the requirements of all interested parties.

**Key words:** Preference, demand, quality control, quality assessment, a set of properties, products, goods, object, satisfaction of requirements, market, competitiveness, import substitution, defects, their classification.

**Language:** English

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### Introduction

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Marketers agree that consumers prioritize product quality as their top priority. Market monitoring confirms a strong tradition of demand for quality goods. But not everything is so simple and obvious.

The crux of the matter is that statistics are a pure operator and statistical data, therefore, are in absolute dependence on the chosen conceptual description of the process. Statistical results are always correct, as they are obtained by using a proven mathematical apparatus, but correctness and truth are “two big differences”.

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For "correct" to be "true", it is necessary to verify the entire chain of logical and mathematical actions for correctness. Certification is required not only for physical and software products. Sending knowledge must also be certified, otherwise defects in initial judgments will migrate into inferential knowledge. And no technology will correct the inherent disadvantage.

### The main part

In the ideology of production, in particular, the production of goods for direct consumption, the concept of "quality" should be the backbone factor. We foresee the objection: "What is the use of quality if the quality criteria limit the quantity and the assortment of goods will suffer from the priority of quality characteristics, the price will rise?", And we have an answer to our opponents.

If the quality of the product is not ensured, then no amount will correct the situation. It will be necessary either to agree with the obvious (for professionals) deception of the consumer, or to sacrifice professional competence and deliberately go to lower quality requirements, allowing an essentially low-quality product to enter the market. As for the assortment, its dependence on product quality requirements is relatively arbitrary and mediated. The assortment is "tied" to the technical state of production, technology and professionalism of developers.

The more visible the features of the civilized market, the more urgent is the issue of quality. Moreover, the problem of quality has moved from the sphere of theoretical relevance to the level of practical relevance. Let's try to substantiate this shift in relation to Russian reality.

Official inflation statistics are clearly crafty, but even having increased it by a coefficient of 0.5 and having received a real average annual rate of 15–20%, we will have no choice but to state an increase in the welfare of most of our fellow citizens in the context of a certain growth of the economy as a whole. The intensity of the dynamics is low, however, the fact itself is obvious. A positive shift towards an increase in the purchasing power of Russians over the past 5 years is undeniable.

But how fair is it to talk about "welfare"? Money is just an exchange equivalent. Making more money doesn't necessarily make you feel better. The money should be exchanged for the required goods. And here the quality problem grows to its full extent. Having earned money, you can easily spend it "imperceptibly", i.e. to acquire not a product, but a "phantom of the product"

"Product phantom" is a non-specific concept for a special system of knowledge. Nevertheless, it is necessary to get used to it as a theoretical expression of the realities of an undeveloped commodity market.

Speculating on the "white" and "gray" "spots" of the ideology of quality, which is in an extremely "neglected" state, the "black" manufacturers of substandard consumer goods, together with sympathetic service officials responsible for the quality of products, flooded the market with substandard products.

The international quality control system "ISO9000-2008" is more reminiscent of the latest phenomenon of the famous Potemkin villages. Only what is clearly spelled out can be effectively controlled. Any incomplete description is a loophole for semi-legal penetration into the fields of hunting for a consumer.

It is advisable to use ISO9000-2008 not as a management tool, but as a tool for preventing quality violations. Thus, the circle is closed, because violation presupposes quality, and it is quality that we did not define as it should.

In the system of special knowledge, which is the ideology of production, "quality" is replaced by a "state of quality", which, in turn, is reduced to quantitative parameters.

Discrete expressions give quantitative characteristics - this is how another derived concept appears. Only this time not from the fundamental concept of "quality", but from his concept of "state of quality".

The militant activity of striving to describe quality in terms of quantity is surprising. Almost two hundred years have passed since the time of Hegel, who asserted that "quality is the main thing in defining a phenomenon, since quality is that, losing what it ceases to be itself". It's time to learn a simple truth: quality is determined not through quantity, but through properties. With the help of quantitative measurements, we need to determine the "measure" - "qualitative" and "state of quality" (the level of expression of quality).

Practitioners rarely correct errors in theory, on the contrary, they usually hide them until a certain point in development. Defects of the theory appear in a crude form in difficult socio-economic circumstances, in times of political uncertainty.

It is no coincidence that such a peculiar time is "convenient" for the flourishing of theoretical uncertainty. The state, entangled in numerous problems, deviates from the control of economic processes, counting on the market, designed to put everything in its place. The market has its own laws of functioning. The market adapts the theory to its own interests. It does not obey the rules based on theory, but seeks to adjust these rules to suit the way of relations with the consumer that is beneficial for him.

Promotional claim: "the customer is always right" - a lie! Only the legal order that determines the nature of relations in the market for goods is always right. Themselves, these relations are built depending

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on the interpretation of the quality of goods and the correspondence of quality to price.

Consider this statement using shoes as an example. Shoes, along with clothing, are goods that depend on national and historical characteristics. Can you recommend shoes for sale on the market that do not take into account the specifics of the geographic, climatic and national mentality? Apparently, it is possible to admit such products to the market, but only in limited quantities, for variety and expansion of consumer choice. And the point here is not "leavened patriotism."

Nature, nutrition, traditions affect the anthropometric characteristics of the population: configuration and proportions of the foot, lower leg, etc. Shoes designed without taking into account national peculiarities - anatomical, physiological, will inevitably contribute to the development of leg deformities. Shoes will lose their presentation faster, the consumer is constantly experiencing discomfort, which, taking into account that on average in Russia, shoes are worn, regardless of recommendations, until they are physically outdated, may be accompanied by an exacerbation of chronic diseases, or their acquisition.

Already, China has "thrown" so many shoes on the market that the entire population of the earth (= 6.5 billion people) can be shod "a la Chine". Chinese manufacturers are guided by their own interests: to create jobs in the country and ensure product sales. They offer shoes designed and made without taking into account the national specifics of the consumer countries. Today, Chinese footwear is a serious competitor not only to our domestic manufacturer, but also to such countries - legislators of footwear fashion as Italy, France, USA, Czech Republic, etc.

For the fifth consecutive year, the Italian footwear sector has seen a significant decline in production. The activity of this segment of the domestic market is declining, and the demand for Italian products in the foreign and domestic markets is low. Given the excess of the euro over the dollar, competition between Chinese goods is becoming even more serious in the national Italian market, especially after the abolition of sales quotas on January 1, 2004.

The volume of footwear production decreased in 2010 by 9.7% compared to the same period last year. As for the difference in prices, for example, the prices for shoes in absolute terms decreased by about 8.4%. In 2004-2010 Italian production fell by almost one and a half times to 196 million pairs, which negatively affected the level of employment. The volume of production of leather footwear decreased by 10.69%, beach footwear - by 26%, rubber - by 43%, canvas - by 52%.

On the contrary, Italy consistently imports about 197 million pairs of Chinese shoes every year. The Italian manufacturer is losing its position in the international markets of the USA, Germany and

France. The growth of the euro against the dollar, as well as the redistribution of the market in favor of the Asian manufacturer, have a negative effect on the Italian manufacturer. According to the Italian Chamber of Commerce, more than 600 companies, including footwear manufacturers, closed in the first five months of 2011. The only market segment in which Italian footwear manufacturers hold a leading position is the production of luxury fashion shoes for foreign markets.

Thus, over the past 10 years, the number of footwear manufacturing enterprises in the Czech Republic has decreased from 120 to 55. But this number may also decrease due to the lifting of restrictions on the import of footwear from China. If at the end of the XX century, Czech shoe factories produced about 70 million pairs of shoes, while last year the production amounted to approximately 5.5 million pairs. In 2010, about 65 million pairs of shoes were imported to the Czech Republic, of which 35 million pairs were from Chinese manufacturers.

The average purchase price for one pair of Chinese footwear is only 54 kroons, which is unrealistic for Czech companies. "... Nobody buys our products, because we are not able to compete with Asian products in terms of cost, despite the fact that our shoes are much better in quality. Unfortunately, the Czech buyer prefers cheaper goods, although he knows that in time they will last much less than our high-quality footwear," says Lubomir Chlumsky, a member of the Czech Shoe Industry Association. Since 1998, his company has been manufacturing and selling footwear for children, women and men. As a result, Czech manufacturers are losing positions in their own market.

The situation is complicated by the fact that since January 1, 2005, the European Union, in agreement with China and the World Trade Organization, lifted restrictions on the import of Chinese footwear. They can be returned only if the entire industry is under threat, and on a European scale, and such a threat is already knocking on the window.

US Commerce Secretary Carlos Gutierrez highlights the need to take effective measures to curb job cuts in a number of US industries as one of the most important issues, which is also caused by the growing competition of Chinese goods in the US.

But we still have to go the way traversed by Western countries-producers of footwear. Russia's accession to the WTO will open up market boundaries for many who want to sell low-quality goods as soon as possible. Moreover, even today Russia, in contrast to its western neighbors, faces the fatal problem of the expansion of "gray" imports, which arose due to imperfect customs legislation and the spontaneous development of "shuttle" trade, which is especially characteristic for Chinese manufacturers of the volume of "gray imports of goods, which are annually to Russia reaches \$ 9.3 billion.



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But, even in a civilized market, admission of footwear to the domestic market without restriction only on the basis of positive conclusions about the quality of raw materials, accompanying materials, accessories on a significant scale of expansion of footwear products threatens the national security of Russia.

The peculiarities of the national attitude towards shoes are quantifiable. Products can be easily measured for compliance with certain requirements, but it must be borne in mind that the property itself is assessed only by the formula "is or not." Having recognized the property as existing, the expert has the right to proceed to the next stage - to measuring the intensity of its existence, in order to know how stable and expressed this property is.

The absence of at least one of the quality properties of the product, or the lack of expression mean only one thing - the product should not be a commodity. In exceptional cases, it is deemed to be conditionally admitted for sale on the national market.

The occupation of the national market by foreign footwear manufacturers undermines the development of the corresponding branch of the domestic economy, historically adapted to the specific conditions of national development and the peculiarities of anthropometric measurements.

The situation is aggravated by the fact that Russia, which has been recognized as a country with a market economy, has no right to disturb the order in the relationship between political and market structures. Unilateral actions of the state in protecting its interests can be qualified as a violation of the achieved status, cause economic and other sanctions on the world market. The ousting of a foreign competitor from the national market should be carried out in accordance with the recommendations and traditions of the world community.

Chinese, Turkish, and partly southeastern footwear manufacturers flooded our market and took a stable position on it, thanks to consumer demand for their products.

A buyer with limited financial resources is attracted by price, design, advertising support, assortment, seller's interest, cultural service. A consumer who is not experienced in professional "secrets" judges quality by its appearance and service packaging. The sale service itself skillfully transfers the arrows from quality characteristics to outwardly winning properties. Quality, as an association of the most important properties of a product, is "torn apart". Of all the properties that form a qualitative association by their combination, only that property is displayed that is beneficial to the seller, since it is really presented at the appropriate level of consumer interest.

Sequestering quality by replacing it with a simplified understanding is the most common market technique. The unsatisfactory state of mass consumer

culture, the elimination of the controlling state structures, their lack of initiative, and somewhere a direct interest in preserving the current disorder, allow manipulating public consciousness, controlling the actions of buyers.

The occupation of the Russian market is, of course, a temporary phenomenon, caused by economic stagnation, limited effective demand of the bulk of the population, and the lack of an effective and consistent policy in the development of national production. However, the obvious conditionality of the situation is not particularly comforting. In Russia they like to joke: there is nothing more permanent than something temporary. To prevent a temporary phenomenon from "stagnating", it is necessary to change the conditions that gave rise to it. Opportunities are available. First of all, it is necessary to understand the theory, which is guided in practical actions.

The quality of footwear is due to the totality of consumer characteristics. It is not essential, in principle, from what material the shoes are sewn. The main thing is that the properties of this material ensure the functional demand for footwear by the consumer.

The buyer does not care (with the price balance) the shoes are made of natural or artificial material. It is important for him that his requirements for her are guaranteed.

The domestic practice of assessing the quality of footwear (and not only footwear) turns the theory inside out, trying to focus on natural characteristics. What will the Russian ideologists of quality do when they are taken seriously by animal rights activists, as happened in Western Europe, in particular in Great Britain?

The most tragicomic thing is that the nature of raw materials is really not such a fundamental issue if we improve the technology for processing raw materials. Analogues of natural raw materials are the realities of today's production, and they are far from being fantastic. But the misadventures of quality are by no means limited to the problem of raw materials. Other aspects of production are no less relevant: taking into account national, age, natural and climatic characteristics when determining the quality and conditions for admitting products to the market.

Unfortunately, today the domestic contribution to the development of policies aimed at improving the quality of footwear, and, in fact, at ensuring consumer rights, is extremely incomprehensible. The impression is created that the aspirations of producers are completely detached from the interests of the country that gave them citizenship.

What are the conclusions? First, the industry still relies on an outdated position - the simplest and only necessary: do not harm the health of the consumer. The shoe manufacturers and their supervisors learned the first commandment of Hippocrates firmly, but did not advance further. In this situation, it is unlikely that

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it will be possible to contain the siege of competitors for a long time. Secondly, basic properties should not be equated with qualities. The properties of the properties can be only in the production cycle due to its differentiation into technological operations. But in this case, it is advisable to put the quality in quotation marks, emphasizing the conventionality of the use of the term. Otherwise, we will begin to operate with philosophical and scientific concepts, which will necessarily lead to a distortion of practical characteristics. Quality is an association of certain properties, therefore, it is impossible to pull out the properties forming the association according to the production need and pass them off as quality. Thirdly, it is high time to define the basic properties conventionally, not being limited to the suggestions of hygienists and epidemiologists. Much valuable information can be gleaned from the research of gerontologists, geriatricians, regional experts, valiologists, and pediatricians. Fourthly, until what time in the basic characteristics there will be practically no aesthetic properties, even if in a conspiratorial form.

Satisfaction with the actual replacement of Gosstandards with national standards is also not entirely clear. The fact that we have adopted international terminology in this component of the quality ideology is of little use. Now, if our production and ideological positions were equal to those of Europe, then we could be happy. And so the chaos only intensifies.

In the absence of a corporate culture and traditions, the companies set free will engage in arbitrariness. Government agencies signed their own powerlessness to manage the development of the market in a civilized manner and recalled the American fairy tale that the market will arrange and order everything by itself.

The inefficiency of the system of state control over quality is not in its status, but in its functioning. The uncleanness and lack of professionalism of officials do not allow state structures to function fully. According to the official data of the Federal Agency for Technical Regulation and Metrology, on average there are 2% of certification refusals per year. While more than 30% of products are rejected directly in the trade.

In the European Union, 4% of the range of products is subject to mandatory certification, not because European officials are liberals. The reason is hidden in the orders and traditions of production itself, civilized relations in the market, the age of which exceeds the total time of the Romanov dynasty and Soviet power. Haste inevitably comes with costs. To move along with all the general formation, it is not enough to dress, put on shoes, like everyone else, and stand in formation.

As long as the authorities and producers pretend to be market relations, the mass consumer will have to

pay, since the costs will fall on his shoulders. Exclusive buyers are protected from the vicissitudes of the Russian market by a truly free choice. They purchase products directly from reputable manufacturers. Officials are ready to go to great lengths to be among the exclusive buyers. Firms are probably of the same opinion and are willing to pay officials for their freedom of action. The situation cannot be called otherwise than creeping state anarchism. Something early on, the state began to degenerate.

According to Russian official regulations, until recently 70-80% of the product range require state quality certification.

They are not embarrassed by the fact that the share of illegal and semi-legal business in Russia is estimated at 40-60%; even now, if necessary, to centrally check for quality 70-80% of the range of goods, there are already less than 40% of certified goods on the market. It is not clear which manufacturers' interests are being protected by the critics? Who will defend consumer rights? Officials, or maybe judges, are only independent by definition. Only human rights public organizations remain, which today are, and tomorrow they have that "a hedgehog in the fog".

Returning to the problem of meeting the demand for children's footwear, I would like to note that even today the volume of its production in Russia remains at such a low level that it is a utopia to expect a quick filling of the market with the necessary children's footwear in terms of quantity and assortment. The hope for import also did not justify itself, since in most cases these are shoes accidentally bought by "shuttle traders" without taking into account the peculiarities of the Russian consumer and, as a rule, without observing the elementary requirements to ensure the necessary comfort and convenience.

This state of affairs is also explained by the fact that at the federal level the programs "Family", "Child", "Large families" and others, well written on paper, remain unfulfilled, but in no way provided with targeted assistance to this particular group of the population. What makes the situation with the provision of children with all the necessary assortment of goods critical is the disunity of the organizations involved in the implementation of these programs, the lack of funds and targeted assistance. Even the payments of child benefits in many regions of the country cause an ironic grin of those to whom they are addressed, because of their size and significant time delays in their payment.

The situation is further complicated by the fact that shoe enterprises that operate today and manufacture children's shoes are geographically located in such a way that they cannot geographically meet the demand for them. And the volumes that they can handle today do not satisfy the consumer either in terms of assortment or quality. They practically do not

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make shoes with thread fastening methods, gender and age groups are not provided, as has already been said a lot on the pages of the magazine. It is not necessary to expect the resumption of the work of the former shoe enterprises, therefore, it is proposed to use franchising to increase the volume of retail sales. The structural diagram of cooperation between large shoe franchisors and small franchisees or individual entrepreneurs to meet the demand for children's shoes is shown in Figure 1.

If the role of the franchisor is most often a shoe company, then the role of the franchisee is ambiguous. It is profitable for a large enterprise to either sell a franchise to two or three local individual entrepreneurs - in this case, the enterprise has favorable conditions for studying the local market and the conditions for doing business; or sell a franchise to one franchisee for the development of the entire system of deploying the sale of footwear on the territory of the municipal, regional level, as well as on the territory of the entire Federal District.

In this case, the franchisee becomes the owner of the master license. The franchisee himself becomes a franchisee in these territories, selling franchises. This method is justified in our case, when there is such an acute shortage of children's shoes in the country and when there will always be an obvious demand for a franchise. Such cooperation today provides for three possible areas of the franchising system: in the field of children's footwear production - a shoe company-franchiser - is the owner of the packages or technologies, it grants the right to use and sell them in a certain territory - the franchisee; in the field of commodity circulation - a shoe company supplies a partner, for example an individual entrepreneur, shoes for sale in a certain territory. This direction of franchising, in addition to individual entrepreneurs, can be dealt with by small businesses, commercial structures seeking to expand sales markets.

A prerequisite is the implementation of commercial activities on behalf of the franchisor; in the service sector, the mechanism is similar to that used in the sphere of commodity circulation, i.e. when selling children's shoes. Only the objects of cooperation differ. Any business can develop here under the franchising system. The promising areas include "branded" stores.

Such areas of cooperation within the framework of franchising allow operating shoe enterprises to expand their production volumes, taking into account the requirements of the municipal or regional levels,

as well as the Federal Districts, and to the territories - to alleviate the acute shortage of children's shoes.

When concluding a franchise agreement, a franchisee must pay special attention to relationship issues, provide for all the nuances of cooperation. This is the need for marketing research, the state of the sales market, the forecast for the demand for children's shoes, the strengths and weaknesses of competitors and how they can be resisted, is it possible to purchase children's shoes from other enterprises, is there a minimum or maximum volume of wholesale purchases, or these volumes are corrected according to the results of marketing research, whether supply disruptions are possible and who will compensate for the losses in this case. And, most importantly, does the franchisor guarantee the stability of the selling prices for shoes in order to ensure their competitiveness in the sales market. And the franchisee must know exactly the needs for such an assortment of children's shoes, which will be in demand by the market taking into account these very features of its market. Only in such a relationship is a stable profitable business possible. Such a result will be possible only if the maximum possible hit in the "bull's eye" is ensured in the manufacture and offer to the buyer of such an assortment that will take into account the interests of all layers of buyers - from the rich to the poor.

Of course, not everything is so simple and unambiguous, but the accumulated experience of working with the Econika Obuv franchise system is encouraging. The development of franchising in our country may turn out to be one of the most effective forms of support for small and medium-sized businesses, since for them it is a stable profitable business. According to statistics, during the first three to five years, 90% of open small enterprises die, and franchising - only 10%. This result is ensured by the interest of the parties involved in the effectiveness of their cooperation - the leading shoe enterprises expand and ensure the strengthening of their positions in the sales market in these regions, and the franchisees ensure themselves a stable profitable business, remove the deficit for such popular products as children's shoes and the creation of new workers' places,

In fig. 1 presents an assortment of children's footwear that would be in demand in the South and North Caucasian federal districts, taking into account the climatic characteristics and purchasing opportunities of the population.

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**Fig. 1. Assortment of children's shoes**

At the same time, the tendencies of using molded parts for the bottom of shoes are taken into account, although the possibility of implementing children's shoes with thread fastening methods is not excluded. In general, actions are needed and the result will not be long in coming.

In the last quarter of a century, the term "problem", pushing its "competitor" - "task" to the periphery, has firmly established itself in the verbal leaders of all discussions, regardless of their scale. The "problem" has become a kind of "brand",

testifying to the high professional rate of discussion. In such a rapid ascent of the "authority" of the problem, one can easily find political roots. The current, clearly inflated status of the problem is an ideological move that ensures a certain political line. Where a foreigner says "problems", ours will surely find them. If they do not find it, they will come up with it. Deficiencies in qualifications can be hidden behind a problem, and politicians are led away from real matters by problems, which they are unable to



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solve. Besides, hiding behind a problem, you add weight and mystery to the situation.

There is indeed an element of mystery in the “problem” policy. In the interpretation of the term, domestic classics: V.I. Dahl, R. Brockhaus and I. Efron - point to this. Emphasizing the natural kinship of “problem” and “task”, they note the peculiarity of the problem, which manifests itself in its unusualness as a task: the task has a way of solving it in existing existence, the problem is also solved as a task, but so far there is no way to solve it. It exists conditionally, potentially. Interpretation of the problem by reducing the concept to a more general concept of “task” contains a hint for those who are aimed not at discussion, but at a solution. The solution to the problem should be sought by considering the problem as a complex problem, composed of several coexisting in a complex or sequentially related problems. What matters here is exactly that the “problem” is not something inaccessible to ordinary thinking, it is the sum of tasks. Dealing with the problem is the same as deciphering this sum of solution problems, then the simpler, already known problems combined in the problem. The problem should be presented as a technical challenge. The solution to a technical problem is carried out in two ways: empirical or theoretical. All five of the simplest technical devices were created before Archimedes, even the Archimedes' screw, but they were all the product of an experimental search based on trial and error, so their use and modernization, integration presented considerable difficulties. The merit of Archimedes was that the great ancient thinker developed the theory of these mechanisms, thereby helping to solve practical problems of various scales. He “removed” the problem, presenting it as a sum of tasks,

So, we must start by reducing the problem to a normal technical expression, i.e. try to represent it in the form of a certain amount of tasks.

Why exactly tasks? The answer, in essence, has already been given: the problem has a quantitative (normative) expression, or it can be simplified to the possibility of quantitative expression. The main thing is not to hide behind the quality of the problem, but to look for its equivalent quantitative expression.

The history of science naturally begins with mathematics, and the qualitative level of development of scientific knowledge is due to the improvement of mathematics. Mathematics holds the keys to the secrets of any discovery. D.I. Mendeleev constantly emphasized: scientific knowledge begins with measurement. The normative form of scientific knowledge serves as a clear illustration of the value for science of a quantitative description of a phenomenon. Finding a way to quantitatively describe an event means fulfilling the necessary condition in unraveling its qualitative existence.

The problem is the singling out of a phenomenon in the theory of quality. The next stage is already

technical - the definition of regulatory characteristics. Normativeness, represented by properties and quantitative parameters, allows thinking to be engaged in a working, professional and practical business.

When developing standards, they always feel the pressure of the need to match the set parameters to the qualitative characteristics of the product. Compliance with the norm and quality properties is objectively relative, their coincidence is achieved conditionally, i.e. it takes place because the manufacturer himself determines the quality parameters of the product, often this is entrusted to expert organizations. But all the same, a certain quality model is taken as quality. Someone, to put it simply, assigns quality. The real quality in such a perfectly acceptable version of the development of events remains a transcendental formation.

Why did subjective and transcendental idealism turn out to be so in demand in various spheres of non-philosophical professional activity? Because thinking professionals, including reflective engineers, scientists, teachers, found in them the solution to their specific questions. Someone decided not to complicate professional reflections by recognizing the supersensible reality, limiting themselves to the “quality model”, others thought that sensual reality would deprive us of a reliable intersubjective quality criterion and doom us to eternal discussions on the topic “What is good and why is it not bad?” They accepted the idea of a transcendental substance, primary in relation to the individual consciousness, which can direct professional thought by its logic. Of course, the transcendental being will not expose the formula for the specific quality of the product, but the logical premises of the definition will be reported. As a result, it will arm professional searches for qualitative definiteness with the technology of thinking.

Philosophy is not a set of master keys to understanding quality, however, like quality, it is not Aladdin's cave. The understanding of quality changes historically following a change in the state of real quality, and the real quality in the world of human life is far from the same as the quality of natural things.

Man learns from nature, imitates what he sees in it. If the “findings” of nature, formed over hundreds of millions of years of natural selection and inheritance of the emerging traits, help a person to solve his problems, he borrows them, remaking them for himself.

The “first shoes” and “first clothes” created by man differed little from the protection of the limbs and body of animals. The sole of the shoe is inspired by the protective layer of the skin of animals that lived next to humans, the heel is a stylized copy of the structure of the hooves. Our ancestors either did not wear clothes, or were made from ready-made skins.



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Together with the establishment of relationships with nature, human ideas were formed, which later grew into an understanding of what was happening. The understanding of quality was originally formed under the influence of the objective properties of things. With the development of human activity, imitation gave way to creativity. Already the rock paintings of our ancestors show that consciousness was not content with copying. It was looking for its own paths of movement. A person could not only repeat the quality of things, he was obliged to supplement them with history, to adapt them to an active way of existence. The historical logic of human existence, built on the basis of its reasonably active nature, made it necessary to include in the understanding of the quality of things of anthropogenic production of elements of non-natural and non-material origin - the needs and interests of man. "Quality" was included in a system of relations that was different from the natural one, and its influence on the interpretation of quality only increases with time. This acceleration has become especially noticeable in the context of market liberalization of the economy.

Man is *Homo sapiens* for anthropologists and biologists. For himself, man is a creature conditioned by needs. And here nature cannot be deceived. F. Engels was not cunning when, at the grave of his comrade and idol, he said that, before creating, a person must drink, eat, dress and have a roof over his head.

Human life as a biological phenomenon is essentially material, the possibilities of transforming human activity are determined by the state of production of the material foundations of life. A person measured and measures the quality of things not so much depending on their relationship with other things, but on their own.

Relationship to them. Ancient thinkers also noted: "Man is the measure of all things."

Modern man will not produce what he does not need. E. Deming always began listing the seven fatal diseases of the market that he established with the inadequacy of the product to market demand. What has been said should not be absolutized, tearing it out of the general system of reasoning about quality, however, it is clear that in determining the quality of things created by man, it is necessary to proceed from the human attitude towards them, and not from their objective properties alone. K. Marx singled out two main features of a product: consumer purpose (consumer value) and social abstract - labor value. A measure of professional labor is invested in the produced product, even if it is not intended for the market, it has absorbed the human principle: knowledge, will, mastery of execution,

The natural principle of the product of human activity represents only objective grounds that made it possible to build on them another part of the product,

which materialized the quality of the individual's labor. A person, as it were, shares a part of himself: he transfers the reproducible part of his professional quality to another material phenomenon. Moreover, this is another phenomenon - the product of the activity of the master.

In this respect, nature is only an accomplice, the raw material base of the master. Determining the objectivity of quality, they often simplify the interpretation of objectivity. It is inappropriate to reduce the concept of "objectivity" to material, natural existence.

It is broader and allows for such additions as "objective relations that have a nature different from matter" - they are not material, but only establish the way of their coexistence, for example, production relations: property, distribution, exchange.

When characterizing the quality of the product of activity, it is advisable to rely not so much on its natural nature as on the concreteness of the product's existence - its spatio-temporal functions and design. The portfolio is purchased not for the season, therefore the buyer is guided primarily by sustainable trends in fashion, preferences of his own taste and high-quality, natural properties of the thing. He is ready to exchange "good" money for a rather expensive product.

Moving to the shoe department, the same customer of the store will change his view of the product. Constrained in funds, and most importantly, not accustomed to "throwing money down the drain", he will be guided by a different approach.

They try to buy shoes for a season, maximum for two, therefore, it is also possible to invest "good money", however, in the concept of "good money" one will have to modify the relationship of priorities.

In the new expression, the concept of "good money" will be correlated with the concept of "price". Ultimately, everything will be simplified to a specific quantitative proportion - money per unit of time. A portfolio bought for ten thousand rubles for five years will cost three rubles a day, and shoes for five thousand rubles (for two seasons) will cost about thirty rubles a day. The quantitative equivalent of quality is the most important sign, ignoring which the manufacturer risks losing consumer interest.

In order to find the optimal proportion of the ratio of quality to quantity - to measure quality, one must take into account two requirements: first, try to comprehensively define quality, remembering that quality is a set of essential features of a product, built in a certain way; secondly, relying on the decoding of quality, in the most serious way to highlight the levels of quality being - the degree of quality of the product.

In Soviet times, it was no coincidence that there was a deep differentiation of the quality status of products. Only after studying the state of purchasing power, the mood of your buyer, the trends of

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macroeconomics, it is advisable to move to a pricing policy.

A manufacturer who has forgotten that the consumer, to whom he has oriented his assortment, perceives the quality of the offered products through the price combined with a clever consumption pattern, will not last long. The reason for the difficult position of the Russian manufacturer is not a change in the form of ownership, but the dictatorship of the market.

Marketing research is a new and unusual business for us. For twenty years of incomprehensible economic policy, it is impossible to integrate into the philosophy of market relations, which are several hundred years old. The absence of a civilized market in the country also hinders. In a word, the producer should look for salvation not from the state, but in his own head, adjusting his consciousness to the market waves clogged with numerous "noises". To steer, you need to know the market conditions and not "stuff" thinking with memories of the objectivity of quality properties.

A quarter of a century ago, the director of a large leather and footwear enterprise bitterly explained: "Technologically, we are ready to sew the most high-quality product. No quality leather. The incoming raw materials do not allow us to turn around in the market". He equated quality with the raw material base. The variety of quality was reduced to one of its features. He clearly lacked the scope of thinking. And the current thinking remained similar to that formed forty years before 2000, when the position of classical political economy, developed by K. Marx, seemed unshakable.

A. Smith, D. Ricardo, J. Mill, K. Marx developed an economic theory based on the dominance of labor. Classical political economy is the doctrine of the production of a commodity, the contradictions between production and the nature of the commodity, alienation of the producer in the commodity and overcoming the opposites that arise. Despite significant disagreements, the classics of labor economic theory were unanimous on the main thing: the wealth of a nation grows with productive labor.

Market speculation already in the nineteenth century. actively invaded economic life. Naturally, the classics knew a lot about the market. Karl Marx, the interest in which, more precisely, in Karl Marx's analysis of cyclical crises, surpassed all expectations today, even experienced certain difficulties, moving from the logic of production development to the study of the fate of a product on the market.

The market, contemporary to K. Marx and J. Mill, had already demonstrated a certain independence of being, but was still not able to compete with production for the master's position in the economy. He acquired this ability by the middle of the twentieth century.

In the 50s. XX century the paradigm of economic theory is changing. If earlier economic thought revolved around production, now consumption - purchasing power, market development - becomes its epicenter. The understanding of labor and the worker is changing. Market figures become the main actors in the economy. Market management pushes production managers to the fringes of life. The market is acquiring an independent power that dominates the society. Politicians are legally separated from the market, adding to the illusion of its complete freedom. The new philosophy of economics is as follows: the flourishing of the market should lead to an increase in production. The rise in production should saturate the state treasury. The state will receive a real opportunity for a strong social policy. Everything, as we can see, was painted according to notes.

There was only one question: where to get the initial capital, which would ensure high consumer demand and launch the economic mechanism? The United States profited from World War II, Western Europe used cheap labor and property in numerous colonies. With Japan and South Korea, the Americans defended themselves against us and a resurgent China. The economic mechanism seemed to work. Control over it is entrusted to transnational corporations. Today there are about 3400 of them. Of these, there are more than 400 interstate, 7.5 times more nongovernmental, and the number of the latter is increasing. Between 300 and 600 companies control the global market.

The globalization of business forces us to seek adequate quality management. Total quality management is defined as a customer-focused system of continuous, sustainable quality improvement, based on the coordinated involvement of all departments and employees of organizations to maximize customer satisfaction with a minimum investment of time and resources.

Let us note the emphasis of the policy aimed at ensuring quality, on the needs of the buyer, which implies a comprehensive study of his tastes, calculations, ideas. On the merits of the case, the consumer is considered an accomplice in the definition of quality. Quality requires a new scale of understanding, objectification of consumer interest and a clear orientation in the trends of macroeconomic processes on a national and global scale. Technical regulation of product quality also needs to be systematically modified in order to be in resonance with the micro and macro movements of the economy, changes in consumer real demand.

In particular, there is reason to predict an increase in the presence of sellers from Western Europe in the consumer market with offers within the middle range of prices for goods of "non-Chinese" quality. In 2008, there were 350 million people in industrialized developed countries. received an

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average of \$ 18 per hour. The labor force available to European and individual Asian countries is estimated at 1 billion 200 million people, earning only \$ 2 per hour so far. They cannot fail to attract attention to themselves.

Crisis 2008-2010 led to a decline in production, stagnation. Russian manufacturers have a chance to make themselves known. With the overcoming of the crisis, production will begin to grow and a new wave of commodity expansion will come.

The waves are unlikely to be avoided. The country's leaders are accelerating Russia's accession to the World Trade Organization (WTO), which automatically opens the borders for trade. There is only one way out - to prepare for tougher competition, moreover, preparation should begin with the realization that the quality of the product is and how to ensure the production of a real - not ideally built by professional imagination - high-quality product, the quality of which would be understandable to the buyer and aroused the desire to purchase this product.

"One of the most significant paradoxes revealed by the ongoing scientific and technological revolution," rightly believes B.S. Alyoshin et al., - it has become that the most effective means of achieving a positive result is quality improvement in the broad sense of the word. " And they explain: "We are talking about the quality not only of the products themselves, but also of the organization as a whole, ie. about the quality of its interaction with the outside world, about the quality of its functioning and management, the life of its employees".

More and more researchers are approaching the idea of the broadest context for determining quality.

Quality should characterize a non-isolated phenomenon. In quality, the relation of the phenomenon to the environment of existence, the conditions of expression, and other phenomena is manifested.

Confusion in the ranks of analysts is brought about by the definition of quality by Britannica, reprinted in the Great Universal Encyclopedia: "Quality in philosophy is a property that characterizes things taken separately, as opposed to an attitude that characterizes things taken in pairs, threes, etc. ". G. Hegel said that quality "<...> is that, losing what, the phenomenon ceases to be itself", but the dialectically thinking German philosopher did not even think of isolating the phenomenon as a quality. For G. Hegel, it was a concept reflecting the relationship of a phenomenon. The advantage of Hegel's dialectical thinking was consistency. He thought of relations, phenomena as a system and logically meant a system-forming factor. The phenomenon does not dissolve in the system, it forms it by its relations, which, in turn, together with the phenomenon, form what we call quality. By the way, G. Hegel was not the discoverer of quality in the system of relations of a phenomenon.

Similar ideas were expressed, one way or another, by his predecessors. "Objective qualities (ie those that are inherent in natural things themselves) and subjective qualities (contained only in human perceptions) was already distinguished by Democritus, later by Galileo, then by Locke, who was the first to use the terms "primary" (ie, objective, material-physical) and "secondary" (ie, subjective, formed due to the psyche) quality".

Subsequently, I. Kant called Locke's objective qualities a priori (ideal), and subjective qualities a posteriori (real). It is not difficult to notice in philosophy the opposition not so much between the idealistic and materialistic interpretation of the concept of "quality" as the supporters of simplified materialistic views on quality and their opponents, who suggested including signs of human activity in the definition of quality.

While there was no human consciousness, everything that exists was represented by the existence of objects, things, their properties, relationships, movement. To define the subhuman existence of the world, two initial concepts are quite sufficient: "object" and "process".

The situation changes with the emergence of consciousness. All the main directions of activity of consciousness: cognitive, communicative, regulative - are manifested in the format of reflection of objects, moreover, reflection is fundamentally different than all known in nature. Strictly speaking, consciousness reflects, in the most general sense - reproduces. In a concrete sense, it reconstructs objects, because it is not capable of reflecting an object in a physical representation. The expression "we look with our eyes, but we see with our mind" quite correctly reveals the essence of the "reflection" of an object in the forms of thinking. If the image is still somehow comparable with the object, then the ideas are very far from the object-specific certainty. At the same time, one thing remains: to recognize the qualitative relationship of the object and the reconstruction of the object by consciousness, similar in essence, but not in the form of being.

For consciousness, an object acquires a specific way of existence - it becomes an object. An object is a product of the interaction of an object and consciousness.

Together with the object, the quality of the object also appears, which may or may not coincide with the objective quality of the object - in the case when the subject enters into systemic relations with the object, it forms a system of the "subject - object" type.

Specifically, such a system is manifested in the form of production, manufactured product, relations in production. "The quality of processes, organization, life is a motivator of a higher level in comparison, for example, with profit," says B.S. Alyoshin. In support of this, he gives an interesting table (Table 1)

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**Table 1 - The results of a sociological survey on ten factors of the successful work of firms**

Success factors	Share of firms surveyed that noted the most important success factors, in%	
	1995	2000
Product quality	95	98
Customer service	93	96
Introduction of new technologies	88	90
Attracting highly qualified personnel	85	91
New product development	85	90
Reduced time to market with new products	80	89
Improving the organizational structure	75	84
Intellectual property protection	59	60
Cooperation with suppliers	55	63
Development of foreign markets	54	70
Note. * Data from B.S. Aleshina		

Correct definition of quality, consistency and systemic quality management gives the manufacturer a decisive advantage in the competition for the consumer. It would seem that everything is simple, but simplicity is equally brilliant and deceiving. The general plan for solving the problem determines the vector of movement, sets the factorial priorities of the activity - no more.

The program requires a detailed study of all components, starting with clarity in the definition. The definition of quality, as we have already seen from a digression into philosophical history, is not so obvious and unambiguous. Hence the confusion in the idea of quality.

The first reason explaining the weakness of the quality management policy is the vague distinction between "item quality" and "item quality", i.e. subject in the system of human interests. Over the two decades of perestroika, we have retained an orientation toward defining quality as an objectively given state of an object, a set of natural properties. The mechanistic transfer of the characteristics of natural phenomena to the definition of the phenomena of the artificially created world of things has nothing in common with dialectical materialism. This is a parody of the dialectical understanding of the world.

A product made by a person is dual in nature, it combines the natural properties of raw materials and features brought into it by human labor. The product has a rental value and added value. In this context, it is not value that is important - it serves as a quantitative equivalent of the quality of a product in general, and the result of labor is presented in the form of a transformation of the natural state of an object. The product of human activity has a natural, basic, level and a superstructure, introduced. Hence the need

for a dualistic perception of the quality of the product, which should not be interpreted primitively as a double quality. The quality of the product is the same, but the production duality of the product is associated with it.

Such two-sidedness of the quality of the goods misleads those who have not yet understood the art of dialectical thinking, strives to put everything "on the shelves", forgetting about the structure of which these shelves are parts. The quality of a product is determined only by a natural basis, but it is built artificially.

The quality of the product has several creators. Some of them - fashion designer, constructor, technologist, manager - are always in sight, their qualifications and experience are measured without problems. Others are also within reach, only their measurement is difficult, especially when it comes to the consumer.

The economic situation affects both producers and consumers, shakes the market on the waves of its uneven movement, and together with purchasing power and perceptions of quality.

Let us add to the plot another area of mental reaction that is usually of little interest to the producer, as the subconscious. Z. Freud is not in demand by managers and marketers in vain. Our bazaar is now being formed "according to concepts", but with the displacement of "extra people" of the new era from it, "underground", subconscious, consumer thinking mechanisms will start working, and taking into account the peculiarities of the "cellars" of consciousness, they will receive significant benefits.

Our emphasis on market research should not be seen as a call to market the clues to quality. Thus, we



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want to emphasize the importance of the market factor in the development of the theory of product quality.

The market attracts attention as a concentration of opposing interests, this is the "frontal" place where some "execute" others, then "execute" these others. Americans rightfully consider the market to be a "sacred" affair for society, carefully protect market tournaments from monopoly "raids".

In the United States, a lot of money is spent on the study of market trajectories, unlike our capitalists, of whom every second is an "illegal" in the economy, and the third is a representative of a "gray" economy. In such a situation, try to obtain an objective result of research on the "spirit" of the market, to track the mood in the market with the expectation of getting closer to the true reflection of the existing attitude towards the product.

The difference in the quality of the goods and the understanding of quality are becoming more and more significant. In determining the quality of a product, such factors are taken into account that are irrelevant to consumer attitudes: environmental component, manufacturer's traditions, etc. Add to what has been said and views that do not coincide in a number of positions, we get an interesting picture: no matter how hard the interacting subjects of relations try to develop a consensus of quality, the discrepancies will persist and will increase over time. If the natural properties, taken in the initial state of the product and taken into account in its quality, should not change significantly during the warranty period, then the perception of the product through quality changes under the influence of many reasons. That is why leading manufacturers are reviewing their product range, looking for new design ideas, trying not to be hostages of traditions,

The quality from the side of expressing the spiritual component in it has been little studied. The prospect, on the contrary, strongly requires such knowledge, the development of methods for obtaining and evaluating it. One must come to terms with the fact that the era of workshop production, when the quality of the product and the image of the quality of the product coincided due to absence, the competition was forever gone, then the consciousness had nothing to choose from, and without choosing an image different from the object, it is difficult to form. The quality of the goods was dictated by the shop workers, no one could object to them.

In the XXI century. the situation is different. The image of quality is no less important for the market than the objective quality of the product itself. As soon as the object of production turns into an object, the human component is included in the quality of the object, and it is completed in an image, combined with the object, into the overall quality system.

The consumer who is able to unravel the tangle of subjective-objective relations that form the quality of the goods presented to the buyer to satisfy the

market need in the state. In their student days, today's specialists most often did not understand why the philosophers were explaining the "objective" and "subjective" to them. It seemed that they were engaged in irrelevant business.

The Soviet limited consumer market did not reveal the dialectic of the objective and the subjective. Often, teachers unprofessionally analyzed these concepts, there was no specific context. Surprisingly, even today not everyone has managed to realize the professional significance of basic philosophical categories, they think like materialists-metaphysicians who divorced the ideal and the material, subjective and objective into independent and incompatible sets.

Analysts describe the world surrounding a modern manufacturer rather harshly; "The consumer dictates what, when, at what price and in what form he wants to receive; competition in the market is intensifying due to its globalization: the needs of buyers and the situation on the market are changing at an ever-increasing speed. "

From the outside, what is happening looks very chaotic, raises doubts about the systemic organization of relations. Nevertheless, we are not facing chaos, but a complex system that obliges us to think systematically. Whatever fantasies the master who constructs the lock is guided by, he knows that there will be someone who can make a key to it and gain access, for all creativity begins with chaos and ends with the acquisition of order.

Outwardly, determining the quality of a product produced for sale on the market seems to be an impossible task, because for this it is necessary to combine not converging, but, in the main, diverging views. Involuntarily remembered

"Krylov" fish, crayfish and pike, undertaking to drag the cart. In our case, there are even more subjects.

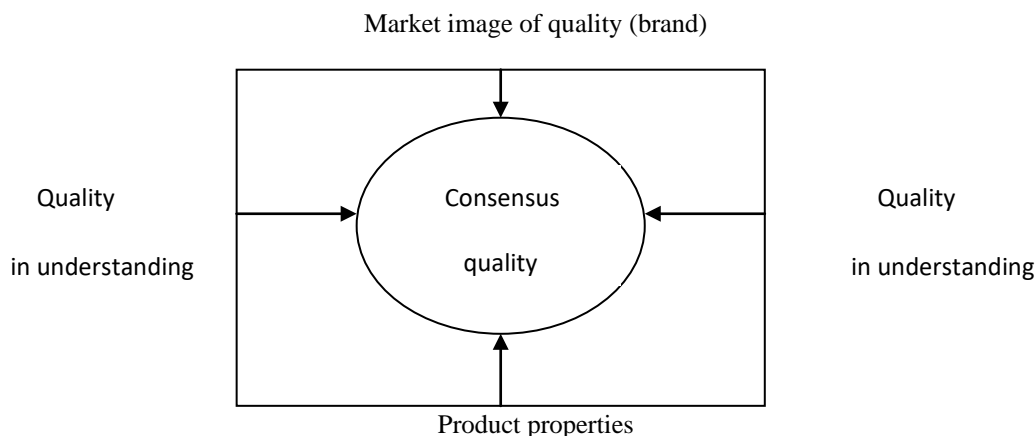
The designer, technologist, manager develop their understanding of the quality of the goods (they can be combined), they are linked by the common interest of the manufacturer. The buyer has a special approach to quality. As a consumer, he is not sure about the integrity of the manufacturer. In addition, the buyer has his own tastes, reasons, conditioned by the real buying opportunity.

There are also the interests of the market, which has turned into an independent subject of the economy. Speculation is legalized and attracts with its potential. By controlling the market, an intermediary speculator is able to form an image of quality in his own interests, in particular, through advertising, giving priorities, etc. Finally, there is the quality of the product itself, expressed in the aggregate of properties of natural origin and added by the manufacturer; as a result, we came to the "quality square" that combines the quality of the product and the image of quality (Fig. 2).



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**Fig. 2. Quality square**

Consensus quality is not true quality, quality “agreement” is a virtual reality phantom. No documents, procedures, everything is done “in the dark”. There are too many factors, their dynamics is great, and interests are conflicting. However, the spontaneous genesis of the consensus quality should not confuse anyone.

The evolution of nature without human intervention is an extremely spontaneous process, built on random intersections, from which the necessary connection arises, becoming stable, repeating, general, i.e. law. Chance and necessity are correlative dialectical relations, as well as chaos and order. Chaos is not opposed to order; it differs from concrete order. Chaos is disorder in the pure case in relation to some decency. In general terms, chaos is also order, not yet open to the observer.

Before analyzing the factors that ultimately determine the consensus quality, let us dwell on one more aspect of the quality problem that remains on the side of researchers - the heterogeneity of the content of the concept of “quality”.

It is advisable to structure the content of the concept "quality" in relation to a commercial product depending on the nature of the properties included in the content. The properties that form the content of the concept of product quality are divided into three groups: objective properties, intersubjective and individual (subjective).

Objective properties (signs) reflect the natural foundations of the concept, for example, natural or synthetic raw materials for footwear, clothing, and haberdashery products.

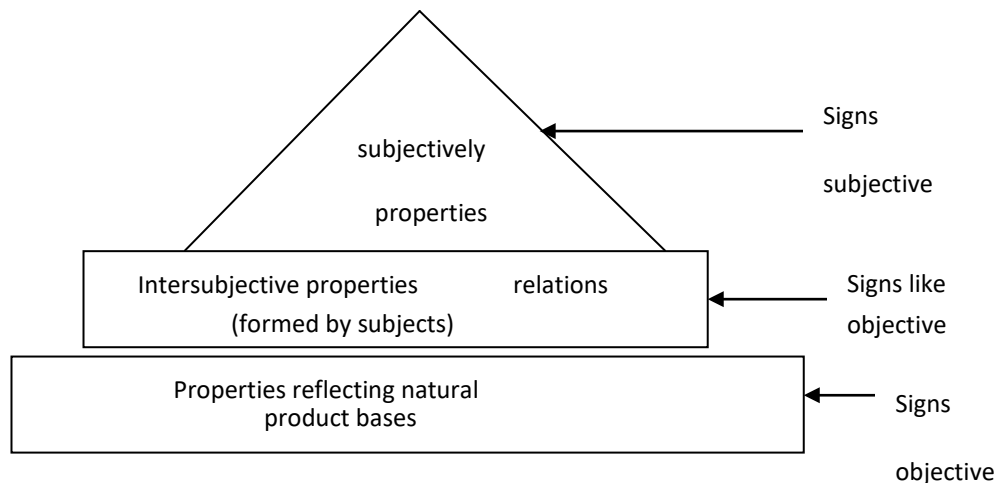
Intersubjective - are formed as products of the activity of consciousness of participants in economic relations: producer, intermediary, consumer, supervisory organizations, national traditions, world trends. In a sense, intersubjective representations can be spoken of as conditionally objective, objectified in collective thinking. At the top of the pyramid of properties, united by the content of the concept of quality, there are individual, subjective signs.

Anything common exists objectively, but only through the individual, therefore at the end of the process there is always a separately taken, concrete buyer Peter Stepanovich Sidorov and boots, which Peter Stepanovich chose from dozens of different ones. They seemed to him the best in quality and price. The sales assistant professionally explained to Petr Stepanovich that there are better quality and also inexpensive boots, but, being an independent person, he did not change his mind. This is why pre-sale preparation of products is important. The last word belongs to the buyer, his perception of the quality of the product. Everything else only plays up to him.

Signs of the content of the concept of "product quality" are built in the form of a pyramid of properties (Fig. 3).

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**Fig. 3. Heterogeneity of the content of the concept of "quality"**

The most serious contradiction, apparently, remains the discrepancy in the images of the quality of the product of the manufacturer and the consumer. The special importance of a different approach to the quality of the manufacturer and the consumer is natural. They are the main subjects of the system of economic relations, they have a common goal - a product. The former make it, the latter consume it, but they have different motives due to their position in the system and the culture of the target's perception.

The manufacturer creates the product, but not the product - the ultimate goal of the manufacturer, but the sale of the product. The direct connection between the producer and the consumer is local because it has a negative effect on the producer. The seller blocks the consumer from the manufacturer, and the manufacturer is forced to focus not on the market, but on the market situation, which is most often artificially formed by a speculator and advertising.

Money, perhaps, does not "smell", advertising policy openly "stinks", so far from objectivity and free from the professional part. Without being responsible for information, advertising serves the market explicitly and in any form.

The manufacturer, unlike the seller, is responsible for information both by law and by its professional reputation. The seller manipulates information as he sees fit - the manufacturer is constrained by responsibility, besides, the market often dictates the rules of relations to him.

What is the solution for the manufacturer? There is only one way out - a direct presence in the market and significant investments in education and education of consumers. It is difficult to overcome such a program alone, while uniting is absolutely real. The domestic manufacturer has everything it needs to oust the speculator from the retail market. He has professional experience, qualified personnel, scientific and technical support, a certain confidence of buyers returning to their old, pre-reform priorities, which are actively exploited by unscrupulous

manufacturers and the authorities, who do not know how to return to the Soviet experience, shyly shut their eyes to this. Confectioners, meat-makers, wine-makers shamelessly use Soviet brands, replacing them with surrogates. Brands of Vyatka, Orenburg, Ivanovo are returning to the market, some Moscow and Leningrad enterprises. The tendency of the return of interest is gaining stability. Of course, clothes and shoes are not sausages and vodka, or chocolate and confectionery products of natural origin.

At the same time, all goods have something in common - the responsibility of the manufacturer.

The euphoria of the nineties has passed, democratic freedom, which turned into arbitrariness in production and on the market, sober up the souls of Russians intoxicated with will. Disappointed with democratic reforms, they are no longer so impressed by many others in the new way of life. Now is just that historical moment when light industry can win its rightful place in the market. Only you need to act in a new way. Reconsider and remake yourself. To abandon the old one-dimensional view of the consumer as an "object" of relations.

In the old days, the consumer was completely dependent on the manufacturer. The market was closed, the choice was dictated, i.e. in essence, the buyer did not have it. Today the consumer has more options to choose while satisfying his own taste.

A new configuration of relations in the market and the manufacturer needs to take advantage.

The modern Russian market only from the outside satisfies the tastes of the consumer, in fact, our market has rather awakened, roused the taste of the buyer with its diversity. The real choice for the mass buyer, for whom this market is designed, is still small.

Objectively high-quality, high-tech products are inaccessible to a Russian of average capabilities, as before. He admires them, as if they were models, or gets annoyed, realizing that all this is not for him. Chinese consumer goods have lost their appeal. Turkey and Eastern European producers are forced to

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adjust to WTO requirements. The product they offer increases in price, but not in quality. The disproportionately increasing costs of carriers also help the price rise.

In the new market conditions that have awakened the taste of the consumer, it is important to try to take control of it. We are not talking about changing the economic strategy based on quality management. We pay attention to the component of this strategy. In the West, a version is gaining strength, the essence of which is that the economy is becoming "smart", the stage of systemic quality management is moving into a new stage - the quality of education. If this is the case, then the focus on nurturing consumer taste fits fully into the strategy of economic policy.

The consumer lives in a specific environment, forming a certain symbiosis with it. Access to consumer creation is efficient both in the immediate application and through the living environment. So far, the manufacturer is still sluggish, and the market is vigorously fighting for the buyer, presenting him in their marketing research as a kind of ready-made, statistical subject who needs to be enticed with a proposal. The real battle for the buyer lies ahead when the manufacturer realizes the benefits of a full-fledged consumer education and training program. The consumer needs to be prepared, then he will follow the market labyrinths by the given route.

Belief in the miraculous power of advertising is a dangerous companion for a manufacturer. Advertising was presented as the engine of progress by the advertisers themselves and the market, which is not responsible for anything in principle. An exclusive product is rarely advertised - it has a regular consumer with a mature taste and exclusive purchasing potential. Such a buyer is simply notified, they are satisfied with the presentation of the collection, especially not sparing money.

Advertising is called an ill-mannered and illiterate buyer, whose credulity towards advertising is inversely proportional to the state of knowledge and taste. The mass consumer is given over to the slaughter of advertising and market arbitrariness. Responsible producers, instead of complaining about fate, it's time to turn their face and get into spiritual contact with the consumer. It is naive to hope that he will independently get out of the fake decorations of the market and advertising. But even if the consumer manages to overcome the ingenious inventions of the market, by that time domestic producers will become relic phenomena and the revival of the activities of national producers will lose public relevance.

There is no doubt that the business of educating your customer is costly, troublesome, unexplored, difficult, requiring a lot of patience, the ability to appreciate the slow, uneven progress towards the goal, to fight against all who declared themselves and their occupation a supranational, democratic phenomenon

and makes a name for themselves on speculation in the area of universal human values.

Nobody disputes the priority of universal human interests, and the need for comprehensive protection of national security is indisputable. And without modern production of essential goods for a person, national security cannot be ensured. So, domestic producers will have to solve a dilemma: either simultaneously with the development of production, produce their own consumer, or continue to groan about the outrage and push themselves to the market periphery, everything closer to the edge of the market and its end.

The revival of the domestic light industry will force the market situation to change as well, the market will have to react, because its interests are determined by the dynamics of consumer demand.

Then it will become easier for many to breathe: producers, consumers will feel the national taste and intermediaries.

Work with a customer should be structured systematically in the format of a target program. Its main sections, presumably, will be, along with the improvement of production and assortment, educational and interactive communication with a potential buyer.

Having closely engaged in the education of the consumer's taste, manufacturers themselves will have to improve their qualifications. No wonder they say that the best way to educate yourself is to try to teach others. It can be argued that the manufacturer has considerable reserves for improvement in all areas of activity. The first steps must be taken towards the consumer. It is impossible to trust the consumer with the "cares" of the intermediary and it is unreasonable to leave the consumer alone with himself - he should be taken as companions, accomplices and seriously prepared for the perception of the product.

Fashion and quality are like symphonic music. They are polyphonic. Just as the ear must be prepared for the perception of a complex piece of music, so is the mind for the evaluation of the product. Shoes, clothes are not a simple commodity. They accumulate the high professional status of the manufacturer, his skill, experience of generations. The buyer must be connected to the joint process not at the final moment "money-commodity", but somewhere in the technological process.

When a wave of protest against the construction and operation of nuclear power plants spread across Europe, the French opened access to those wishing to get acquainted with the operation of the nuclear power plant. They realized in time that it is difficult to convince with a word, it is necessary to give an opportunity to a person from the outside to see and decide. Schoolchildren went on excursions to the nuclear power plant, they were given meetings with experts, showing videos, and a specially developed program. And the work done was crowned with

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success. Doubters overcame the critical attitude, re-educated. Especially after they calculated with a calculator how much it would cost to shut down a nuclear power plant, who would benefit from re-profiling electricity production in a country that does not have hydrocarbons. The French have lived in a market economy for several centuries and have learned to value both personal wealth and national security.

Russian democrats of the late twentieth century took care of the human rights of the abstract, taken outside the homeland, and caused significant damage to patriotic feelings. In the 90s of the XX and the beginning of the XXI centuries. the Russian authorities condescendingly looked at the destruction of the image of the Soviet past, the active revival of pre-Soviet antiquity. Few people understood that any stone thrown into national history ends up in the national present and future. Who needed to "break the link of time"? Those who wanted to change the situation on the market and make their own business on this. The buyer was convinced that everything that was domestic was no good, that it was necessary to buy something from abroad.

The formula "everything is bad!" has been known for a long time, and works well in times of trouble.

It would be falsely patriotic to say: "Everything is fine with us!" However, the domestic manufacturer also did not sew their products with bast. The approach should be differentiated. By replacing Russian products with Chinese ones with the help of advertising and pricing policy, sellers not so much deceived the buyer as under the crisis conditions undermined the position of the national manufacturer, instead of rebuilding production in alliance with him and forming their own market.

It is necessary to have imported products on the market. Crucian carp doze if there is no pike. The market is synonymous with competition. Competition is vital, but competition is always politics, and not only economic.

The state has no right to be free from the market. First, the state is called upon to ensure national security and to express in everything that is done on the territory of the country, the interests of its people. Secondly, the Constitution of the Russian Federation says: "The Russian Federation is a social state." And the Russian government in the 1990s. she was not afraid of the market, she built the market exactly like that, because she herself was a part of this market. The authorities created the market for themselves, knowing about the fragility of their own and the market.

The change of leaders in Russian politics took place when the market fulfilled its political function: it illegally enriched the reformers and made the national producer an appendage of foreign production.

Changes in economic policy after 2000 are important steps, but after what has been done, it will take a long time to wait for positive changes. Economic science testifies that annual destructive actions are compensated by three years of creative activity. Apparently, it is no coincidence that promising programs have recently been built up to 2030.

1990s - time of missed opportunities. The reasons are primarily political. Twenty years later, a prospect appeared for a domestic manufacturer to form a market, which was absent in those dashing years. The trip to the existing market will be successful if it is taken "in the ticks" by the national manufacturer and the consumer prepared by the manufacturer. Routine advertising work, even under the professional supervision of the product manufacturer, will not solve the problem. The time is new and, albeit spontaneously, unskilled, slowly, with deviations, a consumer who was kept without advertising in half-empty counters with a very meager choice, and then deceived with advertising, looks critically at what is happening.

The consumer is ripe for a serious relationship with the manufacturer. The last word. Producers have a responsibility to take the first steps towards a smart economy and lead consumers. It is not always clear what an "innovative solution", "intellectual capital" is? This is in our reflections - a new policy of the manufacturer in relations with the consumer, aimed at achieving mutual trust. The consumer must trust the producer, the producer - the sustainable choice of the consumer whom he has brought up.

Formation of a civilized market is one of the main tasks of the plan of measures for the development of light industry for the 2007–2010s. Despite the well-known positive dynamics, the situation cannot be reversed. The market for domestic goods remains below 25%. More than 50% are counterfeit and contraband products. More than half of the sold garments, fur, outerwear and footwear are concentrated in the clothing markets.

The image of goods, their quality, as before, builds the clothing market. The clothing market is associated with gross violations, product substitution in stores. The lion's share of 1.5 trillion rubles is "spinning" in the clothing market. The market is "covered" by the authorities.

It will not be possible to overcome the hypertrophiedness of the market overnight, and how long the process of strengthening the status of the official domestic manufacturer in the market will take depends on a number of factors: political will, ensuring the consistency and vigor of the struggle (here it is possible to transfer the American practice of suppressing mafia structures without discussion); the size of investments - the state traditionally transfers them to non-budgetary organizations; development of the raw material base - back in 2006, the Ministry of



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Agriculture obliged to reflect in the departmental program urgent measures to combat the subcutaneous gadfly, prevent and rehabilitate cattle from hypodermatosis for 2007-2009, but how all this happens here, we know: sheep breeding remains in a protracted crisis, hunting declined sharply, the cultivation of cage furs is minimized and continues to decline; stimulation of expert production remains on stamp paper; development of innovative activities and training of qualified personnel. Innovation activity in our time is due to investments in R&D - they are scanty. In such a difficult situation, an extraordinary solution can help, and it is, however, it was bypassed in state circulars.

Counterfeit and contraband products, which are often the same, have always been on the market and in assortment. The difference is that in Soviet times, the amount of illegal product depended on the rigidity of state control over illegal activities, and such rigidity did not irritate the West. Nobody tried to hinder us, on the contrary, they showed understanding. In 2010, like all the past 20 years, illegal immigrants in the clothing market openly establish their own rules. The preventive measures have been established so democratic that they can be neglected without prejudice to business.

The reason for the flourishing of illegal relations in the legal market is not the existence of criminal groups - they are in the consumers of counterfeit goods. And the current market will not allow the domestic manufacturer to develop. They will not share their customers voluntarily, and the power of the customer cannot be taken, it needs to be converted, interested in domestic products. And here many questions arise: firstly, it is useless to enter a corrupt market with your competitive products. They will set their own price, they need to launder money received in other areas of business, also illegal, but more profitable. The enterprise is interested in working capital, i.e. is to quickly sell a product at a profitable, but not overpriced. State intervention is required.

Secondly, "there is no dispute about tastes, but tastes are brought up." By changing the position of their products with the help of competent authorities on the market or by cooperating and opening their own sales market, domestic manufacturers have the opportunity to separate part of the buyer from the market masses and make this part their own, with a good prospect, without deceiving the consumer, to significantly increase the number of fans of Russian goods.

Specialists need to go to school, universities, technical schools, colleges, schools, organize meetings with interesting people, demonstrate products, production, open joint creative circles, hold contests, quizzes, disputes. It is necessary to disclose production. Some time will have to be patient, apparently, the diversion of funds will cause some

decrease in economic indicators. Everyone knows: to jump further or higher, you need to retreat.

Surprisingly, there is no section in the industry development program aimed at forming their own consumer sector. The program is tailored to the patterns of the Soviet era, without taking into account modern realities, with the exception of an indication of the need to more actively involve private investments in the process, which is very difficult to implement in the current economic environment. The shadow economy is based on counterfeit goods, "gray" producers prefer to invest in customs in order to import contraband goods. The most realistic is the formation of the stability of consumer interest in the manufactured products by attuning the buyer's tastes to it.

Orientation in long-term plans for the export of products is, in principle, the right task. The goal setting, pushing the national boundaries of the market, contributes to the involvement of reserves, primarily intellectual ones. The authorities are trying to repeat the Japanese way of reviving industrial production.

Significantly lagging behind technologically from the United States and Western Europe in the mid-1950s, Japan in the 1990s. pushed the Europeans out of the world market, having gone through four stages of production growth in 40 years. The revival began with the copying of world samples, in which the US and Canada helped the Japanese, right up to the provision of access to nuclear technology. Then there was the stage of independent development of products identical to world models in quality. In the mid-1970s. independent developments were already, in essence, at the level of the best goods, the Japanese learned to make products of higher quality. By the 1990s. Japanese goods have become global brands, and they have become equal to both the United States and Western Europe.

Japanese progress is quite specific, it is unlikely that this will be repeated anywhere on the scale of the "Japanese miracle". Japan was ideally in the right place at the right time, helped by world politics. Now it is not Europeans, not the United States, who are organizing the most-favored-nation regime for anyone, not even Israel. Nevertheless, this scheme, at least in part, must be adopted, in particular, by manufacturers of consumer goods.

In Russia, there are good traditions, exclusive technologies that attract the custom-made consumer striving for originality and economy. For example, craftsmen from one of the regions of the Central Region brought products from nettle fiber, which have a proven healing effect, to the 2010 folk craft fair in Novosibirsk. Cedar fibers are used in the production of linen. In Western Europe, a cooling cycle has begun, snow, which was exotic for residents, is entering everyday life. Russia has a wealth of experience in the manufacture of ecological clothing and footwear for snowy winters; it is enough to give



**Impact Factor:**

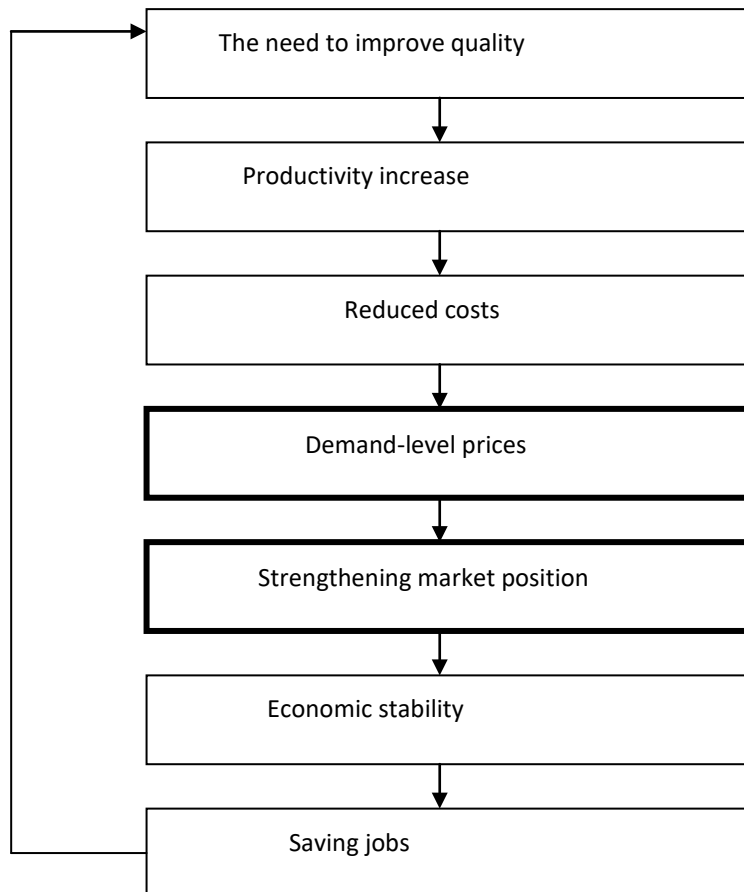
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them a design familiar to Europeans in order to interest a Western buyer, or maybe hold back something modern, Russian. In a normal European market, the main thing is to register, then gain a foothold, including by setting up joint ventures.

At the same time, one should not tread in the footsteps of the Japanese. In Russia, everyone has enough of their own buyer. The interests of the domestic consumer should be prioritized. All of us, not without reason, hope that a better time lies ahead

of us. Accordingly, changes in consumer ability will affect the status of the manufacturer.

The revival of interest in domestic goods will add optimism to domestic producers. It is only important that confidence does not develop into overconfidence. The recommendation of the classic of modern economic theory E. Deming, known as "E. Deming's chain reaction" (Fig. 4), will help to avoid a fatal disease.



**Fig. 4. "Chain reaction" E. Deming**

E. Deming initially tried to implement his approach to creating a quality economy in the United States, but failed. The reformer himself explained the reason for the failure as follows: "My initiatives were welcomed by engineers, heads of individual departments, but they were ignored by top management, who did not want to think and act in a new way."

E. Deming relied on the triumph of professional thinking, his natural desire for the new, coinciding with the progressive movement. Developing the intellectual approach of his predecessor V. Shuhart, E. Deming linked four creative acts of thinking with a

logical knot: observation, development of actions, implementation and analysis.

The listed operations, which made up the "Deming cycle", unite the commonality of the personality's status, its innovative interest in the case. In fact, half a century before the first works on innovative economics, an American specialist presented the very concept of "innovativeness" as applied to the management of economic activity.

The basis of the content of this concept is formed by four sequential actions: professionally built observation of situations, its monitoring - the beginning of the path of innovation, a very crucial moment of scientific knowledge - the description of

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the object; development of measures to improve - to positively change the situation, the main thing here is to organize the process in a new way, so that a motive appears that stimulates the performer; the next step is implementation and the final act is analysis, the purpose of which is to evaluate the results of implementation and gain experience to start the next round of the spiral of creativity.

Inviting E. Deming to Japan in 1950, the initiators of industrial restructuring tried to prepare well for the reform. They even made adjustments to the curriculum of technical universities. The course "How to Use Experimental Data" was introduced to all students of the University of Tokyo Industrial Department.

In a new time, you have to go with new ideas and, moreover, with programs, but there is always continuity in the process. The wise E. Deming foresaw what is always relevant - a reminder to the management of all ranks about "difficulties and false starts."

Its one-sidedness should have long been recognized as a serious mistake in the methodological training of domestic specialists-managers and engineers in universities. Our professional education is traditionally focused on progress and innovation.

We clearly underestimate the warnings of experienced, recognized professionals about the impossibility of knowing everything and the need to be prepared for the most difficult circumstances of the case. The well-known Russian doctor puzzled journalists and specialists a lot with his answer to the standard question: "What should be a good doctor? He said: "A good doctor differs from a bad doctor in that he knows well how not to heal."

Professional training presupposes a thorough, demanded analysis of mistakes, miscalculations, shortcomings, in a word, negativity in all its manifestations. A specialist is not insured against shortcomings with honors, experience, or systematic study. This is not about eliminating negative consequences, but about their "quality" side and frequency. It is possible and necessary to fight against this; it is in this direction that the lessons of E. Deming are especially significant.

The most dangerous is the desire to go the beaten path. This path will eventually lead to a dead end. You need to learn not in order to do like everyone else. Learning means developing independence.

The theory of quality management in our universities is taught outside the "production - consumption" system, the course is conveniently reduced to the history of the problem and the quality management system, isolating it by the area of production. The consumer, the exploitation process, was located outside the main subject, presenting it as an infrastructure, without thinking about the fact that production is not self-sufficient, it is conditioned by consumption by other production, but, ultimately, any

production is put out for consumption. The very word "production" is just the beginning of phrases: "production of services", "production of a product." The former can be read as "relationship production."

If production is "production of relations (services)," then why do we argue about the quality of production in isolation from the subject of relations, opposed to the manufacturer of the product or services? That other subject is the customer of services, products, therefore the quality of production is of no less interest to him than the manufacturer.

The advantage of the manufacturer over the consumer is in professionalism, therefore, it is necessary to disseminate one's professional knowledge, to involve in the circle of professional interests, problems, and the customer; seriously and engage in his upbringing for a long time, leading him away from brainwashing in market advertising.

For two decades, the youth consciousness has been under the pressure of "glamorous" fashion, which reigns supreme in everything: in TV shows, youth programs, serials, weather forecasts, in programs designed for home life, in the speeches of VIPs, "stars", officials and deputies. One gets the impression that it is shameful and indecent to live differently.

By the way, in the countries that we have to catch up with, life is not carried out in the style of "a la glamor". Popular in the USSR and the Western world, Soviet international journalist, historian V. Zorin recalled the details of an exclusive reception hosted by the mayor of New York, billionaire G. Rockefeller. The mayor rarely met with journalists at work. For our compatriots, an exception was made for political reasons - to support the course of easing tensions in the relations of world leaders.

"Having learned about G. Rockefeller's consent," V. Zorin said, "we were more confused than happy. It seemed uncomfortable to go to the richest man in the United States in our suits and purchased shoes. Our American colleagues advised us not to fuss, recommended to focus on the content side of the dialogue. But we thought differently, we were afraid to look unworthy, so we decided to rent costumes from fashionable couturiers for a day. Came to the meeting in advance, were received by the mayor at the appointed time.

Once again, we entered the office with the feeling that our equipment corresponded to the circumstances. We experienced a real inconvenience when the mayor came out to greet us in a simple work suit and ordinary shoes. And smiled at our sight. "

Where is the anti-advertising perversion? Educational institutions, instead of turning into centers of aesthetic, business, and everyday education, themselves contribute to misinformation of the mass consumer.

Universities by their status should actively cooperate with production and, together with

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production, carry out systematic, widespread work to educate consumer consciousness. Without such creative activity, the future of the domestic manufacturer of clothing and footwear looks similar to the present of the Russian car industry - we will become an application of Europe, we will lose the creative component, we will lose traditions and national characteristics.

We should strive to sheathe not the whole world, like the Chinese, but our own, Russian, consumer. He is still able to appreciate the dignity of his fellow countrymen, but he must not be left to his own devices.

E. Deming paid special attention to the socio-psychological support of the organization of production. Our today's specialists are looking for the keys to success only in technology and statistics.

E. Deming's concept of "difficulty" and "false starts" are psychologically loaded. The talented economist E. Deming was experienced in spheres related to economic activity - psychological and social. He presented production management in a broad, complex context. Most of today's managers are one-dimensional. Hence the constant failures in management.

E. Deming attributed to the "difficulties":

– expectation of results from work in the field of quality improvement in the shortest possible time, which is typical for highly specialized training - a surrogate for professionalism. Quality is the state of the essence of the process, product, management. The essence differs from the phenomenon precisely by its stability. Quality is not a quantity that can be reduced at once, and sometimes even increased. Quality loses and gains itself in the process. It takes time and, of course, equivalent tasks to train specialists;

– the opinion that mechanization, automation and computerization will help make a breakthrough in product quality. This opinion is again a defect in the training of a specialist, a limited professional culture. The quality of a product, and in a general sense - "boots are clothes for feet", and in a particular sense - the quality of shoes as a set of certain properties of boots, is a matter of human creativity. Boots are not harvested on a tree - in the workshop, boots are sewn by specialists according to models developed by related specialists from leather, which was made by other specialists. Only at the beginning of the product's production chain are we able to detect the presence of a natural phenomenon of nature - the skin of an animal. Technology in any form (outdated, modern, future) was, is and will forever remain a means of labor, created by man and launched (or not launched) by him into production. Technique makes it possible to make products of a certain quality, gives stability to the quality of the product - and that's it! Let's repeat: the quality of a product is created by a specialist, it is a product of his activity. It is not technology that creates quality. Hence, E. Deming's

warning follows: do not expect a breakthrough in the field of quality from a technique;

– neglecting the steps required to successfully complete a quality improvement program. Another confirmation of the importance of the humanitarian development of a specialist's personality, which top managers in the vocational education system do not want to hear about. S.P. Tymoshenko wrote that in US universities the humanitarian component is at the level of 20-25%. In England, it is approaching a third. Savings on liberal arts education result in large losses in specialized training. The place of dialectical thinking is taken not even by the formal-logical, but by the defective-everyday, based on the "kondo" phrase "maybe it will work out, carry it over." Why was the historical thought "We wanted the best, it turned out as always" by the former Prime Minister of the Russian Federation? Because they managed as they could, and not as they should, unprofessionally. Since then, the situation has changed little,

In dialectical logic, there are some wise and simple rules that reflect the actual order of things. First, you need to carefully study what was and how it was, so as not to step on the old rake again. Second, to thoroughly, comprehensively understand the essence of the matter, its infrastructure and relations, including the analysis of macroeconomic dynamics. Thirdly, the starting point should be the practical expression of the concept, but the very concept of "practical value" is important to interpret not narrowly pragmatically. And finally, the last thing: the truth is always specific and unambiguous.

In a big business, unimportant little things happen only to those who approach it unprofessionally. Everything is significant here. The concept of "quality of raw materials" includes organoleptic characteristics, age, storage and transportation conditions on equal terms. One has only to try to rank them, as a series of non-persistent "trifles" will go and the quality will pass into substandard. Involuntarily forced to return to the beginning and highlight the relevance of technical regulation of the quality of goods and services, as well as their production.

Quality management began more than a century ago with primitive actions and taking into account the little things. G. Ford Jr., A. Sloan, F. Taylor and A. Foyle - different people were united by a common attitude to the details of production. They, like everyone else, naturally recognized them, however, unlike everyone else, they did not disdain them. They understood spontaneously that the essential is not born by itself, it is born in the insignificant, the big grows out of the small, the necessary arises at the crossroads of the accidental. Quality cannot be carved out of quantity, but in order to obtain the desired quality, you need the required quantity. A measure is formed from the quantity - "quality quantity".

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In the presence of "quality quantity", i.e. measures, we can already make the appropriate quality. The Bible states: "In the beginning was the word, and the word was with God, and the word was - God." In the theory of quality, the beginning seems to be different: "In the beginning, quantity is required: funds, specialists, ideas, etc." Therefore, Ford's quest for quality began with economy, and with Taylor and Foyle, at the organizational level. And the main problem at that time, perhaps not yet so obvious, was the "scissors" in the relationship between quality and quantity.

Let us explain: the economic effect is manifested not in an abstract, pure quantity, although it is potentially laid in there, but in the realized quantity, which is similar to demand.

Abstractly taken demand is a more psychological and less economic category. In the economic aspect, demand takes on the significance of a factor when it is provided either by purchasing power or by the calculating ability, which allows obtaining a loan.

The manufacturer must strive not to create quality. Its goal is production efficiency. The quality is just simply a means of achieving efficiency, a spoon, a bait in the understanding of a fisherman. You can get a product that is modern in quality and go bankrupt, because you will not be able to sell the product at a profit. The market will not accept him.

Quality in an economic application is a concept that is correlated with efficiency and does not coincide with it, as many think. Quality management, including the development of technical standards, regulation with their help, involves modeling the filtration of ideas, plans through the "gateway" of quality goods to the vastness of the market. Will open or slightly open the market to innovations access to mass demand.

K. Ishikawa invented a "circle of quality", suggested diagrams "cause - effect". The idea of the Japanese specialist is extremely simple: it is necessary to involve the entire team of the enterprise in quality management. The totality of participation is a guarantee of the quality of production. K. Ishikawa's concept was embodied in the history of Toyota. B.S. Alyoshin asserted, "that it was at this phase of quality assurance that quality management in its modern sense was formed."

K. Ishikawa, thanks to the involvement of all those involved in production in the process of creating high-quality products, managed to remove "the contradiction between improving quality and increasing production efficiency in its previous forms." Practically in all countries with a high average income of the population, the consumer began to receive goods and services of high quality at an affordable price, bringing a number of European countries, Canada, the United States, and some Arab states closer to the "consumer society". The "miracle" that was born in Japan, like all the previous miracles of the economy, turned out to be short-lived, which

once again confirmed the position of skeptics: "Miracles do not happen! There are ups and downs. "

Any "miracle" is a success acquired by a concrete historical situation, and flourishing within the boundaries of its time. Features of historical time contribute to the birth of "miracles", they also determine the wonderful limits.

Let us turn again to B.S. Alyoshin: "The concept of standardized quality, according to which a quality product is understood as a product, the requirements for which were determined and fixed in the standards by the manufacturer, and the consumer has the right to either buy the proposed product or reject it, has led to an aggravation of the contradiction between quality and efficiency in a new form, with the error in determining the needs of consumers when products that are suitable, from the point of view of manufacturers, enter the market, the costs are extremely high. "

K. Ishikawa closed the concept of "quality" to those who produce it. Those for whom the product was designed were left out of business. They were not interested in their opinion. The isolation argument is impressive: consumers are not aware, they are not specialists. K. Ishikawa did not consider systematically the main relation in the economy "producer - consumer". Once they were in one person, they were opposed by commodity production. It arose as an alienation of the personality's abilities, bifurcating it not conditionally, but physically, but the personality at the same time remained in both hypostases: producer and consumer. The proportions of the hypostases have changed and continue to change. However, their essence is a dialectical opposition, which does not allow to exist without each other, and this must be reckoned with.

The consumer is a partner in the quality of the product. The division of labor separated the consumer from the professional knowledge, the skill of the manufacturer, opposed them, but did not divide them so much that they could not depend on each other. They are still a unified socio-economic entity.

Modern economics shows that the manufacturer, opposing himself to the consumer, has turned the arrow of his movement to a dead end. It is necessary to closely tackle the return of the consumer to mutual understanding, for which, first of all, it is necessary to reduce the distance in the professional aspect of relations - to educate and educate in the consumer the subject not passive, outside, casual, but a partner in a common cause.

In the latest economic policy, technical regulation is one of the main conditions for achieving quality standards. It allows balancing the relationship of centrifugal and centripetal forces in the development of production, democratizing production management and, at the same time, preventing it from slipping into self-production, i.e. autonomous self-sufficient production. The system will disintegrate if



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GIF (Australia)	= 0.564	ESJI (KZ)	= 9.035	IBI (India)	= 4.260
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its components decide that they themselves are the system. Democracy and arbitrariness are incompatible phenomena. Freedom in a democratic interpretation is reasonable only when it is freedom to act both in one's own interests and in the interests of the system. Control can be in the form of self-control, and in the form of centralized activity, but it must take place in the interests of democracy, which in our context means the interests of the consumer.

The essence of our position lies in a new perspective of perception in the management of the quality of consumer goods - consumer interest, more precisely, in the transformation of a consumer from a buyer into a producer. As long as the consumer is left to himself, self-formed in the market environment perverted by an unscrupulous manufacturer and advertising unregulated responsibility, he is a statistical value for a responsible manufacturer.

All plans of the manufacturer are based on statistical models, more or less indicative of the national economy, but not on the average capabilities of the enterprise. In order to replace virtual, speculative benchmarks in planning with real, much more viable ones, it is necessary to bring the consumer out of the zone of unlikely certainty into the space of cooperation, which gives a much more probabilistic forecast. From a spontaneous, opposing, divided by a "counter" subject, it is necessary to turn him into an accomplice through education and enlightenment of consciousness.

The trouble with our current state is not in the Chinese commodity expansion (the Chinese have filled both the United States and half of the world with their specific goods), but that we have left the consumer at the mercy of intermediaries.

Formally, this alienation looked quite logical and attractive: "To each his own!" The shoemaker will sew what he has to do - boots, shoes, sneakers, etc.; the merchant is busy with his business - the sale of goods; advertising has its profit by helping the merchant.

In reality, the producer found himself in isolation, submitting not to the market, but to market speculators and those who serve them. The market is a relationship within the "producer - consumer" system. Anything that is built in between them breaks their natural relationship. Leading European manufacturers do not allow themselves to supply products to our market. They enter the market themselves, with their own network of specialized stores, which are under strict control and carry out independent advertising work with the consumer. By replacing "consumer" with "buyer", enterprises form an uncertain perspective. The producer has a consumer, not a buyer, by his dialectical opposite. The consumer also needs to be connected to the problem of technical regulation: to teach him industrial literacy, educate, educate.

The work presented to your attention is the fruit of joint reflections on topical problems of improving the activities of an important branch of the public economy of leading Russian and foreign experts. A collectively executed monograph always has an advantage over an individual form of creativity. A separate author, no matter how knowledgeable and authoritative he may be, is forced by the nature of the circumstances to explain not only his point of view on the problem under study, but also to talk about how colleagues "see" this problem, to present someone else's view of the order of things, to transform in the process of discussions in their opponents. Such a transformation, despite all its conventionality, is not so harmless for objectivity in understanding. Even such a wonderful thinker like Hegel Hegel sinned, willingly or unwillingly substituting opponents, to make it easier to criticize them. This work presents an original author's approach and opens up the opportunity to learn the most significant first-hand, without intermediaries, which often darken creative relationships.

The quality is "written by nature" to be at all times in the epicenter of both scientific and amateurish reflections. The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of opposition of the ratio of actions "direct" and "mediated". The saying "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality only because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "on the mind" or "implied." From the correlation in the dynamics of these projections of the quality problem in creative thinking, an appropriate schedule is built, reflecting the relevance and profitability of activities aimed at the development of production.

## Conclusion

The quality of the activity is the final criterion of its individual, collective and national status. It is in the quality that the energy of creation is accumulated. The quality of activity indicates how much we have penetrated into the essence of things, learned to manage things, change their properties, form, forcing us to serve a person without significant damage to nature. Quality allows us to see the person himself from new perspectives, to pay tribute to his talent, will, and professionalism. Research carried out under the UN Development Program has made it possible to measure the share of the "human factor" in national and global wealth: 65% of the wealth of the world community is the contribution of human potential, and only a third of the world's wealth is accounted for by natural resources and production structure. A quality-oriented strategy is undoubtedly contributes to the growth of the very role of the subjective factor in the development of production, and a more complete all-



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round satisfaction of human needs themselves. The desire to "live according to reasonable needs", as well as the need to "work according to one's capabilities", together with the communist ideal, no one openly and officially dared to cancel, realizing the absurdity of denying the essential forces of man. In the "hot" state, the problem of quality is steadily supported by both the inner forces of active consciousness and external life factors. The highest function of consciousness is cognitive. Learning about nature, we discover its qualities, state of quality, levels of quality, embodying new knowledge in production. Classical political economy (A. Smith, D. Riccardo, K. Marx, J. Mill) concentrated quality problems in production. Postclassical economic thought shifted quality towards consumption, trying to give production a "human face" - a person alienates himself in the production process, but this measure is forced and in the systemic sense - temporary, conditional. Labor is a kind of "terrible cauldrons" that Vanya the Fool had to overcome in order to turn into Ivan Tsarevich. The main thing in production is the result, not the process. Consumption regulates the market. Consequently, market demands must dominate production. The task of society is to contribute to the development of demand in the market worldwide: to maintain a range of goods, stimulate price stability, increase purchasing power, and improve the quality of goods. E. Deming, calling the "network of deadly diseases" of modern production, in the first place puts "production planning, not focused on such goods and services for which the market is in demand". Try to argue with him. Production during the transition from industrial to post-industrial society of mass consumption is thought of as a function of the market.

The dynamics of market development in the last decades of the last century and at the beginning of the third millennium invariably shows an increase in consumer demand for the quality of goods. For all the economic, social and political costs, humanity is getting richer and wealth is unevenly distributed. Finance, as before, is concentrated in certain regions, however, just like the premieres of modern production. Analysts predict the course towards the quality of goods confidently and everywhere. The consumer realized the need to pay for the advantage of quality services and products. It is the turn of the manufacturer, who must overcome "greed" and

"deadly sin" in order to destroy greed. Prominent economists unequivocally declare that the improvement in the quality of goods is not causally related to the rise in prices. Positive changes in the quality of goods imply qualitative changes in technology, technology, organization and production management. Manufacturing should improve, but not become more costly.

And I would also like to draw your attention to one phenomenon that usually escapes in the problematic bustle - the historicity of the economy. The economy has not always been the way we perceive it now and will not remain forever. Economic life changes in time, which forces us to tune in not its changing being. The modern economy is built on a market foundation, and the laws of the market dictate their own rules to it. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Symptoms of the new economic order are already mounting, analysts say. The next round of the economic spiral will also revolve around the market core, but the value of the market will not remain total. The priority of market competition, which aggressively squeezes out the social sphere, is incompatible with the prospect of economic development, this is confirmed by the steady desire of social democracy in the West to deploy the economy as a front for social security, fair distribution of profits. The new economy is called temporarily "lean". It requires humanization not only in the distribution of national wealth. The production itself is also humanized, including the management system. The current principle: "the strongest, the fittest survives", will replace the "social-production partnership" - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer produces exactly what the consumer needs. The "lean" economy will be focused on resource-saving technologies and environmental friendliness of production. It will require a new look at core concepts. The philosophy of quality will also change. We must be prepared for the coming events. To the best of their competence and interests, the authors tried to share with you, dear readers, their thoughts, entrusted you with their judgments about the past, present and future of the case to which they have dedicated their lives.

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## ABOUT THE ADVANTAGES OF MARRIAGE BETWEEN QUALITY AND THE MARKET FOR FORMING PREFERENCES FOR FORMING PREFERENCES FOR CONSUMERS OF MANUFACTURED PRODUCTS

**Abstract:** In the article, the authors consider the most acute problem of the light industry - how to create a basis for a happy marriage between quality and the market, in order to please consumers in the regions of the Southern Federal District and the North Caucasus Federal District, which is in demand and enjoys preference over other manufacturers. We justifiably give preference to the quality of products, since the dependence of the assortment on the market is relatively conditional and indirect, because it is "tied" to the technical state of production, technology and professionalism of developers.

**Key words:** Marriage of convenience, quality, market, preferences, assortment, technical state of production technology, professionalism of developers, occupation of the market.

**Language:** English

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#### Introduction

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There are regularities the quality of a product is a measure of its use value, the formation of product quality at all stages of its life cycle, the disclosure of

which is the most important task of commodity science.

Today, the concept of "quality is interpreted differently in regulatory documents

GOST 15467 gives the following definition of a product - a set of product properties that determine its

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suitability to meet certain needs in accordance with its purpose. "

There is an opinion that such a definition narrows the concept of the essence of quality, because "certain needs in accordance with the purpose" mean something limited. For example, the sausage must be edible, the car must be driven, the house must have walls and a roof.

GOST R 50779.11 repeats the definition of ISO 8402: "Quality is a set of characteristics of an object related to its ability to meet established and anticipated needs."

Established needs are regulated by regulatory documents, implied - needs that must be identified and defined. The object in this definition means not only the PI product, but also the activity, process, organization, system, which allows you to design each process in the quality system - personnel, means of production, raw materials, technology, packaging, transportation, storage, etc. The adjective "perceived" needs emphasizes that needs and quality are unlimited.

In accordance with GOST R ISO 9000-2011 (identical to ISO 9000: 2008) "Quality Management Systems. Fundamentals and vocabulary ":" Quality is the degree to which a set of its own characteristics meets the requirements ", and we are talking about the requirements not only of the consumer, but of all interested parties. Thus, high quality is a high degree of satisfaction of the requirements of all interested parties (manufacturer, seller, consumer).

This definition does not contain the word "product" (or "object"), but this definition includes all aspects of quality, including the quality of a product, which has a set of its own characteristics and can be an object of quality.

Thus, when studying the quality of products (goods) in the course of commodity science of non-food products, we will be guided by the following provisions:

It is necessary to distinguish between the concepts of "quality" and "product quality", "product quality management" and "quality management". The concept of "product quality" can be interpreted in accordance with GOST R 50779.11. Product quality management is carried out at all stages life cycle products: pre-design, production, sales, consumption, disposal.

The term "quality" (a more comprehensive concept), that is, the degree of satisfaction of requirements, refers to quality management systems and is considered by economic disciplines. Quality management of each specific organization (for example, an industrial enterprise) is based on the principle: the only goal of the organization's work is high quality, that is, a high degree of satisfaction of all interested parties. In the quality management system of an enterprise, product quality is a must as a minimum.

## Main part

The object of quality is a product that has a set of distinctive properties - characteristics.

"Requirements - a need or expectation that is established, assumed or obligatory" (GOST R ISO 9000-2011).

Thus, requirements are, first of all, needs. There is a hierarchy of needs. It is based on the basic needs (provision of food, clothing, housing), then (in ascending order) - the needs for safety, convenience and comfort of use, aesthetic, social needs. The top of the pyramid is made up of the needs of development (the need for creativity, the desire for self-expression). To satisfy needs, you need to express them quantitatively and qualitatively on the basis of certain criteria so that you can check them.

In accordance with ISO 8402, quality requirements are the expression of specific needs or their translation into a set of quantitatively or qualitatively established requirements for the characteristics of an object, in order to enable them to be realized or verified.

The establishment of quantitative requirements for the quality of goods is the most important condition for their development, production, sale, consumption.

Requirements for the quality of goods of specific groups (social, functional, ergonomic, aesthetic, reliability, safety, environmental) are regulated by the norms established in technical regulations, standards, technical conditions.

Based on the quality requirements for each product, a nomenclature of consumer properties and indicators is established.

Consumer properties - a set of properties that satisfy the needs or expectations of individual consumers. Thus, the nomenclature of consumer properties, in fact, determines the quality of goods, since it is a set of properties and indicators that determine the satisfaction of needs.

Property is an objective feature of a product (product) that manifests itself during its creation, assessment, storage and consumption (operation). Product properties can be simple or complex. A simple property is characterized by one feature, for example, the thickness of the textile thread, the hardness of the metal, etc. A complex property is a complex of features manifested in the aggregate. For example, the complex property reliability is a combination of such properties as reliability, durability, maintainability, and persistence.

Product quality indicator is a quantitative characteristic of one or several properties of a product included in its quality, considered in relation to certain conditions of its creation and operation or consumption.

The quality indicator quantitatively characterizes the suitability of the product to meet the needs in accordance with its purpose. So, the need to



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have a strong fabric is determined by the indicators "breaking load", "abrasion resistance", etc. Quality indicators can be expressed in various units and can be dimensionless. Each indicator has a name (product weight, vehicle speed, fabric whiteness) and a value (respectively 50 kg, 80 km / h, 4 points). Quality indicators are used to assess the conformity of products to the needs they meet.

Quality indicators, depending on the characterized properties, are divided into single indicators - they characterize the simple properties of the product (the strength of fastening of the shoe sole, the air permeability of the fabric) and complex - characterize the complex properties of the product (the reliability of the footwear, the hygienic properties of the fabrics).

Product quality indicators, depending on the purpose, are divided into basic and defining indicators.

*Basic indicators* - used for comparative characteristics of quality indicators, when it is necessary to determine the level of quality. The level of product quality is a relative characteristic based on a comparison of the quality indicators of the evaluated product with the baseline values of the corresponding indicators. The indicators of the best samples of similar products, created on the basis of advanced scientific and technical achievements, as well as indicators of standards or technical regulations, can be used as basic ones.

*Defining indicators* - indicators that are of decisive importance in assessing the quality of products. For each group of goods, its own set of defining indicators is regulated. For example, when assessing the quality of chipboard, the defining indicators are: bending strength, tensile strength, decorative coating hardness, resistance to temperature, abrasion.

The nomenclature of consumer properties and indicators is a set of properties and indicators that determine the satisfaction of real or perceived needs. That is, the nomenclature determines the quality characteristics of goods.

When classifying consumer properties, a hierarchical method is used, dividing properties at several stages of classification from the most complex to simple ones, and at the lower stages, single ones are distinguished.

Particular importance is attached to such basic complex consumer properties of goods as purpose, reliability, ergonomic properties, aesthetic properties, and safety.

Purpose - the ability of a product to perform the basic functions for which it is intended. Purpose refers to one of the defining properties of the quality of goods. If the product does not satisfy the consumer for its intended purpose, the rest of the properties lose their attractiveness. For example, if clothes and shoes do not sufficiently protect the human body from

adverse external influences, their reliability, aesthetic and other properties are not essential for most consumers. Depending on the needs to be met, the properties of the purpose are subdivided into subgroups: functional purpose; social purpose; classification purpose.

*Functional properties (functional properties)* reflect the ability of goods to fulfill their basic functions and satisfy basic needs. The performance of the main functions depends on the parameters of the product, the type of raw materials, and the quality of manufacture. The functional properties can be characterized by corresponding indicators, for example, the functional properties of the washing machine - the quantity and quality of the washed laundry.

The properties of the functional purpose of non-food products are characterized by the following data:

- performing the main function characterizing the degree of satisfaction of the most significant need (for example, creating and maintaining the required temperature in the refrigerator, boiling water in a kettle) when used as intended;

- perfection of auxiliary operations, determined by the peculiarities of the functioning of the product at different stages of commodity circulation (automatic defrosting of the refrigerator, irons with moistening);

- versatility of application, which determines the range of conditions and methods of operation (consumption) of goods for their intended purpose (for example, the ability of bicycles to ride on various roads, the ability of a scanner to scan text, photographs, and perform the function of a copier).

*Social assignment properties* - the ability of goods to meet individual or social social needs.

Social indicators are often the appearance of goods, the composition and content of individual components, for example, precious metals, stones, aromatic substances, etc. Often these indicators can be measured only qualitatively and are related to the psychological and physiological perception of the goods by the consumer. These indicators include the image of the product, the appearance (for example, the trendy color this season), sometimes the scent (for perfumes, creams, etc.) or sound (for audio equipment).

The properties of social purpose can be characterized by indicators of prestige, social targeting and obsolescence.

The prestige of quality is measured conditionally and is determined by the sociological method by questioning the priority and degree of importance of the quality indicators of goods for certain segments of consumers.

Social targeting can be measured not only qualitatively, but indirectly and quantitatively for individual goods. For example, clothes and shoes for



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children are determined by size, design features, color, etc., for all children's products, including food for children, an increased level of safety indicators is established.

Obsolescence is a decrease in the degree of customer satisfaction in a product due to changes and / or the emergence of new needs. The reasons for changing needs can be an increase in the quality of life: its material, social and / or cultural level; improvement of production under the influence of the achievements of scientific and technological progress; change in fashion, lifestyle; the formation of new needs (tastes, attitudes, etc.) through advertising, propaganda and other marketing methods. Obsolescence is not associated with physical wear and tear of goods. It is often significantly ahead of such wear.

*Classification assignment properties* - the ability of some properties and indicators to act as classification signs. Many indicators or properties (chemical composition and structure, functional properties, etc.) can serve as classification signs. For example, car models can be classified by Engine power, fuel consumption, carrying capacity, functional purpose (trucks, cars) and other characteristics.

*Reliability* - the ability of the product to maintain its functional purpose during storage and / or consumption (operation) within a predetermined time frame or the required MTBF. Operating time - the duration or amount of work of a product, measured in various units (days, years, kilograms).

Depending on the reliability criterion, the following subgroups of properties are distinguished: durability, reliability, maintainability and preservation.

*Durability* - the ability of goods to remain operational until the onset of the limit state or the established time for maintenance and repair.

Durability is more characteristic of non-food durables. Durability as an indicator of the preservation of functional purpose often conflicts with social purpose. Thus, many goods with significant durability become obsolete, having lost their social purpose. This applies to clothing, footwear, hats, and some difficult technical goods.

The service life of products, resource, etc. can serve as indicators of durability.

Service life - the duration of the life of the goods during which they perform their main functions.

Resource - the limiting possibility of using goods, fixed in regulatory documents, for example, the number of hours of work, the number of on and off (switches).

*Reliability* - the ability of goods to fulfill their functional purpose without the occurrence of defects, due to which their further operation is impossible or difficult. Reliability is characterized by the periods during which the goods are operated without failures

and failures, as well as the number of defects arising during the specified period.

The indicators of reliability can be the mean time to the first failure, the failure rate, and the probability of failure-free operation. The latter indicator means that no failure occurs within the specified operating time. In addition, safety indicators are the failure flow parameter, warranty time, mean time between failures, and repair times.

Failure flow parameter is the average number of failures of a remanufactured product per unit of time for a certain period. Warranty time - the life of the product, which is guaranteed by the manufacturer, subject to the operating conditions.

MTBF is a relative indicator that is characterized by the ratio of the total operating time of the product being restored to the total expected number of its failures during this operating time.

*Maintainability* - the ability of goods to restore their original properties, primarily functional purpose, after the elimination of identified defects.

Repair work is carried out to restore the basic properties of goods lost during operation or as a result of defects. Maintainability is typical for many non-food durables (household appliances, cars, etc.) and is closely related to durability, as it allows you to increase the service life of the goods.

*Persistence* - the ability to maintain the original quantitative and qualitative characteristics without significant losses for a certain period. If these losses do occur, they must be economically justified.

Preservation is inherent in all consumer goods, since storage is an inevitable stage in any movement of goods. This property is especially important for food products. Storage begins from the moment the finished product is released and continues until the disposal of the goods.

The indicators of the preservation of consumer goods are losses, the yield of marketable (standard) products, shelf life, shelf life. Preservation is closely related to the safety of many commodities, especially perishable foodstuffs, since the most important purpose of storage is to ensure safety.

Ergonomic properties - the ability of products to create a feeling of convenience, comfort; the most complete satisfaction of needs in accordance with the anthropometric, physiological, psychological and psychological and physiological characteristics of the consumer.

*Ergonomics* - a science that comprehensively studies a person in the specific conditions of his activity in order to optimize the means and processes of labor or operation (consumption) Thus, the ergonomic properties of a product are properties that determine the convenience and comfort of its consumption (operation) in the system "person - product - environment". They are aimed at optimizing the physical and mental load of a person.

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Ergonomic properties *subdivided on the the following subgroups:*

anthropometric, physiological (hygienic), psychological and psychological and physiological.

*Anthropometric properties* - the ability of goods, when consumed (used), to correspond to the greatest extent to the measured characteristics of the consumer. They are of the greatest importance in assessing the quality of non-food products, especially clothing and footwear. Therefore, in the design and development of products, data on anthropometric measurements of the population are used, on the basis of which the sizes of clothes, shoes, and hats are established.

In different regions of the globe, the anthropometric characteristics of people (height, fullness, waist, foot length and width, etc.) are not the same. As a result, the sizes of clothes and shoes produced in different countries do not correspond to each other.

To eliminate such barriers in international trade, manufacturers are striving to unify sizes by reducing their number (for clothing, some hosiery). So, for clothes in many Asian and some European countries, only five sizes are used: S, M, L, XL and XXL,

Indicators of anthropometric properties can serve not only the sizes of clothes, shoes, hats, but also the sizes of working parts of office equipment, household appliances, stationery, etc. The diameters of pens, pencils, markers are not accidental, they reflect the anthropometric characteristics of a human hand and provide convenience and rationality use. With their larger or smaller sizes, rapid fatigue sets in, and a feeling of inconvenience arises.

The dimensions of the furniture should ensure ease of use and comfort. In the case of dishes, the convenience of use is determined by the size, shape and design of individual parts (handles, lids, etc.). Anthropometric properties are typical mainly for non-food products, and for food products they are of limited use. The single indicators of these properties can be the size and shape of tobacco products (cigarettes, cigarettes, cigars), caramel products, the hardness of sugar refined, gingerbread, rusks and donuts. The hardness should be comparable to the strength of the teeth. So, stale gingerbread, crackers, bagels, when chewed, can lead to injury to the gums and teeth.

*Physiological properties* - the ability of goods to provide the convenience of functioning of individual organs or parts of the human body when using them.

In the process of consumption (operation) of goods, a person spends certain efforts, spending his energy. The less effort required when consuming a product, the better its functional properties. For example, indirect indicators of these properties can be the mass - clothing, shoes, dishes; the shape and volume of clothing, dishes; the design of controls for complex technical goods - handles, buttons,

handlebars. For the controls of household and other appliances, the optimal and maximum values of human effort are established, which allow to prevent increased fatigue with repeated exposure to these organs. The physiological properties of products should take into account the individual characteristics of certain segments of consumers for various reasons, for example, by age (products for children, the elderly, youth, etc.) and health status (for example, products for the disabled, left-handed people, etc.).

*Hygienic properties* non-food products are also associated with the impact on the living conditions of the human body and are subdivided into sorption, permeability properties, electrifying capacity, heat-shielding properties.

Sorption properties characterize the ability of materials to absorb or emit gas, vapor, water} or other substances. For example, when assessing the hygienic properties of materials for clothing and footwear, indicators of sorption properties are determined: hygroscopicity, water absorption, moisture yield.

Permeability properties characterize the ability of materials to pass air (air permeability), moisture bunk (vapor permeability), dust (dust permeability), light (light permeability), dripping water (permeability, water resistance), etc. These properties are important for clothing, shoes, furniture.

Electrifying properties characterize the ability of a product to accumulate static electricity charges on its surface. Electrification when wearing clothes is unpleasant, and electrified clothes stick to the body and become dirty more quickly.

Heat-shielding properties characterize the ability of a material or product to transfer heat (thermal conductivity) and absorb it (heat capacity). Materials for the winter assortment of clothing, heat-insulating materials in construction, etc. should have heat-shielding properties.

*Psychological properties* - the ability of goods to provide the consumer with mental comfort during consumption (operation), to correspond to his individual perception of the goods. Mental comfort is a state of inner calmness, absence of discord with oneself and the world around.

Psychological requirements can be expressed through the perception of taste, color, volume and timbre of sound, brightness of the image, etc. For example, the perception of certain foods in certain regions of the world is determined by national, religious, family and other customs. Frog meat, which the French consider a delicacy, is not customary to eat in Slavic countries. Muslims do not eat pork, considering it an unclean product, and Hindus do not eat beef, since a cow in India is a sacred animal.

Certain psychological requirements are also imposed by the consumer on many non-food products, especially complex technical ones. For example, household audio and video equipment should correspond to the psychological capabilities of a

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person to perceive sound and visual information. Thus, an increased sound volume, a large number of frames or lines per unit of time, causes rapid fatigue, strong excitability of the nervous system. Therefore, long-term and frequent use of such products is unsafe for the health of consumers.

The psychological properties of non-food products, especially complex technical ones, are determined by the convenience of their operation, the ease of mastering their functional capabilities. For example, mastering the primary skills of working on a computer, and then switching to new models; the ability to develop skills for working with goods - driving a car, washing in a washing machine.

*Psychological and physiological properties* - the ability of goods to ensure compliance with the psychological and physiological capabilities and needs of the consumer. These properties comprehensively satisfy the psychological and physiological needs of a person.

Basically, they are characterized by organoleptic indicators, the basis of which is the psychological and physiological perception of individual properties of goods by a person using the senses. Organoleptic sensations depend on the physiological and psychological state of a particular person, which predetermines his needs. For example, in a state of fatigue, stress, depression, different people have different needs. Someone tries to relieve nervous tension with the help of alcoholic beverages, tea, coffee, tobacco products, someone - with the help of chocolate and sweets.

From the point of view of human physiology, this is understandable. With strong gustatory and olfactory sensations, the excitability of some parts of the cerebral cortex switches to others, which provide the perception of taste and smell. Ancient civilizations unconsciously developed techniques for relieving nervous tension with the help of various smells created by incense, fragrant herbs.

*Aesthetic properties* - the ability of a product to express social values in sensually perceptible signs of form and satisfy aesthetic needs of a person: information expressiveness, rationality of form, integrity of composition, perfection of production performance and stability of presentation.

The aesthetic properties of things are studied by aesthetics - the science of the essence and forms of beauty in nature, objects, artistic creation and life.

The majority of consumers have a desire for beauty and harmony, but different people have different ideas about them. Aesthetic needs are very individual, therefore it is rather difficult to ensure the aesthetic properties of goods and evaluate them.

*Indicators of the aesthetic properties of goods* are: the external (marketable) appearance, the integrity of the composition, design, fashion, style, information expressiveness, production excellence, etc.

*Appearance* - a complex indicator, including shape, color, surface condition, sometimes integrity. For the aesthetic perception of different goods, the significance of the listed individual indicators of appearance is not the same and depends on the characteristics of the goods.

The shape is characterized by geometric parameters. The perception of form is greatly influenced by the ratio of sizes. Aesthetic needs are most satisfied by a harmonious form, which is distinguished by an organic combination of sizes with geometric parameters and the purpose of the product.

For goods constructed from separate parts, their compatibility and direction of formation is important.

Color is determined by light waves of a certain length that are perceived by the human eye. For aesthetic perception, colors and colors are important. When choosing them, it is necessary to observe the basic provisions of color science.

The surface condition depends on the composition and structure of the substances or materials from which the product is made. The aesthetics of the surface is assessed by its condition (smooth, rough, fleecy, etc.), texture, and the presence of protruding parts. The aesthetic perception of the surface is influenced by the shape and color, and all three indicators are evaluated almost simultaneously and in combination, making up the integrity of the composition.

The surface condition of non-food products is characterized by texture and texture.

*Texture* - the structure of the surface of the product, determined visually. Along with color, the texture can ensure the harmony of the shape of the product. The texture is smooth and rough, shiny and matte, coarse and fine-grained. Each material (metals, fabrics, porcelain, ceramics, etc.) has its own peculiarities of texture, which can be changed, improved by surface treatment (grinding, polishing, applying colored glaze, embossing, etc.).

*Texture* - the state of the surface, characterized by the presence of visually determined elements of the internal structure of the material, for example, the presence of inclusions in jewelry stones, fibers in the cut of wood, creating a natural pattern. The texture can be natural (for natural materials) and artificial (for synthetic materials that imitate leather, wood, marble, etc.). Artificial texture is usually created by applying patterns corresponding to natural materials.

The visual perception of the state of the surface is also determined by the presence of drawings and inscriptions on it. Drawings can be in the form of images of people, flowers, animals, geometric shapes, information signs, etc. At the same time, drawings and inscriptions perform decorative and / or informational functions, and also create a mental perception of the state of the surface, for example, a certain texture or texture, shape and volume - there are techniques that allow you to visually increase or decrease the volumes

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and colors of goods. Therefore, the pattern on the surface of goods acts as a significant indicator not only of the state of the surface, but also of the overall appearance.

*Integrity of the composition* reflects the rational relationship of external signs with the internal structure and presupposes subordination to the main elements of secondary ones, the unity of the stylistic solution of all parts of the products.

For a number of non-food products, the integrity of the composition is characterized by the organization of the volumetric-spatial structure, plasticity, graphic tracing of the form and elements. The organization of the volumetric-spatial structure expresses the consideration of proportions, scales, rhythm and other constructive and artistic means of composition of products. Plasticity determines the expressiveness of the volumetric and elemental forms of the product.

*Manufacturing excellence* the product is determined by the thoroughness of the coating and surface finish, the cleanliness of the joints, information signs, packaging, etc.

It should be noted that the aesthetic perception of all indicators of appearance can relate not only to the product, but also to the packaging. Moreover, the aesthetic properties of packaged goods are largely determined by the external design of the packaging, under which goods with low aesthetic properties can be hidden.

*Design* - the ability of products to comprehensively satisfy aesthetic, ergonomic, social and other needs through their artistic design. Satisfaction of diverse needs and, first of all, aesthetic needs is achieved through a rational combination of indicators of appearance (shape, color, surface condition, etc.) with dimensions and indicators of functional and ergonomic properties. So, the beautiful shape of the products should be combined with ease of use (operation). The dimensions of the products as a whole or of their individual parts should ensure the harmony of form and functionality.

Design is an integral part of a particular fashion and / or style of goods. The development of product design plays an important role in designing a fashion direction and ensuring a certain style.

*Style* - the ability of goods to satisfy social and aesthetic needs using a set of indicators of appearance, design features and details, which are determined by the general perception of the world for a particular segment of consumers.

The style has been formed for quite a long time under the influence of historical, demographic, geographic, national, corporate and other factors.

Depending on the factors that shape the style, it is customary to distinguish the following styles:

- historical (antique, gothic, baroque, classicism, modern, etc.);

- geographical (European, Eastern, Latin American, etc.);
- national (Russian, French, English, etc.);
- social (individual, collective, corporate).

Like other subgroups of aesthetic properties, style satisfies not only aesthetic, but also social needs, since in most cases it also reflects the desire of people to be involved in a certain group of the population or era (to be modern). The style of goods, together with fashion, is an important means of creating the image of consumers (organizations or individuals) and satisfying prestigious needs as a kind of social need.

*Fashion* - the ability of the appearance of goods to satisfy aesthetic needs, formed or developed in a certain socio-cultural environment for a certain, limited period.

The fundamental features that characterize this property are individual indicators of appearance: the shape of the product as a whole and / or its individual parts (for example, a pointed, round or square shape of the toe of a shoe); color and / or color scheme (this is especially typical for clothes, shoes - the fashionable color of the season); the condition of the surface, including design details (for example, the presence of ruffles on dresses, blouses, accessories on shoes, furniture, etc.); the presence or absence of individual functional parts (for example, a heel on shoes, sleeves, belts - on clothes). The named indicators of fashion are ensured by selecting the most suitable types of raw materials, materials and developing a specific design.

Fashion is created by fashion designers to create new needs for products, in order to encourage the consumer to buy them, despite the fact that he has enough products for a similar purpose. Therefore, fashion acts as one of the most significant factors in the obsolescence of durable goods. At the same time, fashion is one of the important engines of scientific and technological progress, prompting fashion designers to create not only fashionable goods, but also to order the development of new materials and technologies.

Unlike style, fashion is a temporary community of formally artistic means expressing a certain attitude. At the same time when developing fashion. A certain style is taken into account. Fashion extends, as a rule, to the most mobile elements of the material environment and is a consequence of the natural tendency of people to make more and more beautiful and comfortable objects around them, used goods. The aesthetic perception of fashion is subjective and is associated with its direction, characteristic of a particular historical period. If long dresses or shoes with thin heels are in fashion, this is positively perceived by most consumers as a high level of aesthetic properties. Fashion is leaving, and the perception of these products can be exactly the opposite.



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Environmental properties - the ability of goods not to have a harmful effect on the environment during their production, storage, sale and consumption (operation).

The rapid development of technology with clearly inadequate environmental protection measures led to a noticeable deterioration of the ecological situation. The deterioration of the ecological situation is manifested in a significant pollution of the environment with biologically harmful substances, which affects the purity of air, water, food. Under these conditions, the degree of importance of ecological properties increases sharply. Despite this, the current regulations rarely establish indicators of the environmental properties of goods, although many consumer products do have such properties.

All goods pollute the environment to varying degrees at different stages of the distribution of goods. Thus, the greatest pollution of the environment in the form of waste and harmful emissions is observed in the production of various goods. For example, the main waste is waste of solid materials that were formed as a result of production: metal of all types, metal-containing (scale, slag), non-metal waste (wood, plastics, rubber, etc.), industrial waste, etc. Waste can be in the form of substances used or generated during technological processes (ash, wood chips, solutions of electrolytes, dyes, detergents, smoke and other waste gases). In addition to dust and industrial waste, the surrounding air of residential areas can contain toxic substances arising from the careless handling of household waste. For nude goods, after technological pollution, household pollution by packaging and pollution arising from operation and disposal are of greatest importance. An example of the environmental properties of cars is the content of harmful substances in exhaust gases.

Environmental problems are of a global scale. Many developed countries are implementing programs to solve environmental problems in various fields of activity. In accordance with the programs, research is invested, for example, in the search for alternative safe sources of energy, manufacturers who produce ecological products are encouraged at the state level. Many manufacturers, realizing the importance of environmental issues, are switching to the production of environmental products themselves.

At the international economic forum in Davos in 2007, the term "environmentally responsible consumption" was first voiced. An example of sustainable consumption is the well-known British clothing retailer Marks & Spencer, which has invested 350 million in a program to completely replace the textile materials of its entire range with environmentally friendly materials that can be recycled and reused during the recycling process.

Safety of goods. Currently, in legislative acts and standards, safety requirements are allocated to a special group as priorities.

According to the Federal Law "On Technical Regulation", "Safety of products, processes of production, operation, storage, transportation, sale and disposal is a state in which there is no unacceptable risk associated with causing harm to the life and health of citizens, property of individuals or legal entities, state or municipal property, environment, life or health of animals and plants".

With regard to the quality of consumer goods, safety can be defined as the absence of an unacceptable risk to the life, health and property of consumers during the operation or consumption of goods. Safety is the most important quality property that all consumer products must possess. Unlike other consumer properties, the deterioration or loss of which leads to loss of functional or social purpose, exceeding the permissible level of safety indicators translates the product into a dangerous category. Dangerous products are subject to destruction, and products that have lost other consumer properties are classified as conditionally suitable and can be used for industrial processing. In addition, the lost properties of products can be restored after appropriate elimination of defects,

For food and non-food products, regulatory documents (technical regulations, SanPiNs, etc.) establish complex safety requirements, which are called sanitary and epidemiological. These requirements cover chemical, radiation and biological safety.

Chemical safety - absence of unacceptable risk, which can be caused by toxic substances to life, health and property of consumers.

Substances affecting the chemical safety of goods are subdivided into the following groups: toxic elements (salts of heavy metals); mycotoxins; nitrates and nitrites; pesticides; antibiotics; hormonal drugs; higher alcohols and aldehydes; esters; furfural and oxymethyl furfural; monomers; prohibited food additives, dyes for packaging, polymeric materials (for specific goods).

Toxic elements have a significant impact on the safety of goods. According to the degree of importance, in decreasing order, they can be arranged as follows: arsenic, mercury, cadmium, lead, iron. These elements are taken into account when confirming that all food products meet their safety indicators. The exception is iron, the maximum permissible concentration (MPC) of which is set only for canned food in metal containers, wine and wine materials.

For non-food products, toxic elements are also regulated:

for crockery - cadmium (for all groups), for ceramic crockery - cadmium and lead; packaging materials - lead.

Chemical safety is especially important for non-food products that are in direct contact with food (dishes, packaging) or unprotected parts of the human



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body (clothes, shoes, children's toys, synthetic detergents, perfumery and cosmetic products), as well as emitting harmful substances during operation (vehicles, gas stoves, furniture made of particle boards and covered with phenol-containing varnishes, linoleum, facing, finishing materials, etc.). Hazardous substances released from non-food products can enter the human body through the skin or respiratory tract and cause poisoning, allergies, metabolic disorders, sleep disorders, the appearance of disorders of the nervous and cardiovascular systems, pain and other symptoms.

Toxic elements have a harmful effect on the human body when consumed internally (food), as well as in contact with unprotected parts of the body. Exceeding the maximum permissible concentration of toxic elements can cause poisoning of varying severity, sometimes even fatal.

Radiation safety - absence of unacceptable risk that can be inflicted on the life, health and property of the consumer by radioactive elements (isotopes) or ionizing radiation of these elements. MPCs for radioactive isotopes of cobalt, cesium and strontium, as well as radionuclides, are established as indicators of the radiation safety of food products. Of the non-food products, the most radiation-hazardous are some building materials (slate, asbestos, cement, etc.), mineral fertilizers, jewelry with refined precious stones exposed to ionizing radiation (for more details, see Ch. 10.)

Biological safety - absence of unacceptable risk that may arise from various kinds of bio-damage to goods.

Biological damage includes microbiological and zoological, including parasitological, damage.

Microbiological damage (disease) is caused by a variety of microorganisms. A distinction is made between bacterial and fungal diseases, which are the most common causes of food insecurity. At the same time, toxic substances accumulate in the products (mycotoxins - with mold, cadaveric and other poisons - with rotting, toxins of botulinus, salmonella, staphylococcus, E. coli, etc.), which cause poisoning of varying degrees, sometimes with a fatal outcome. Microbiological damage to non-food products occurs in the form of mold growth of fabrics, leather, furs and products from them. In this case, the damage caused is expressed in the loss of the mechanical strength of the materials.

Biodamage the second group (zoological damage) is caused by various representatives of the animal world (insects, rodents, birds). The result of such bio-damage is not only quantitative losses due to the eating of some of the goods by animals, violation of their integrity, but also the loss of safety, since damaged goods are contaminated with excrement (excrement) of insects, rodents and birds, and can also be infected with pathogenic microorganisms that

cause diseases such as foot and mouth disease, anthrax, plague, cholera, pseudotuberculosis, etc.

Mechanical safety - absence of unacceptable risk to life, health and property of consumers, which can be caused by various mechanical influences (shock, friction, puncture, deformation, etc.). Mechanical safety indicators are established mainly for non-food products: clothes, footwear (coefficient of seam thickness - for hosiery, requirements for seams and cuts - for linen garments, deformation of the toe and heel - for shoes, etc.), automechanical means (presence of seat belts, shock absorbers, absence of protruding parts in the cabin and on the body).

Electrical, magnetic and electromagnetic safety - absence of unacceptable risk that can be caused by the influence of electric current, as well as electric, magnetic and electromagnetic fields during the operation of complex technical goods.

When electrical goods are connected to sources of electric current, electric, magnetic and electromagnetic fields of various frequencies and powers are created. These fields have a negative effect on the human body if the permissible levels are violated.

A kind of electrical safety is electromagnetic safety, which in turn is due to electromagnetic compatibility in terms of ensuring the operation of devices and equipment, including household ones. The degree of impact on the human body depends on the type and brand of electrical goods, the duration of their operation and compliance with the rules of operation. Household appliances that create the strongest electric and electromagnetic fields include microwave ovens and televisions, computers, and mobile phones.

Thermal safety - the absence of an unacceptable squeak caused to the consumer by exposure to high temperatures during the operation and consumption of goods.

Heating devices must have thermal safety. It must also be ensured when serving and selling ready-made food products in a hot state.

Fire safety - absence of unacceptable risk to life, health and property of consumers during storage and operation of goods as a result of their ignition or spontaneous combustion.

Fire safety requirements are regulated by the Law of the Russian Federation "On Fire Safety". SN and Pami, Rules of technical regulations on fire safety and other documents.

This type of safety is inherent to a greater extent in non-food products, although if fire safety rules are not followed, almost all consumer goods, including food, can burn.

The highest flammability during storage is distinguished by such types of goods as ethyl alcohol, oil products, varnishes, paints, solvents, photographic and film goods, wood products, polymeric materials, paper, cardboard, which cannot be stored near heating

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appliances, open sources of flame, upon access sunlight.

Ensuring fire safety is essential when operating household electrical appliances, automobiles, electrical equipment, televisions, radios and other goods.

Product quality assurance is a set of planned and systematically carried out activities that create conditions for the release of products that meet the requirements of consumers. When implementing these measures, factors affecting the formation and preservation of the quality of goods are taken into account.

Factors influencing the formation of the quality of goods include: studying the market for goods, developing requirements for goods, quality of raw materials and materials, quality of construction and design, quality of manufacture, quality of labeling of goods.

The factors that preserve the quality of goods include: packaging, conditions of transportation and storage, sale and consumption (operation), technical assistance in service.

Factors shaping the consumer properties and quality of non-food products: chemical composition and properties of raw materials, structure of materials, design, production technology.

The chemical composition and structure of the initial substances and materials predetermine all the basic properties of goods, divided by nature into physical, chemical, mechanical, biological. Taking this factor into account, all the others are formed: design, technology, etc.

The starting materials are simple and complex substances characterized by constant chemical composition and specific properties. Indicators of these properties are density, temperature constants, spectral characteristics, etc., which are the basis for the identification of goods and various types of expertise.

There is a certain functional relationship between the amount of an element or chemical compound and the measured physical quantity, which is used to directly characterize the consumer value of a material or product. For example, the higher the carbon content in steel, the higher its hardness, therefore, the indicator of the amount of carbon is even indicated in the marking of steel. The quality of natural leather depends on the content of protein, tanning and fatty substances; synthetic detergents for fatty acid content; wood - on the content of cellulose and lignin. The content standards for these substances are indicated in the relevant regulatory documents.

An important factor is the influence of the constituent parts of the starting substances, in particular the functional groups that make up the composition of the molecules of the starting substances, namely:

- the hydroxyl group (-OH) in the composition of cellulose fibers (cotton, flax) causes a high hygroscopicity of 8-12%, good color ability, dependence of properties on moisture;

- carboxyl group (-COOH), amino group (-NH<sub>2</sub>) in the composition of protein fibers (wool, silk, leather) provide good hygroscopicity - 11. -16%, good coloration, low electrification, the ability to form a network structure and, as a result, provide a high elasticity of fibers;

- the amide group (-NH) in the composition of polyamide fibers (nylon, enant, anide) causes low hygroscopicity - 4%, weak dependence of properties on moisture, mediocre coloration. increased electrification;

- the ester group (-COO) in the composition of polyester (lavsan) and polyacrylonitrile (nitron) fibers determines their hygroscopicity 0%, poor coloring, high electrification.

Thus, knowledge of the chemical composition of the starting materials makes it possible to predict the nature of possible changes in finished products during storage and operation, as well as to identify the goods.

The structure and structure of materials largely determine their properties. Often these concepts are identified. But under the structure is understood the nature of the bond and the sequence of the connection of atoms in the molecule, as in the primary structural unit of matter, and under the structure of the substance - the spatial arrangement of these structural units (molecules), the nature of integration into larger structural elements.

The whole set of substances is divided into low molecular weight and high molecular weight compounds. Accordingly, the transition from a low-molecular-weight state to a high-molecular one is accompanied by a change in properties. For example, ethylene is a gas and polyethylene is a solid.

Substances exist mainly in three states of aggregation: gaseous, liquid, solid. A separate form of matter is the plasma state. A plasma state is a special state of matter formed from ionized atoms and electrons or, in the general case, from positively and negatively charged particles in such proportions that the total charge is zero. It is a highly ionized gas. Thanks to the use of low-temperature plasma generators (plasmotrons), fundamentally new technologies have been introduced. Low-temperature plasma is used to obtain ultrafine powders of pure metals and other materials with predetermined properties.

Most of the technically important materials are solid body (crystalline and amorphous).

The properties of crystalline materials are highly dependent on the distribution of atoms. Crystalline substances have a strict three-dimensional periodicity of the internal structure. The crystal is represented

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graphically using a spatial lattice divided into several repeating identical elementary geometric bodies.

Most elements or chemical compounds, depending on the conditions, can change the crystal structure, which is stable at certain temperatures and pressures. This phenomenon is called polymorphism. Naturally, this changes not only the structure, but also the properties. For example: alpha-tin is a brittle semiconductor and beta-tin is a plastic material.

Thus, by transferring a material from one polymorphic modification to another, it is possible to control its properties, which is especially important in practice. Diamond and graphite are polymorphic modifications of carbon. The difference in their physical properties is a consequence of the unequal arrangement of carbon atoms in their crystal lattices. Using high-pressure technologies (9.8 10<sup>9</sup> N / m<sup>2</sup>) at very high temperatures (1400-2000 ° C), diamond is obtained from graphite.

In amorphous materials, the arrangement of atoms is close to that in liquids. The main characteristic of amorphous bodies - isotropy - lies in the same properties in all directions. Unlike crystals, they do not have a definite melting point; the body continuously passes from a solid to a liquid state in a wide softening range.

Among non-metallic materials, polymers are of great importance. Polymers are substances whose macromolecules consist of numerous units (monomers) of the same structure. These include most of the materials from which consumer goods are made: plastics, rubbers, rubbers, adhesives, sealants, paints and varnishes, natural polymers (natural rubber, cellulose and protein fibers, asbestos). The molecular weight of the polymers ranges from 5,000 to 1,000,000.

In contrast to low molecular weight crystalline substances, polymers have special properties. They exist only in a condensed state: solid (crystalline or amorphous), highly elastic (rubbery) and liquid (viscous-fluid). Most polymers are characterized by the simultaneous coexistence of crystalline and amorphous phases in different ratios.

The basic molecular unit (macromolecule) of a high-molecular compound in an extended state can be represented as a long chain consisting of hundreds and thousands of atoms or atomic groups linked by major valence bonds. The length of such a chain is thousands and tens of thousands of times greater than its transverse dimensions, which determines the great flexibility of linear macromolecules (chains), the links of which, under the influence of thermal motion, easily rotate relative to each other. The ability of a flexible macromolecule to change its shape under the influence of external conditions provides high elasticity of the polymer and materials based on it. According to the shape of macromolecules, polymers are divided into linear, branched and spatial

(reticular), respectively, the properties of these polymers are different. For example:

The properties of polymers and products made from them are determined by the chemical composition, structure, as well as above the molecular structure, that is, by the mutual arrangement of macromolecular chains relative to each other. The term "supramolecular structure" means any structure formed as a result of different packing of macromolecules in space. There are 4 types of supramolecular structure:

globular structure - characteristic for amorphous polymers, fragile collapsing upon impact; fibrillar - characteristic of well-ordered amorphous polymers:

lavan, collagen fibers in the skin of an animal. Formed from bundles of longitudinally oriented macromolecules, which form macro fibrils, and those, in turn, fibrils (fibers) with high mechanical strength; lamellar (striped) - characteristic of rubbers, formed from straightened

molecules connected in bundles, and then in multilayer plates - lamellas; large structural formations in crystalline polymers: spherulites (consisting of rays formed by alternating crystalline and amorphous areas) and crystallites (flexible packs that are docked with each other with a flat side, forming plates that are layered, forming regular crystals).

Gradation of the structure of solids. The structure of the material in general can be represented as a hierarchical sequence of substructures, the coarsest of which is the macrostructure, which is a combination of large structural elements visible with the naked eye or through a magnifying glass (the location of annual layers in the end section of wood, threads in the fabric). The study of the macrostructure plays a major role in the detection of defects. Then follows the microstructure - this is a mutual combination of structural elements visible only under an optical microscope (microstructure of fibers, leather, paper, etc.). The next structure is atomic and crystalline. These structures are also called fine structure and are studied using electron microscopes, X-ray diffraction and spectrophotometric analyzes.

Design is one of the most important factors in the quality of finished products. The design is the shape, size, method of connection and interaction of parts and assemblies, "the relationship between individual elements, interchangeability, many operations and other features of the product. The design should ensure functionality, ergonomics, aesthetics, safety, reliability in the use and operation of products.

Production technology is a set of techniques, methods and operations for obtaining, processing raw materials, materials, semi-finished products or products intended for the formation of basic consumer properties. Distinguish between the technology of plastics, metals, silicates, fibrous materials,

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mechanical engineering, construction, etc., as well as mechanical and chemical technology.

Mechanical technology is associated with a change in the shape and a number of mechanical properties of the processed materials: metal forming, cutting, stamping, pressing, etc.

Chemical technology is based on processes carried out as a result of chemical reactions and leading to a change in the chemical composition and structure of the initial substances: oil refining and the production of petroleum products, wood processing to obtain artificial fibers, leather production technology, etc.

Under the influence of mechanical and chemical factors of the technological process, the properties of materials and goods can change. For example, by firing ceramic products, they are imparted with hardness and mechanical strength. Metallization of plastic products improves aesthetics, increases impact resistance, reduces the tendency to aging, and electrification. However, a violation of the processing regimes can lead to the appearance of defects that reduce the quality of goods. For example, a violation of the drying of ceramic products causes cracking, a violation of the cooling mode of molded plastic products - warping (distortion of the shape), etc.

Knowledge of the basic processes and operations of technological processing allows an expert commodity expert to understand the origin of defects in goods, to present reasonable claims to manufacturers.

Quality assessment is a set of operations performed in order to assess the conformity of a specific product to established requirements. Requirements are established in technical regulations, standards, technical conditions, contracts, technical specifications for product design. The carrier of the established requirements can be standard samples, reference samples, analogue goods. Failure to comply with a requirement is a non-compliance. To eliminate the causes of non-compliance, the organization takes corrective actions.

The main form of assessment is control. Any control includes two elements: obtaining information about the actual state of the object (for products - about its qualitative and quantitative characteristics) and comparing the information received with the established requirements. The comparison reveals the compliance or non-compliance of the actual values of quality indicators with the base ones. This operation ends with the establishment of certain gradations, classes, commercial grades, brands of products, which, ultimately, is associated with the decision to assign a certain gradation of quality to the product.

Gradation (class, grade) - a category or category assigned to objects that have the same functional application, but different quality requirements (GOST R ISO 9000-2011).

Products of different grades of quality differ in price, this makes it possible to satisfy the needs of consumers of two categories: quality-sensitive and price-sensitive. In addition, the division of goods into gradations in quality (of higher and lower quality) allows the rational use of natural, financial and labor resources that are not lost if products of low quality (for example, with acceptable defects) are sold at reasonable prices, and not destroyed. ... To make a final decision on the gradation of product quality, it is necessary to compare the actual and base values for the entire range of selected indicators.

A product is recognized as a standard product that meets the established requirements for all selected indicators. If a discrepancy is revealed for at least one of the determined indicators, then the product cannot be assigned a standard gradation, but only a lowered one - non-standard or defective.

Non-standard is a product that does not meet the established requirements for one or a set of indicators, but this discrepancy is not critical (dangerous).

Defect - a product with identified removable or irreparable inconsistencies in one or a set of indicators. After elimination of inconsistencies, the gradation of the goods can be changed. If the elimination has contributed to the improvement of all indicators to the established rate, the product is recognized as standard.

The sort of goods is determined by the quantity, type and values of the allowed deviations. The same deviations in relation to a higher grade are classified as defects (defects), to a lower grade - as permissible deviations. This content is embedded in the concept of the type of goods such as fabrics, garments and knitwear, shoes, dishes, haberdashery goods.

Difficulty groups (highest, first, second) - gradations that differ in the technical level of quality indicators. These gradations are inherent in household radio equipment, depending on the magnitude of the acoustic parameters.

Brand gradations are accepted for construction, chemical and other products. In one case, the division into brands reflects a measure of quality. In this case, the value of one or several quality indicators is taken as a basis: for cement and brick, compressive strength; for drawing paper - weight, rubbish, fracture strength, number of erasures maintained. In another case (fuel, lubricating oils, steels, adhesives), the division into grades primarily reflects the field of application. The gradations by quality groups (household soap, spring-particle boards), quality categories (videotapes), numbers (writing paper) are similar in meaning to the gradation of c0 brands, since the division is based on the normative value of a certain set of quality indicators.

Inconsistency and defects of goods

Non-compliance - non-compliance with the requirements (GOST and ISO 9000-2011). Defects are one of the types of inconsistencies.



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Defect - failure to comply with a requirement related to the intended or specified use (GOST R ISO 9000-2011). These two concepts have a common feature - non-fulfillment of requirements. The difference is that when defects are detected, legal liability arises if, due to their presence, the consumer cannot fully or partially use the defective product for its intended purpose. For example, canned food with such a defect as microbiological bombing cannot be used for food due to non-compliance with microbiological safety requirements. A variation of the concept of "inconsistency" can be considered the concept of "lack of goods". This term is regulated by the Law of the Russian Federation "On Protection of Consumer Rights".

"Lack of a product (work, service) - the non-compliance of the product (work, service) with the mandatory requirements provided for by law or in the manner prescribed by it, or the terms of the contract, or the purposes for which the product (work, service) of this kind is usually used or purposes, about which the seller (performer) was informed by the consumer when concluding the contract or the sample and or description when selling the goods according to the sample."

Defects are subdivided according to various criteria: the degree of significance, the availability of methods and means for their detection or elimination of the degree of harm caused, the place of detection. The classification of defects is shown in Fig. 1.

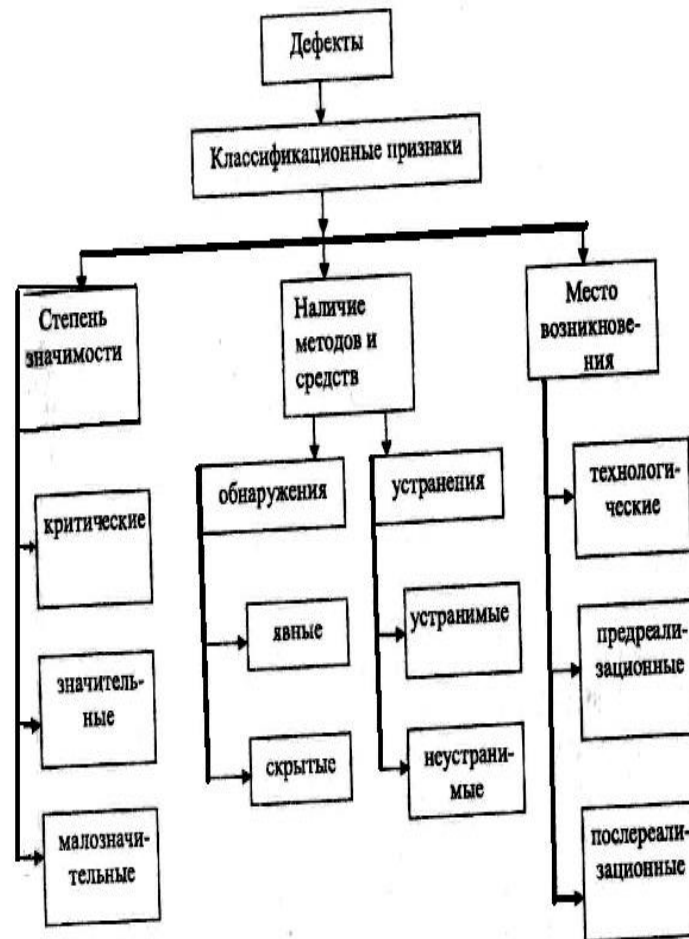


Fig. 1. Classification of defects

### Conclusion

Quality control is of great importance in the manufacture of goods, their storage, transportation, sale and disposal.

As noted above, quality control is checking the compliance of quality indicators with established

requirements, which are defined in the relevant regulatory documents (standards, norms, rules, etc.) or in technical conditions. When making transactions, these documents are equated with the Terms of the Contract in the section "Quality Requirements", the main and special terms of delivery, etc.

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Quality control is carried out at different stages of the product life cycle, and the types and purposes of control at each stage may be different. At the production stage, quality control is carried out by the manufacturer. The purpose of such control is to reject low-quality products, as well as to establish the causes of defects. Close control is beneficial to the manufacturer.

At the stage of circulation, quality control is carried out to check the safety of goods during storage, transportation, and sale. The most important is quality control during the transfer of goods from one side to the other, for example, in transactions of purchase and sale, etc. These operations are carried out, as a rule, in accordance with the instructions "On the procedure for accepting industrial products and consumer goods by quantity" and "On the order of acceptance of products for industrial and technical purposes and consumer goods in terms of quality."

When delivering goods in order to preserve their quality and create conditions for timely and correct acceptance in terms of quality, the seller should ensure:

- observance of the rules of packaging and packing of products, marking and sealing of individual places;

- clear and correct execution of documents certifying the quality of the supplied products (technical passport, certificate of conformity, specification), shipping and settlement documents, compliance of the data specified in them with the actual quality of the supplied products;

- timely sending of documents to the buyer (consignee), certifying the quality of the goods;

- observance of the rules of delivery, loading and securing of goods.

Acceptance and delivery of goods - a section of the purchase and sale agreement, which describes the procedure for delivery and acceptance of goods: a) type of delivery and acceptance (preliminary and final); b) deadline for delivery-acceptance (in terms of quantity and quality); c) place of actual delivery-acceptance; d) quality acceptance method; e) the method for determining the quantity and quality of the actually delivered goods; f) who carries out the delivery and acceptance of the goods.

*Acceptance* - checking the conformity of the quality, quantity and completeness of the goods to its characteristics and technical conditions specified in the contract of sale. The content of the article of the contract (agreement) on the acceptance of goods in terms of quality and quantity depends primarily on the basic delivery terms accepted by the parties, as well as on the nature of the goods themselves.

The basic delivery condition determines the place of acceptance. So, if the parties have chosen the EXW condition (a term from the Incoterms reference book), then the place of acceptance of the goods will

be the territory of the plant. Under the FAS condition, the place of acceptance is the pier along the side of the vessel, where, according to this condition, the seller must store the goods. Thus, the delivered goods are accepted in terms of quality and quantity at the moment and place when and where the transfer of ownership of the goods and the risk of accidental loss or damage from the seller to the buyer occurs. The nature of the product determines the content of actions to check its quality and quantity.

If the goods are complex equipment, machine tools, machines, acceptance of its quality involves not only external inspection, but also checking at least part of the goods in operation. In this case, the buyer should be given the right to file a quality complaint within a sufficiently long period of 6-12 months.

If the goods are food, food, quality acceptance consists mainly of inspection and examination, as well as verification of documents certifying quality, production date, expiration date, etc.

Acceptance of goods in terms of quality can be carried out in two ways: on the basis of a document confirming the conformity of the quality of the delivered goods to the terms of the contract, and by checking the quality at the place of acceptance. The check of quantity and quality can be carried out selectively or for the whole delivered goods.

When using the first method, the contract establishes a percentage of the entire consignment to be checked. In the contract, it is imperative to stipulate by whom the delivery-acceptance of the goods is carried out. In the contract of sale, a clause may be made that, with the consent of the importer, the exporter has the right to deliver the goods without quality control.

*Example.* "The goods sold under this contract will be considered delivered by the Seller and accepted by the Buyer finally:

By gross weight and number of seats according to the bill of lading (either air waybill, or road waybill, or rail waybill, or postal receipt).

By net weight and other specified units as per shipping specification (either weight certificate or packing list).

In terms of quality, according to the manufacturer's certificate of quality or the Seller's letter of guarantee.

The place of acceptance and delivery of goods is considered to be the port of shipment - St. Petersburg."

*Acceptance rules for certain types of products* are established in a regulatory document - the standard of technical conditions for products, in the section of the same name. The rules include the procedure for product control, the procedure and conditions for the presentation and acceptance of products by the technical control bodies of the manufacturer and the consumer (customer), the size of the submitted batches, the need and time for holding the product before acceptance, a list of accompanying bearer

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documentation, as well as the procedure for registering the acceptance results.

Depending on the nature of the product, test programs are established (for example, acceptance, periodic, typical, for reliability), and also indicate the procedure for using (storing) products that have passed the test, the need for selection and storage, samples for repeated (additional) testing, etc. . P.

For each category of tests, the frequency of their conduct, the number of controlled samples, the list of controlled parameters, norms, requirements and product characteristics and the sequence in which control is carried out are established.

For selective, or statistical, quality control, the control plan is indicated (the volume of the controlled lot, the volume of samples for piece or samples for non-piece products, control standards and decision rules). The section stipulates the rules and conditions of acceptance, the procedure and conditions for the rejection of products and the renewal of Acceptance after the analysis of the identified defects and their elimination. The section stipulates the procedure and conditions for the final rejection of products. In the same place, if necessary, the procedure and place for the application of stamps, stamps, seals, confirming the acceptance of products by the control authorities, is established.

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## ARTISTIC ARTS IN THE WORK OF ASQAR MAKHKAM

**Abstract:** This article focuses on some of the artistic arts in the poetic story "Ishq" ("Love") of Asqar Makhkam. This story focuses on the aspects of the influence of artistic arts such as talmeh, artistic repetition, tanosub on figurative expression. Through these poetic means, the artistic skill of the poet in the use of words is recognized.

**Key words:** independence period, religious enlightenment poems, the poem story «love», talmeh, takrir.

**Language:** English

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### Introduction

The view of our national poetry after independence was enriched with updates in terms of the style of expression, genre composition, system of images, as a result of the reflection of irfonian ideas. During this period, the characteristic lyricism with meditative lyricism was developed in the twin case. Literature scientist, professor Bakhodir Karimov writes in the article "The path leading to the essence" under the motto "A glance at today's Literary Studies" Truly, in the era of the regime, Uzbek literature was sometimes not studied on the basis of research methods corresponding to its content. It was also impossible. Though In Uzbek literature, in general, there are such literary masterpieces in the history of Oriental literature, without the philosophy of mysticism, at the same time, without applying the verses of the Koran and the sayings of Khadisi Sharif to the process of interpretation, poetic images in them, as well as the original essence, can not be fully revealed. "These ideas are important in the interpretation and study of works that have been reflected in our literature in the years of independence, especially in our poetry, and that remain, enriched by the philosophy of reanimated mysticism. In particular, the study of the creativity of Asqar Makhkam (1958-2007) requires a wide range of linguistic knowledge from the reader. As a contribution to our literature in his lifetime, it is possible to recognize such

masterpieces as "Navruz" ("the New day") (1988), "Tazarru" (1992), "Tavajjuh" (1993), "Ishq" ("Love") (1993), "Haq" ("God") (1998). Asqar has not firmly created a perfect monographic research on the study of life and creativity. Memory articles about the work of the poet are numbered with both fingers. In particular, such artists as Khurshid Davron, Sayyid Nematullah Ibrahim, Nabijan Baqi, Ikram Otamurod, Loyik Sherali, Alisher Narzullo gave information in various articles. These articles are drawings on the life and creativity of the poet.

It is possible to say that we have been scientifically studied in articles such as "The letter-monologue in tavajjuh poem" by D.Kuvvatova, "Some aspects characteristic of the poetic syntax of Uzbek poems of the Independence period.

According to the classification of poet's poems, which is ideologically divided into two large themes:

1. Memoir poems related to the biography of the poet
2. Philosophical poems reflecting the poet's attitude to the world

As a high example of poems related to the biography of the poet, it is possible to take poems from the series "Black kerchief", which reflects childhood memories associated with his grandmother Nigorbibi:

Bu uyda bir paytlar buvim yashagan,  
Mehrsiz kelinin dastidan yonib.  
Poydevor toshini o'zi tashlagan,

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bizlarga non yopgan tunlar uyg'onib<sup>1</sup>.

The poet draws memories of his childhood through beautiful expressions in lines, so beautifully that in the imagination of the bookstore the unique landscape of Kofarnihon, the grandmother's confident and martyr look are manifested. She became the object of the main image of the spiritual experiences of Uzbek women in the image of only one grandmother. His lyrical hero is called "I" in one, and "other" in another. Due to this, sometimes autopsychological, but others creates repetitive patterns of executive lyricism.

The lyrical hero of philosophical poems, reflecting the poet's attitude to the universe, is a man who fights for truth and justice, faith and moderation.

Kim jomada, kimjandada, tan-to'rtunsur,  
"O'ldir" dedi avliyo "nafsn o'ldir!.."

Ey qasr qurib, kulbada jonberganlar,  
Dunyoda haqiqat bor esa-ul shuldird<sup>2</sup>.

"At this stage of the Asqar Makhkam search, Fariduddin Attar, Jalaliddin Rumi and Muhammad Iqbal were spiritually shocked by the glorifiers of Muslim literature. His heart hanging in the plunder of worldly science and philosophy gave the manifestation of the divine light in the word of these three scientists."<sup>3</sup>

The role of artistic arts in the creativity of the poet can not be overestimated. We can meet a lot of takrirs, especially iqtibos, aqd, talmeh.

In the story of the poem "Ishq" ("Love") of Asqar Makhkam in the religious enlightenment spirit, which was created in the early days of independence of the firm, artistic arts were also used productively. Especially artistic repetitions, alliterations, talmehs provided the maturity of the narrative fiction. The essence of the story is about Odam Ato and Momo Hava, the life that humanity in general has lived since the creation of the world, the cradle of this transitory world and the attainment of the highest levels of human love. The poet gives first of all the the images of the dirty world. It describes the abominable deeds of a person by the use of the phrase "The days without consequences", "The days without faith".

The following alliteration applied at the beginning of the story is repeated four times until the end:

Eldan nomus ketib,  
Elda el qolmasa  
Erdan nomus ketib  
Erda er qolmasa

The repeated application of the verse at the beginning of the work in different places is referred to as a ring in Uzbek poetry. Let's look at a few places in this story:

Harom o'lsa kecha mo'min bo'lgan kaslar

Harom o'lsa tanglaylari qo'porilgan  
Ko'zi kushod qo'li kushod og'zi kushod  
Harom ketsa halol elning bolalari  
Avliyolar faryod chekib go'rdan qo'par –  
Va Shayx Abubakr Shibliy va Qoraniy  
Va Bistomiy  
Va Bag'dodiy  
Va Xoqoniy  
Va Sanjariy  
Va Termiziy  
Va Sayrofiy  
Va Somimiy  
Va Zanjoniy  
Va Ibrohim Adham  
Abulabbos Niso  
Husayn Mansur Xalloy  
Abubokr Roziy  
Bahouddin Balogardon  
Va Yassaviy  
Faryod chekib chiqib kelar:

The poet skillfully applies artistic arts even in these rings. The first four couplet bring the anaphora of "haram dies", the art of tanosub through human body names such as "palate", "eye", "hand mouth", as well as "honest" and "forbidden" contrasts.

This thematic composition, that is, the main part of the lyrical plot - "children of the honest people", which is presented in the part "dies dirty", "the Saints cry out," the ruddy and the coming out of the blind." The poet used the art of talmeh in a productive manner during the mention of the names of the outstanding thinkers who became famous in the Islamic world. Also the story is built on head-to-foot artistic repetitions.

The poet uses in many places both a repetition and a triplet coupling (stick or simploka):

Haqqo ruh ne – busargardon

**Bu sargardon**

**Bu sargardon**

**Bu sargardon**

Ellar tannin so'rar mozor **pushtlarin**

**Pushtalarda** kuymalanar **qalandarlar**

**kalandarlar**

**qalandarlar**

**qalandarlar**

Ko'zlarida xalqalari zikrlari, nolalari

In these couplets, the words "busargardon", "qalandarlar" itself functions both as a simploka and a repetition.

Gado deydi...

Uning so'zi tugamaydi –

so'ylayverar chuqur – chuqur ko'zlar bilan

so'ylayverar kipriklarin tili bilan

lablarida quruqshagan dahretlari

yonog'ida o'rimalaydi dahrizlari

<sup>1</sup>A.Махкам. Ҳақ. – Душанбе.: “Адиб”.1998. –Б.19.

<sup>2</sup>Махкам, Асқар. Ваҳдат куйи. – Т.: “Nurafshon business”.2021. –Б.270

<sup>3</sup>A.Махкам. Ҳақ. – Душанбе.: “Адиб”.1998. –Б.7.

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JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

tizzalari qora tortgan dahr betidek  
tovoniga kirib-chiqar qumursqalar  
cholvorida xomushgina uxlar chibin  
(chibin dunyo kezib gado uzra uxlar)  
Uxlar sira tillosiyo'q tillaqo'ng'iz  
Hammayoqni buzib o'tib borar karvon  
through such words as " eye", "eyelash",  
language", " lips", " cheek", the art of tanosub,"  
humpback entering and exiting the heel, and the  
mosquito of the humpback sleeps in the chalvar(  
pants)", an exaggeration was formed in the couples.  
The artistic skill of the poet in the story of the poem  
"Ishq"("Love") is that the poet used fertile artistic  
repetitions in order to increase the sensitivity of poetic  
speech. In the following couplets used two repetitions  
in a row:

### Momo Havo, Momo Havo

Behishtidan quvilgach so'ng

### Zorunolon, zorunolon

Zamin uzra yolg'iz kolgan

### Momo Havo, Momo Havo

The poet gives in the poem "**Momo Hava**", "**Zorunolon**" believing in Azozil through repetitions "After being expelled from the Paradise", "stayed alone on the Earth" Momo Havazabun condition.

In general, the period of independence of artistic arts in Uzbek poetry is significant because it serves as a poetic tool in improving the lively and impressiveness of expression in the improvement of the artistic interpretation of the religious-educational subject, in the realization of the poet's goal, and in raising the lyrical "I" to the level of a personality striving for perfection.

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## ISSUES IN SEMANTIC STUDY OF TURKIC LOANWORDS IN PERSIAN

**Abstract:** *There are not many Turkic loanwords in Persian. The semantic study of existing loanwords is interesting and complex. The article is devoted to the semantic study of Turkic loanwords in Persian. It addresses issues of semantic research. In some places examples of semantic problems of loanwords are also given.*

**Key words:** *loanwords, adaptations, semantic, borrowing, lexical units.*

**Language:** *English*

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### Introduction

Semantics (semasiology), which studies the meaning and changes in lexical units, is considered one of the most important departments in all modern linguistic schools [1]. Although language is primarily a weapon of communication and information exchange. Infact, this problem, closely related to such issues as the semantic structure of the word, lexical interpretation of the word, monosemia, polysemia, is of fundamental importance not only for semasiology, but also for other linguistic departments of the language (lexicology, lexicography, onomasiology, etymology, etc.) [2, p.27]. Any word that takes place from the composition of the dictionary of each language, whether it is intodependence, whether it is a word related to the original dictionary fund of the language, is valued primarily by the fact that it has meanings. Because the word does not arise without a literal–sematic or sonorous (sonorous) sign. These two aspects, differing by their nature, constitute at the same time the integrity, inseparability of a particular element.

A voice and sound are the main element of the word meaning, since it serves meaning. The meaning of the word is based on the same, similar or close

perception of reality by the language owners, formed in accordance with the cognitive potential of the language owners. The perception reflected in the human consciousness is realized mainly in the process of interaction of people, in their language. And the word form is considered the material embodiment of the ideal side of the word, thanks to which the meaning (ideal side) becomes understandable to the interlocutor.

Hence, the material side of the word not only represents and fulfills the side of the ideal (meaning), but also serves to make the ideal side communicative, general, understandable. Just as the Ideal side can not exist without the material side, the material side does not occur without the ideal side. The word can not only be renewed, but also resquare on the basis of semantic changes, without changing its phonetic appearance (form) [3, p. 102]. The borrowing of foreign languages also gradually becomes an integral member of the accepted language after adaptation to the language, sometimes they become so adapted that language consumers do not even notice that they are from foreign lexical units.



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### The main part.

It is known that every new word that comes into use from foreign languages naturally passes through the phonetic, orthographic, grammatic sieve of that language. The word undergoes some changes under the influence of certain laws of the language, which are mastered by its reading, writing and structure, that is, the language that receives foreign words is subject to a certain degree [4, p.18]. And such a process happens sometimes in the short, sometimes in the long run. Because for the language that you are mastering, the word other than "non-mold" occurs in every complete adaptation for a long or short period of time [6, p.60].

Word assimilation occurs initially in the case of the word and some lexical meanings of it, the semantic structure is not fully assimilated. Because in the initial period of penetration into the language, the meaning of assimilation is not yet formed in the context in which it is fully given and expressed. After all, it will be accepted only after the lexical meaning of the expression of something and objects that are accepted in a subordinate relationship, depending on the cultural relationship between the peoples.

A foreign word gradually begins to be used in the language in connection with certain lexical units. Takes certain forms of application in speech. Language owners try to find a suitable equivalent from their native language to it. If there is such a language unit, then the meaning of assimilation becomes clearer and concretized. The role of its application in the language is determined and its use is actualized. Pronouns affect both the meaning of a foreign word, the concepts and imagination that it represents. After all, the dictionary composition of the receiving language, the meaning of a foreign word, can be mastered in full, partially and even completely, depending on the level of progress [4, p.85-86].

It is widely known that Persian influenced the lexicons of the neighbouring languages, especially Arabic, Hindi, Urdu and Turkic. Many Persian words have also found their way into the English language, either directly, or indirectly through other languages. On mutual terms, New Persian has also borrowed many lexical and morphological items from these languages [5, p.281].

It is much more interesting to learn the semantic compatibility of turkic words, which is part of the Persian loanwords layer, at the same time it has slightly more complex and delicate edges. In such a study, the following two main problems should be taken into account:

First: the Turkic loanwords in the Persian language has mastered for a long time. For example, if the first turkic elements presumably corresponded to the X-XI centuries, then by the XIX century, too, their penetration into the Persian language continued. Such a large period creates a little difficulty in their research in terms of meaning. Because the mastered

lexical units may have also undergone semantic changes in the turkic language itself.

Secondly: the Turkic loanwords have not mastered from a certain language, like Arabic or European (french, english, Russian and others) languages. In this, refers to languages belonging to a number of Turkic language families. But this-does not mean that all Turkic languages were involved in the process of mastering.

The main part of the Turkic loanwords in the current Persian dictionary came from the Turkic (azerbaijani) language, Turkish, Turkmen language and similar Oguz languages.

The period of their mastering is mainly from the XV century. Therefore, in many publications it also given as "Azerbaijani words". In Persian sources *vājehā-ye azarbayjāniy* is given as "Azerbaijani words" and *vājehā-ye torkiy-āzarbayjāniy* as "Turkic –Azerbaijani words".

### Conclusion.

Due to the above two problems, it is necessary to pay attention to the following tasks in the study of the semantic adaptation of the turkic language with the Persian language:

- To determine exactly from which turkic language they have borrowed. In this, it is determined as much as possible from which Turkic language the word is borrowed. And this makes it possible to know exactly the original meanings of the word. More in such cases it is possible to know from which language the word came into borrowing, depending on the phonetic appearance. For example, in the Persian language *denj* "cozy" can know that it borrowed from the Azerbaijani language, depending on the pronunciation of the word

- Turkic loanwords were borrowed at what period and under what conditions. In this more likely to know mainly socio-political terms. For example, such words as اردو *ordu* "camp", "army", قاپوچی *yāpuči* "doorkeeper", "gatekeeper", ایلیچی *ilči* "ambassador", یوزباشی *yuzbāsi* "centurion" were used during the Turkic dynasties and mastered during this period. However, now such words became in historical words.

- In what turkic loanwords the changes in the meaning occurred. It is very important, in this takes accounts that the words in it are monosemantic or polysemantic. In almost all scientific works, in which the semantic adaptations of loanwords is studied, this aspect is definitely taken into account. Because, depending on the borrowing of meaning of the words, we can study the semantic adaptations. For example, the word قاچاق *yācāq* has meanings "refugee" and "smuggler" in turkic. But from this meanings borrowed only "smuggling" into Persian.

- What form of semantic adaptations is more common. Among these loanwords, narrowing of meaning, acquiring a new meaning or moving without changes in meaning and etc., is analyzed and it is

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determined which of them is more likely to be used.

When classification of meaning changes of loanwords study by the above criteria, their classification becomes clearer and more reliable.

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## IMAM BUKHARI'S VIEW ON «STRENGTHEN» NARRATORS OF HADITH

**Abstract:** There are three well-known works of Imam Bukhari (810-870) which dedicated to the science of narrators of hadith that called "al-tarikh". They are "big" – "al-Tarikh al-kabir", "medium" – "al-Tarikh al-awsat" and "small" – "al-Tarikh al-saghir". The first two of them have survived to the present day.

At-Tarikh al-Kabir is an important work of Imam Bukhari, which covers most of the sciences of hadith and was the result of many years of work. In this book, along with brief biographical information about the narrators, there are notes on their level of "jarh and ta'dil" (narrators' faults and personal positive qualities) in the eyes of scholars.

The term "sabt" is one of the terms used to describe the narrator's praise of his personal qualities, such as justice and memory. In this article, its use, its place in Imam Bukhari, and the acceptance of the author's views by other hadith scholars are analyzed. At the same time, the book explores the fact that the narrations of the narrators praised by this term are quoted in the collections of Imam Bukhari and other famous hadith scholars. These two aspects are important in knowing the specific method of Imam Bukhari, as well as in determining whether it is recognized by other hadith scholars.

**Key words:** "jarh and ta'dil", "The great history", "sabt", "two sheikhs", "sihoh sitta" (six authentic books), "kutub tis'a" (nine major hadith collections).

**Language:** English

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### Introduction

The term "sabt" (strengthen) is used in the book for 3 narrators in the form of "sabt", 3 in the form of "asbatu min" (more stable than), and 4 in the form of "asbatu" for a total of 10 narrators.

The word "sabt" is used in Arabic to refer to one's heart, language, and word unit. Among the definitions given to this phrase, the definition of the muhaddith Sahawi is the most perfect. He emphasizes that in Fath al-Mughis, the word "sabt" is used to refer to the harmony of heart, tongue, book, and evidence, and that the word "sabat" refers to the narrator's names of those who were with him when he heard the narration [13, v. 2. p. 115]. This term is considered by Ibn Abu Hatim, Ibn Salah, and the Nawawi to be the first level of "ta'dil," while the Dhahabi and the Iraqis place it in the second level. Ibn Hajar and the Suyuti

classified sabt as the third, and the Sahawi and the Sindhi ranked it as the fourth [14, v. 1. p. 575-576].

In al-Tarikh al-Kabir, 10 people are described by the term "sabt" [3, v. 1. p. 244; v. 3. p. 148; v. 6. p. 213; v. 1. p. 430, 431; v. 4. p. 135; v. 4. p. 74; v. 7. p. 183, 346; v. 8. p. 13], about 1 of whom the author himself gave the ruling "sabt", about 6 of the remaining 9 narrators Yahya ibn Said Qattan's, about 2 Abdurrahman ibn Mahdi's, about 1 supported Sufyan's views. The reason why the author gave his ruling on Muhammad ibn Mualla is that he met him and received a direct narration from him. Elsewhere, he relied heavily on the views of John Qatton

At-Tarikh al-Kabir uses the phrase "sabt" about Muhammad ibn Mualla ibn Abdul Karim, and his narration from Muhammad ibn Ishaq. Ibn Abu Hatim also narrated on the authority of Muhammad ibn

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Mualla that Abu Hatim al-Razi said about him "saduq" and "la basa bihi", while Abu Zur'a Razi narrated that he gave the ruling "saduq fil-hadith" [5, v. 8. p. 101-102]. Ibn Hibban, on the other hand, mentions Muhammad ibn Mualla among the Siqa narrators [7, v. 9. p. 43]. It turns out that most of the hadith scholars have given "correct" rulings about this narrator. Although there are several narrations from him in the hadith collections, the hadith in al-Tarikh al-Kabir has not been found in other collections [3, v. 1. p. 244]. The reason for this, as Imam Bukhari points out, may be the view of some hadith scholars that he did not hear a hadith from Muhammad ibn Ishaq Muhammad ibn Munkadir in the isnad. Imam al-Tirmidhi quotes Muhammad's hadith from Ziyad ibn Hafsama, his Abu Dawud, his Abdullah ibn Sahbara, his Sahbara, and his Prophet (saas) on the virtue of learning knowledge, and states that his isnad is weak. According to Imam al-Tirmidhi, Abu Dawud in the isnad is considered weak in the hadith [16, v. 5. p. 29]. It can be seen that this narration was included in the Sunan by both Abu Dawud and the Darimi [1, v. 1. p. 463; 4, v. 1. p. 214].

In the play, it is narrated that Abdur-Rahman ibn Mahdi said about Ash'as ibn Savwar Kindi, "Ash'as asbatu min Mujolid" (more stable than Ash'as Mujolid). From this, it can be said that Ash'as himself, despite being a weak narrator, was considered more "stable" than the narrator named Mujahid. There are conflicting rulings on this narrator by the hadith scholars, the first of which states that Ash'as is considered a "weak" narrator, while the second states that his narrations are accepted. In particular, Ibn Hibban included him in al-Majruhin and used the terms "fahish al-hata" and "kasir al-wahm" about him. There are also narrations that Yahya ibn Main and Abdur-Rahman did not narrate a hadith from him, and that Yahya ibn Main gave him a "weak al-hadith" ruling, which supports the views of the first group of hadith scholars about Ash'as [8, v. 1. p. 171]. However, Ibn Adi also narrated two narrations about Ash'as from Yahya ibn Ma'in, in one of which Ash'as was described as "weak" and in the other as "siqa" [6, v. 2. p. 40]. Abu Ja'far al-Tahawi quoted the narration of al-Ash'as in Sharh al-Mushkil al-Asar and commented on it. In his time, the muhaddiths did not disagree about it. It was even narrated by Shu'ba and Sawri. One of them, a high-ranking narrator like Abu Ishaq Sabi'i, narrated a hadith. At the same time, he cites the ruling in al-Tarikh al-Kabir, which states that the narrator has a high rank [2, v. 6. p. 155]. Although Imam Bukhari and the Muslims did not cite the

narrations of al-Ash'as in their collections, al-Tirmidhi and Ibn Majah rated them as "hasan" and "sahih" [16, v. 3. p. 257, 341, v. 4. p. 701, v. 5. p. 212; 9, v. 1. p. 96]. Al-Nasa'i narrated two of his narrations and commented on one of them, saying, "Ash'as ibn Sawwar is weak" [12, v. 8. p. 69, 89]. The reason why the narration of al-Ash'as is not mentioned in the Sahih of Imam Bukhari and Imam Muslim may be that there are some "jarhs" about him. However, the fact that Imam al-Tirmidhi and Ibn Majah gave his narrations "hasan" and "sahih" means that the phrase "asbatu min" may be a sufficient basis for the narrator's narrations to be accepted.

Imam Bukhari spoke of Mis'ar ibn Kidam ibn Zahir, saying, "I did not see Yahya Qattan resembling Mis'ar. He was one of the most stable people in the world" [3, v. 8. p. 13]. Ibn Hibban, on the other hand, considers him a trustworthy narrator and mentions him in "al-Siqat" [8, v. 7. p. 507]. Among the hadith scholars, Mizzi elaborates on Misar and narrates from Muhammad ibn Bishr that he had a thousand or fewer narrations, but only 10 of them. He also mentioned that Yahya ibn Main and Ahmad ibn Hanbal gave him the ruling of "siqa" and that Sufyan ibn Uyayna said that he was "one of the mines of truth." According to Mizzi, if Sawri and others disagreed on any issue, they would ask Misar for help. Shu'ba compared him to Mus'haf [10, v. 27. p. 461-467]. Other sources on Jarh and Tadil state that 'Ali ibn Madini gave him "siqa," "sahih al-hadith," and "mutasabbih" [14, v. 3. p. 120-124]. It turns out that most hadith scholars have used the term "ta'dil" about Misar. There are several narrations of him in the hadith collections. Although Imam Bukhari did not narrate a hadith from Misar, Imam Muslim cited several of his narrations in al-Sahih. For example, in one of the chains of the hadith about intercession, it can be seen that he narrated it from Qatada [11, v. 1. p. 190, 207, 220, 245, 258 and etc.].

### Conclusion

From the above, it can be concluded that Imam Bukhari used the term "sabt" in reference to the narrators whose hadiths were accepted and which could be included in reliable collections. While some narrators have "jarh" rulings narrated by one or more hadith scholars, their narrations are not included in the Sahih. When used in the form "asbatu min", it does not mean that the narrator is a "sabt" owner and trustworthy person, but it indicates that the narrator is superior to another narrator.



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## GEOINFORMATIONAL ANALYSIS OF THE NEGATIVE EFFECTS OF THE ARAL SEA ON PASTURES

**Abstract:** *The Aral Sea has been drying up for years. As a result, sandy areas appear in the dry part of the Aral Sea. This, in turn, has a negative impact on the environment of the regions of the Aral Sea. This article examines the negative impact of the drying up of the Aral Sea on the Aral Sea region. Areas from the Ustyurt Plateau and the Amudarya Delta were selected and analyzed. Data were taken from Landsat 8 and calculated in eCognition based on special algorithms and formulas, and the images were processed in ArcGIS. The research was conducted on a seasonal basis in two selected regions as of 2020. In the research identified NDVI, NDBI, SI, NDWI, MNDWI, LST indices and learned their interrelationships in the regions. Due to the fact that the selected areas are mainly arid, harsh conditions and desert areas, a geographic information analysis of the use of these lands as pastures was developed.*

**Key words:** *Remote sensing (RS), Geographic information system (GIS), Normalized difference vegetation index (NDVI), Normalized difference built-up index (NDBI), Bare soil index (BSI), Normalized Difference Water Index (NDWI), Modified Normalized Difference Water Index (MNDWI), Land surface temperature (LST).*

**Language:** English

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### Introduction

Pastures are one of the most important types of agricultural land (Norqulov and Sheraliev, 2010, Sultashova et al., 2020). The role of pastures in providing the population with quality milk and dairy products, quality meat products is very important (Parente and Ferreira 2018, Osvaldo et al., 2018). In agriculture, the use of lands with dry and unfavorable climatic conditions mainly as pastures is more effective (Di Bella 2004). This category of land is recommended for grazing sheep and goats, and this category of land is found around the Aral Sea.

One of the most pressing issues in the region is to ensure the efficient use of sandy soils formed as a result of the drying up of the Aral Sea, to reduce and prevent the negative effects of drought (Berdimbetov et al., 2020). To do this, it is necessary to first study the level of impact of the negative consequences by region.

The relationship between natural factors such as vegetation rate, precipitation, and temperature changes in the efficient use of land around the Aral Sea has been extensively studied (Mathew, Stuart 2020, Julianne et al., 2020). It is also important to

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study and analyze plant vegetation, land use, water use, soil salinity, and soil temperature levels.

Most of the area is sandy, the climate is dry, variable precipitation is observed mainly in winter and spring, almost no precipitation in summer and autumn, very low snowfall and short-term storage in this area, as well as high evaporation rates in the summer months, it is necessary to study the level of use of these lands as pastures in agriculture.

### Study area

The Aral Sea is situated in Central Asia, between the Southern part of Kazakhstan and Northern Uzbekistan (Turdimambetov et al., 2021, Christopher et al., 2020, Izimbet et al., 2020). In selecting the sites for the study, it is advisable to pay special attention to the study of the negative effects of the drying of the Aral Sea on a regional scale. Basically, the selected area on the Ustyurt Plateau is located in the northwestern part of the Aral Sea (X: 541305-579015, Y: 4977345-5003685) and the selected area from the Amudarya delta is in the southeastern part (X: 720135-743655, Y: 4777575-4792425) located. The selected areas are located in the territory of the Republic of Uzbekistan.

During the study, it is advisable to study the lands as natural pastures. In the study of the natural properties of the two regions selected in the study, it is important to implement on the basis of data from Landsat 8 and determine the relationship between NDVI, BSI, NDWI, MNDWI, SI and LST and develop scientifically based recommendations.

Normalized Difference Vegetation Index: (NDVI) quantifies vegetation by measuring the difference between near-infrared and red light. NDVI always ranges from -1 to +1. As shown below, Normalized Difference Vegetation Index uses the NIR and red channels in its formula:

$$NDVI = (NIR - RED) / (NIR + RED); \quad (1)$$

Healthy vegetation (chlorophyll) reflects more near-infrared (NIR) and green light compared to other wavelengths. But it absorbs more red and blue light. Overall, NDVI is a standardized way to measure healthy vegetation. When you have high NDVI values, you have healthier vegetation. When you have low NDVI, you have less or no vegetation (Jaksibaev 2020, gisgeography.com).

Bare Soil Index: BSI is a numerical indicator that combines blue, red, near infrared and short wave infrared spectral bands to capture soil variations. These spectral bands are used in a normalized manner.

BSI is calculated (Nguyen et al., 2021, Sanne et al., 2017):

$$BSI = ((SWIR - RED) - (NIR + BLUE)) / ((SWIR - RED) + (NIR + BLUE)); \quad (2)$$

The Normalized Difference Water Index: NDWI is a remote sensing derived index estimating the leaf water content at canopy level.

NDWI is calculated (Luyan Ji et al., 2015):

$$NDWI = (NIR - SWIR) / (NIR + SWIR); \quad (3)$$

The Modified Normalized Difference Water Index: MNDWI uses green and SWIR bands for the enhancement of open water features. It also diminishes built-up area features that are often correlated with open water in other indices.

MNDWI is calculated (Luyan Ji et al., 2015):

$$MNDWI = (Green - SWIR) / (Green + SWIR); \quad (4)$$

The Salinity Index: The salinity index measures the direct relationship between Electrical Conductivity (EC) and moisture. This ratio tells you the concentration of salinity in the available moisture. For instance, with moisture being consistent and EC rising, salinity concentration will go up and salinity index will rise.

SI is calculated (Mohamed Elhag 2015):

$$SI = (NIR * RED) / (GREEN) \quad (5)$$

Land Surface Temperature: (LST) is the radiative skin temperature of the land derived from solar radiation. A simplified definition would be how hot the "surface" of the Earth would feel to the touch in a particular location. Land surface temperature is not the same as the air temperature that is included in the daily weather report.

Calculation of LST: The first step of the algorithm is the input of Band 10. After inputting band 10, in the background, the tool uses formulas taken from the USGS web page for retrieving the top of atmospheric (TOA) spectral radiance ( $L\lambda$ ):

$$L\lambda = ML * Qcal + AL, \quad (6)$$

Where  $ML$  represents the band-specific multiplicative rescaling factor,  $Qcal$  is the Band 10 image,  $AL$  is the band-specific additive rescaling factor.

After the digital numbers (DNs) are converted to reflection, the TIRS band data should be converted from spectral radiance to brightness temperature (BT) using the thermal constants provided in the metadata file. The following equation is used in the tool's algorithm to convert reflectance to BT:

$$BT = (K2 / \ln[(K1 / L\lambda) + 1]) - 273.15, \quad (7)$$

where,  $K1$  and  $K2$  stand for the band-specific thermal conversion constants from the metadata.

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Next step of the algorithm is NDVI Method for Emissivity Correction. NDVI is calculated from the first equation above. Then we calculate the Proportion of Vegetation. It is calculated as follows:

$$PV = ((NDVI-NDVI_L)/(NDVI_H-NDVI_L))^2, \quad (8)$$

Then land surface emissivity is calculated:

$$\varepsilon = 0.004 * PV + 0.986, \quad (9)$$

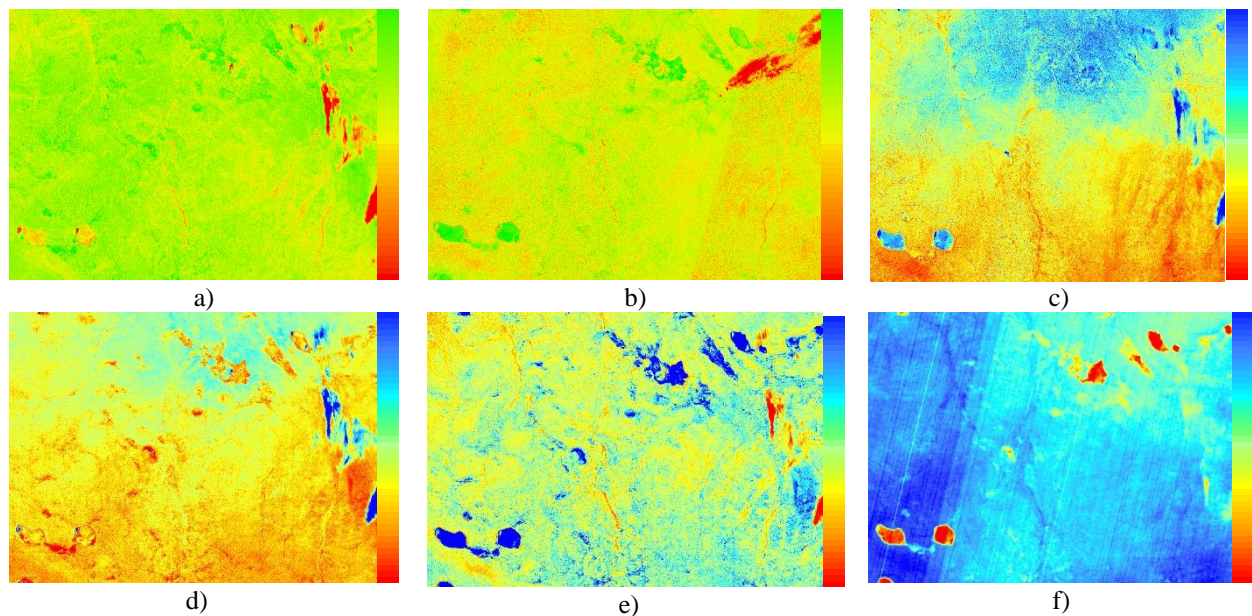
The last step of retrieving the LST or the emissivity corrected land surface temperature  $T_s$  is

computed as follows (Jaksibaev 2020, Avdan and Jovanovska 2016)

$$T_s = BT / \{1 + [(\lambda BT / \rho) * \ln \varepsilon]\} \quad (10)$$

### Results and Discussion

The regions were analyzed based on the above data and formulas. Figure 1 below provides a descriptive analysis of the selected area on the Ustyurt Plateau according to the studied indices. It is advisable to perform the analysis using the statistical method (Jaksibaev, Aleuov 2020, Embergenov et al., 2020).



**Figure 1. a) NDVI, b) BSI, c) NDWI, d) MNDWI, e) SI, f) LST (in October)**

As can be seen from Figure 1 (a), we can see that the vegetation index is very low in the eastern part of this area and that there is a water source here (Figure 1 (c, d)). Figure 1 (e) shows the low salinity of this water source. But we can see places with high levels of salinity in the northeast and southwest of the region. Figure 1 (f) shows that areas with high salinity levels also have higher soil temperatures. This means that in areas with high salinity, the soil temperature will be higher.

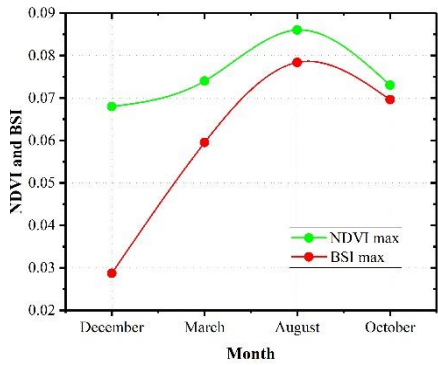
The following analysis shows that the vegetation index varies from season to season. The highest vegetation index is reached in summer and early August. As the level of vegetation increases, bare soil

index reaches a higher level. This indicates that there are plants in the area that grow in early spring and stop growing with the onset of summer, and that there is a lack of other plants instead of dry grass (Figure 2 (a)). But, the vegetation level in the area is very low. The water index peaks in winter and declines in spring and summer. This means that the evaporation rate in this area is very high (Figure 2 (b)). Figure 2 (c, d) shows that the highest salinity occurs in the summer and early August, and the soil temperature also peaks in August. This means that as the land surface temperature rises, so does the salinity of the earth's surface.

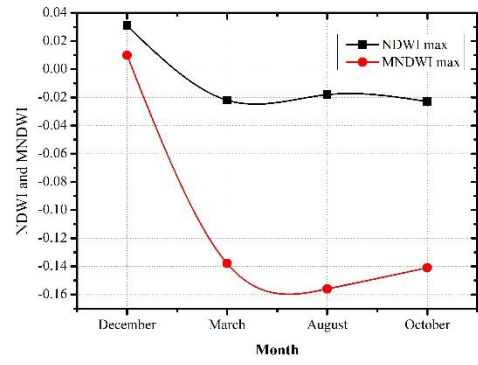


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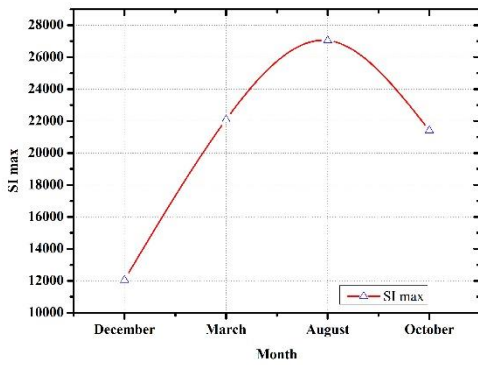
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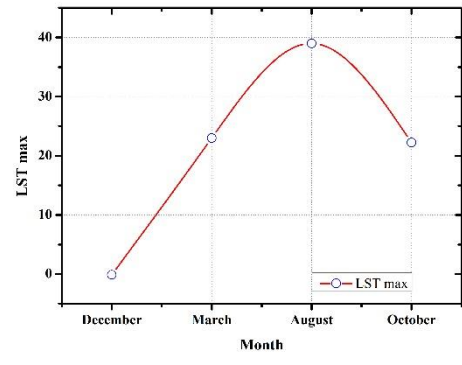
a)



b)



c)

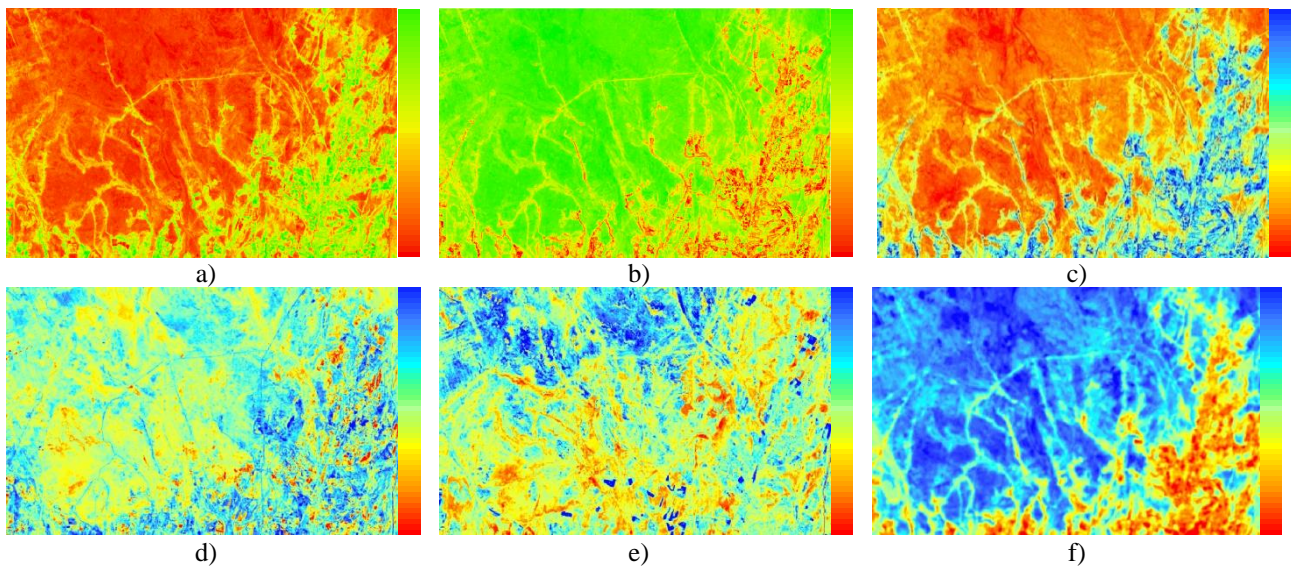


d)

**Figure 2. a) NDVI and NDBI, b) NDWI and MNDWI, c) SI, d) LST**

Figure 2 below provides a descriptive analysis of the selected region from the Amudarya delta according to the studied indices. We can see high vegetation levels in the eastern and southern parts of the region (Figure 2 (a)). These areas have a high level of water supply. In the northwestern part, vegetation

levels and water availability are very low (Figure 2 (a, c)) and salinity levels and land surface temperatures are very high (Figure 2 (e, f)). This means that in order for the vegetation level to be normal, the water supply level must be sufficient for the soil temperature and the salinity level must be low.



**Figure 3.a) NDVI, b) BSI, c) NDWI, d) MNDWI, e) SI, f) LST (on August)**

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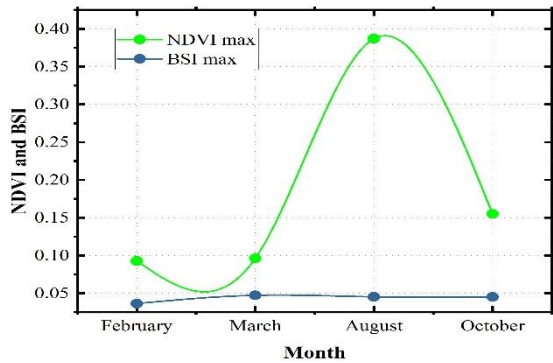
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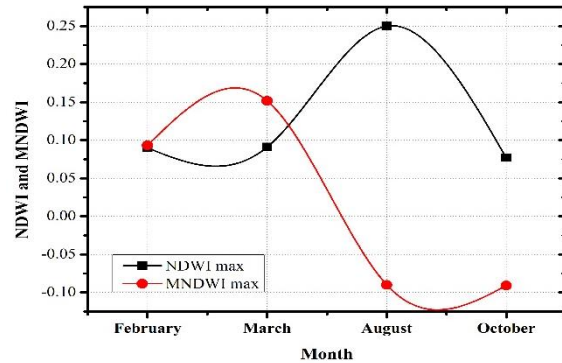
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The vegetation index in this region also varies from season to season. The highest rates are in the summer and early August. We can see that the

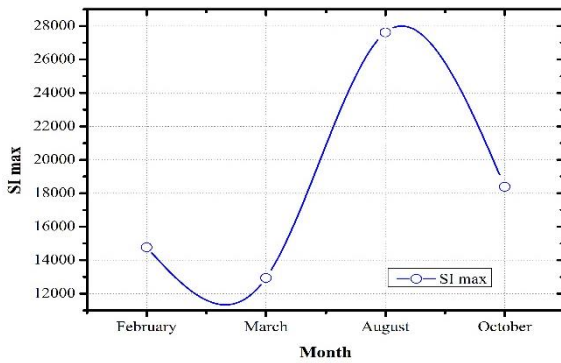
vegetation in this area belongs to different plants. Because of the bare soil index in the area remains unchanged during the intervals (Figure 4 (a)).



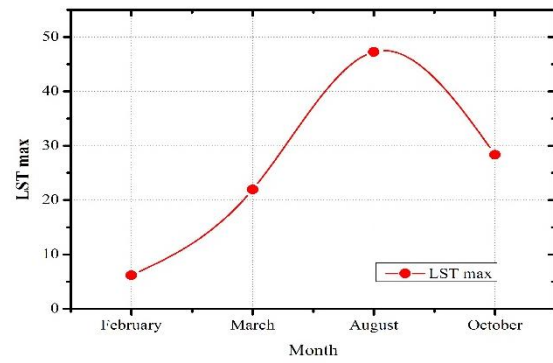
a)



b)



c)



d)

**Figure 4.a) NDVI and NDBI, b) NDWI and MNDWI, c) SI, d) LST**

The watershed rate is very low in August, but the water availability of plants is high (Figure 4 (b)). This means that there will be irrigated agriculture in the area. Salinity levels began to rise in early spring and peaked in August (Figure 4 (c)). Soil temperatures also peaked in August. The similarity of the processes taking place in both regions shows that the above assumptions are correct.

**Conclusion**

Based on the above data and analysis, we can see that land use around the Amudarya Delta is more efficient than on the Ustyurt Plateau. Because of the

vegetation index was found to be very high in the area selected from the Amudarya delta (Figure 5 (a)). However, the salinity of the lands, which are increasing as a result of the drying up of the Aral Sea, is the same in both regions. The temperature difference in the northern and southern parts of Karakalpakstan is 28 days and the soil temperature in the selected area of the Amudarya delta is much higher and spring begins early, it is effective to use these lands as pastures in early spring (Figure 5 (b)) (Sultashova et al., 2021).

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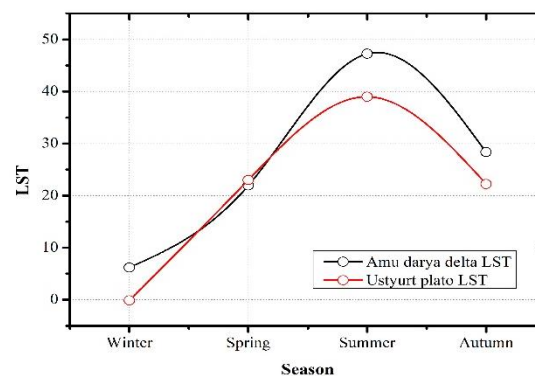
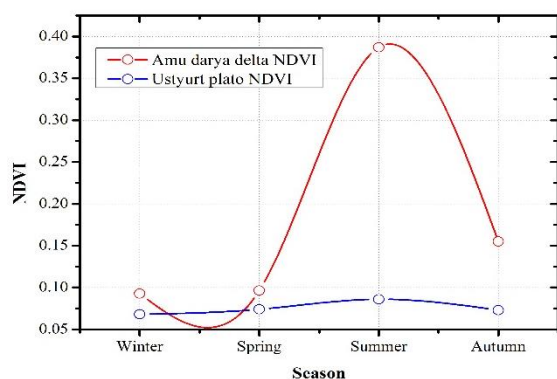


Figure 5. a) NDVI, b) LST

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## CONTRIBUTION OF HADITH SCHOLARS FROM UZBEKISTAN TO THE DEVELOPMENT OF HADITH SCIENCE

**Abstract:** This article deals with some of the leading hadith scholars of the Hanafi school, who grew up in the territory of modern Uzbekistan and lived after such scholars as Imam Darimi, Imam Abd ibn Humaid, Imam Bukhari, and Imam Termiziy. For example, according to data found in the sources, there were more than 3,000 prominent hadith scholars in Transoxiana.

**Key words:** muhaddis, Abu Hanifa, sahih, hasan, Imam, hafiz, faqih.

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### Introduction

Many muhaddith scholars have emerged from the territory of modern Uzbekistan. Among them are scholars who have mastered not only the science of hadith but also the Qur'an, Fiqh, and other sciences. These hadith scholars founded new schools of thought in the science of hadith and wrote invaluable works of their own. The hadith scholars who grew up in the Transoxiana region not only wrote in the science of hadith but also wrote works in new genres. For example, Imam Bukhari was one of the first to try to compile only "Sahih" hadiths. Imam al-Termiziy, on the other hand, introduced the term "Hasan" into the science of hadith. Hakim Termiziy, on the other hand, tried to show the mystical aspects of the hadiths.

Shortly after the advent of Islam, the Hanafi school, which was part of the “Ahlus-Sunnah Wal-Jamaah”, entered the country, and local hadith scholars compiled hadiths narrated by Imam Abu Hanifa. It should be mentioned that Abdullah Subazmuni and Abul Muayyad Khorezmi were among such scholars. However, it is unfortunate that

it is not possible to point out the scholars who worked on the ‘usul al-hadith’.

At the same time, the life and scientific activity of hadith scholars such as Imam Bukhari and Imam Termiziy have been studied a lot. On the other hand, many other scientists have emerged from the same region, some of whom have not been studied adequately. Even there is very little information provided in Uzbek language literature. However, regarding the muhaddiths who grew up in Transoxiana, the scholars of the later period emphasized that they belonged to the Hanafi school.

### Main part

Bukhara has long been known for the development of world-famous scientists. It should be noted that among them there were famous scholars in the science of hadith, such as Fiqh and mysticism.

One of them is Abdullah ibn Muhammad ibn Ya'qub ibn Harith ibn Khalil al-Harith al-Bukhari Subazmuni (died in 340/951), a muhaddith of the Hanafi school. The historian Samani (died in

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562/1166) in his work "al-Ansab" provides information about that he was known as a "teacher", knew many hadiths, and organized scientific trips to cities such as Iraq and Hijaz [1; 3: 213-214]. He was known by such titles as Imam, Hafiz, and Faqih.

Abdullah Subazmuni was born in 258/872 in the village of Subazmun near Bukhara [2; 195]. He spent his youth in Bukhara. He was educated there as well. He traveled from Khorasan to the Hijaz and increased his knowledge in hadith, Fiqh, the Qur'an and other fields.

He was nicknamed as "Master" because he did not make mistakes in his advice and fatwas. It is also found in the sources that he was engaged in jurisprudence and linguistics in the palace in his time [3; 1: 133].

Although the sources say that Abdullah Subazmuni was "lahu tasanif" [4,5; 105], that is, he had several works, only two of his works are known today. They are "Musnad Abi Hanifa" and "Kashf osor fi manoqib Abi Hanifa".

Abdullah Subazmuni died on Friday in 340/952.

Another great scholar of Bukhara was Abu Bakr Kalabozi (died in 380/990), whose full name was Muhammad ibn Ibrahim ibn Yaqub Abu Bakr Kalabozi Bukhari [6-9; 4,5: 105]. Sources say there is controversy over his name. He was also known by such nicknames as hafiz, tojuddin, taj al-Islam.

Although the year of his birth is unknown, Abu Bakr Kalabozi was born in the Kalobod neighborhood in Bukhara. Although information about the years of his youth, about the general way of his life, were very little in written sources, some information was given about his teachers. Imam Abu Bakr learned from many scholars. His main teacher was Muhammad ibn Fazl Kalabozi, from whom he learned Fiqh. Additionally, scholars such as Hafiz Muhammad, Hamiduddin Zarir, Sadruddin Muhammad were also his constant mentors [1; 345].

Abu Bakr Kalabozi was known as a hadith scholar who memorized many hadiths. Some scholars write that Abu Bakr Kalabozi memorized more than a hundred thousand hadiths. This is probably why the well-known Arab scholar Zirikli's al-A'lam describes Abu Bakr al-Kalabazi as "min huffaz al-hadith" (one of the hadith memorizers) [11; 6-9: 295]. Abu Bakr Kalabazi was also known as a unique methodological scholar, a unique researcher of the history of mysticism.

Although the scientist wrote several works, two of them have come down to us and they are very popular. One is related to the science of hadith, which is "al-Bahr al-fawaid", known as "Ma'ani al-Akhbar". This work was researched and published by Kamoliddin Zaki in two volumes (2008) and contains 1278 short hadiths on moral and educational issues 222 in chapters [11; 6-9: 295]. His next work on mysticism is called as "At-Taarruf li mazhab ahli

tasawwuf". In addition, according to the sources he wrote a work on the heritage "Zav as-siroj" [12; 345].

Muhaddis died in Bukhara in 380/990.

Another scholar from Bukhara was the muhaddith, the scholar of Fiqh Abu Fazail Bakr ibn Muhammad ibn Ali ibn Fazl (died in 512/1118), known as Shamsul aimma (Sun of the Imams). His lineage goes to the Companion Jabir ibn Abdullah Ansari. He was also known as Abu Hanifa Asghar (younger Abu Hanifa). He heard hadiths from Halawani, who was his father and teacher.

The historian Samani mentioned him as his teacher and said: "Shamsul aimma gave me permission (permission to narrate hadith through him) on hadith in 508/1114. In the land of Khurasan and Transoxiana, hadith scholars such as Abu Ja'far ibn Ahmad ibn Muhammad ibn Ahmad ibn Ja'far Halimi, Abu Haf's Umar ibn Muhammad ibn Tahir al-Farghani, Abu Abdullah Muhammad ibn Ya'qub al-Qasani narrated to me through him" [13; 1: 467].

Another Hanafi hadith narrated by Imam Tahanawi is Abu Nasr Ishaq ibn Shis Saffar Bukhari. However, the books do not indicate information about the date of his birth or death. In particular, one of the Hanafi hadith scholars, Abu Muhammad Muhyiddin Hanafi (died in 775/1373), in his work "al-Jawahir al-muziyya", Haji Khalifa (died in 1067/1656) in his work called "Kashfu az-Zunun", and Abdulhay Laknavi (died in 1304/1886) in "Fawaid al-Bahiyya" did not mention his date of birth or death. However, in Laknavi's "Fawaid", it is mentioned that he narrated a hadith from Nasr ibn Ahmad ibn Ismail Kushani during his pilgrimage to Baghdad in 405 AH (1014 AD) [14; 77]. Therefore, it can be said that Ishaq ibn Shis died until the first half of the 5th century AH. Muhaddith Khatib Baghdadi (died in 463/1071) said: "Hasan ibn Ali ibn Muhammad narrated me a hadith from Ishaq ibn Shis Saffar Bukhari and described him (Ishaq ibn Shis Saffar Bukhari) in good words and said that he was a trustworthy narrator" [15; 25: 142]. Abu Nasr Ahmad ibn Ishaq Saffar (His son) narrated hadith from him.

Muhaddiths also came from Samarkand. One of them was the muhaddith, the Fiqh scholar Abu Bakr Ahmad ibn Ismail ibn 'Amir Samarkandi (died in 321/933). Abu Isa Termiziy narrated from Sa'id ibn Hashnam. Abu Muhammad Muhyiddin Qurashi also mentioned in "al-Jawahir al-muziyya" that he (Abu Bakr Samarkandi) knew a lot of hadiths and was a Hanafi scholar [16; 1: 148].

Another of these hadith scholars was the Hanafi scholar Abu Ishaq Dahqan Ibrahim ibn Muhammad ibn Ishaq ibn Ibrahim ibn Nasruya Samarkandi (died in 323/934). The historian Abu Sa'd Idrisi (died in 504/1110) said: "We wrote a hadith from him (Abu Ishaq) who used to recite hadiths from the books of his grandfather Ibrahim ibn Nasruya. He was a noble man and was considered one of the Companions" [17,18; 25: 120].

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Another hadith scholar is Abu Ali Hasan ibn Abu Hasan Andaqi Samarkandi (died in 552/1157). The historian Samani described him in *al-Ansab* as a sheikh of his time, one of the leading scholars of the Transoxiana region, and also as the owner of the sect. His hadith teachers were Ahmad ibn Hisham Ashtaykhani, Abdullah ibn Abdurrahman Darimi, and Nasr ibn Fath and Ibrahim ibn Hamduya were among his disciples [19; 3: 208].

A number of muhaddiths emerged from Khorezm as well. One of them was the Hanafi hadith scholar Abu Fazl Dawud ibn Rushayd al-Khwarizmi (died in 239/853), who was a student of ones who were Fiqh scholars Hafiz ibn Ghiyas, Imam Muhammad ibn Hasan Shaybani. He has a work called "an-Nawadir". Abu Fazl Dawud ibn Rushayd Khorezmi lived in Baghdad. Imam Bukhari (died in 256/870) wrote about him in his work "at-Tarikh al-kabir" [20; 3: 244], and there were information considering him in Hafiz Mizzi's (died in 742/1341) "Tahzib al-kamal" [21; 11: 288], Abu Muhammad Muhyiddin Hanafi's (died in 775/1373) "al-Jawahir al-muziyya" [22; 2: 186], Hafiz ibn Hajar Asqalani's (died in 852/1449) "Hadyu as-sari" [23; 1: 571] (Introduction to "Fath al-Bari"), "Taqrib at-Tahzib" [24; 305], "Tahzib at-Tahzib" [25; 3: 174], Taqiuddin ibn Abdulkadir's (died in 1005/1596), "at-Tabaqat as-saniyya" [26; 3: 222], Abdulhay Laknavi's (died in 1304/1886), "al-Fawoid al-Bahiyya fi Tarajumi al-Hanafiyya" [27; 126]. Imam al-Termiziy (died in 279/892) was the only one who did not narrate about him among the authors of the "six sahih".

Another great son of Khorezm was Mahmud Zamakhshari (died in 538/1144), whose full name was Mahmud ibn Umar ibn Ahmad (Muhammad in some sources) Abul Qasim Zamakhshari. He was a commentator, linguist, and writer. Imam al-Dhahabi, in his work "al-Mu'in fi Tabaqat al-Muhaddithin", states that this muhaddithin was from the class of those who lived before 550 AH [27; 159].

Initially he learns from his father. Later he studied in Bukhara and Samarkand. He was in Khorasan, Iraq, and Hijaz [28; 344].

Scholars praised him as "the pride of Khorezm", "the teacher of the Arab and the non-Arab", and also gave him the nickname "Jarullah" (neighbor of Allah) [29-30; 291].

Historian Samani said: "When he entered a city, people would gather around him. People became disciples of him. He was a scholar of genealogy" [31; 3: 163].

The scientist wrote 50 works during his lifetime. Most are linguistic. The works on the science of hadith, "al-Faiq fi gharib al-hadith" and "Mushtabih asami ar-ruwat", show that he was also knowledgeable in the science of hadith [32; 343].

The scholar's work "al-Faiq fi gharib al-hadith" is written in alphabetical order with rhyme. But the

second letter of the word is not arranged, for example, the word *jadal* (argument, debate) precedes the word *jadaf* (grave). In some places, a word is repeated a second time, for example, *jurar* (footprint) is used in two places.

Zamakhshari died in Urgench in 538/1144 at the age of 69.

Another scholar who grew up in Khorezm was Abul Muayyad Khorezmi (died in 655/1257), whose full name was Abu Muayyad Muhammad ibn Mahmud ibn Hasan Khorezmi Translator Hanafi. He was known as Faqih, and Khatib [33; 103-104].

He was born and raised in Khorezm. He was in Iran, Iraq, Damascus, and Egypt [34-35; 278].

There are several works of the scientist. The most famous work is the "Jome al-masonid". This work is based on the hadith books narrated by the Hanafi scholars that were narrated by Imam Abu Hanifa [36; 3: 365]. Moreover, he is considered as the author of such works as "Manaqib Ali ibn Abi Talib", "Manaqib Imam Abu Hanifa", "Maqtal al-Husayn and Devonu she'r".

Sources give the dates of his death as 665/1267 and 655/1257, respectively. Haji Khalifa and Qasim Qutlubga indicate his death as 655/1267 [37-38; 278].

Many muhaddiths have come from our country from the Surkhandarya region. One of them was the hadith scholar Abu Said Abdurrahman ibn Muhammad ibn Hasaka Quzziy (died in 374/984), who was a judge of Termez. According to Tahanavi Abu Said had lived in Naysabur for some time. Imam al-Hakim (died in 405/1014) narrated hadith from him. He also mentioned about him in his work "Tarihi Naysabur" (History of Naysobur): "Among the Companions of Abu Hanifa, there is no one more honorable than Abdurahman ibn Muhammad" [39; 21: 197]. Samani said in his work "al-Ansab": "He made scientific trips to Iraq and heard hadiths from hadith scholars such as Abu Ya'la al-Musili and Abu al-Qasim al-Baghawi" [40; 2: 391]. Among his works the most famous one is considered as "Jome as-Saghir" [41; 4-5: 304].

Another scholar is Abu Bakr Husayn ibn Mubarak al-Tirmidhi. Abu Waqt narrated from Abdulavval Sijzi. Husayn ibn Mubarak died in Baghdad in 631/1233 [42-43; 1: 123-124].

Among the muhaddiths who grew up in the Kashkadarya region it is worth to mention the muhaddith of Nasaf, Abul Abbas Ja'fat ibn Muhammad ibn Mu'taz ibn Muhammad ibn Mustaqfir Nasafi Mustaghfir (died in 432/1040). Historian Samani describes him as a hafiz, a fakil, a faqih, a scholar of hadith, and as an incomparable scholar in the land of Transoxiana. He stayed for a while in Marv and Sarakhs, where he heard hadiths from several scholars. Mustagfiriy also narrated to many hadith scholars. He writes that there was no one like him in compiling the hadiths, understanding them, and classifying the books [44; 6-9: 286].

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He was known among the Mustagfiris for his unique style of writing, and his works were highly rated by scholars. Among them are “Ma’rifat as-Sahaba”, “Tarikh an-Nasaf”, “Tarikh al-Kesh”, “ad-Da’awat”, “al-Manamat”, “Khutab an-Nabawiyya”, “Daloilu an-Nubuwwa”, and “Fazoilu al-Qur’an” and “ash-Shamoil” [45; 25: 159]. Through the scientific heritage left by Mustagfir, it will be possible not only to study issues related to our religion, but also to learn about the history, customs and traditions of our country.

Another encyclopedic scholar of Nasaf, Abu Hafis Nasafy (died in 537/1142), also made a great contribution to the science of hadith. His full name was Umar ibn Muhammad ibn Ahmad ibn Ismail ibn Luqman Abu Hafis Hanafi Nasafi Samarkandi, known by the nickname Najmiddin and has the titles of hafiz, faqih, mufassir [46; 220].

After the age of 30, the scientist first traveled to Samarkand and spent most of his life there. After living in Samarkand for some time, he set out with the intention of going on Hajj, and before going to Mecca, he visited Khorasan, Iran, Iraq, and the Hijaz, where he had scientific discussions with scholars.

As for gaining knowledge (ability) and his knowledge (scope of knowledge), Abu Hafis studied at the “Dorul Juzjaniya” Madrasah in Samarkand, where he became a scholar.

Abu Hafis wrote many works in all fields. Sources mention that there are more than a hundred of his works. According to the hadith, he wrote a commentary on Imam Bukhari’s “Sahih” that is entitled “an-Najah fi sharh ahbar kitab as-sihah”. Another encyclopedic work of the scholar is “Matla an-nujum wa majma al-ulum”. It contains 57 works. They are devoted to the Qur’an, hadith, history, kalam, description of sects, ethics, usul al-fiqh, Hanafi Fiqh, documentation, philology, mathematics and natural sciences.

Another work on the science of hadith, “al-Qand fi zikr ulama Samarkand”, contains information about the names of scholars associated with the city of Samarkand in alphabetical order and hadith narrations. There are more than 950 hadiths in this work [46; 220]. The scientist’s work “History of Bukhara” gave almost detailed information about the region [47; 244].

He died in Samarkand in 537/1142. His grave is in Chokardiza Cemetery. He was buried near the tomb of Imam Moturidi.

Haysam ibn Kulayb Shashi (died in 335/947) was one of the hadith scholars who grew up in the Shash region. His full name was Haysam ibn Kulayb ibn Surayj (Shurayh) ibn Maqil Abu Said Shashi Binkasi Turki Maqili. He was a writer, a traveler, and a hafiz [49; 3: 376]. The sources do not give the exact year of Imam Shashi’s birth. However, his teacher Isa ibn Ahmad Asqalani died in 268/882. If the imam was

at least 10 years old that year, he would be born in around 258/872.

He studied in Bukhara, Samarkand, Nasaf, Termez, Balkh, Baghdad and Askalon. Muhaddith Khoruddin Zirikli said: “Shashi is a hafiz, a reliable muhaddith, who is Abu Said Haysam ibn Kulayb ibn Shurayh ibn Maqal Maqali Shashi - a muhaddith of Transoxiana” [49; 10: 105].

It can be known that the work “al-Musnad al-kabir” mentioned in the sources is his, according to Zirikli’s statement: “he is the author of “al-Musnad al-kabir” [49; 10: 105]. This work had a large volume, and has not arrived in full condition. Seven volumes of the work have been preserved, from the Companion Talha ibn Ubaydullah to the 15th volume. A total of 19 Companions narrated. 1533 hadiths came. The work was researched and published in 3 volumes and the hadiths were edited.

Muhaddis lived in Bukhara at the end of his life, then returned to Shash and died there in 335/947 [48; 3: 376].

Ali ibn Abu Bakr ibn Abduljalil Burhaniddin Fergani Marghinani (died in 593/1196) and Abu Bakr Abdullah ibn Ali ibn Sain ibn Abduljalil Farghani (died in 616/1219) can also be called as hadith scholars. One of the Hanafi scholars, the muhaddith Tahanavi, in his “E’la as-sunan”, cited many Fiqh scholars among the muhaddithin. This is because they also considered the faqihs to be among the muhaddithin because they used the hadiths in various matters of fiqh and were well aware of their honor.

## Conclusions

Scholars who grew up in our country have worked in many fields, including commentary, recitation, Fiqh and hadith. Historians cite Haysam ibn Kulayb Shashi, Abul Barakat Nasafy, Burhaniddin Marghinani, Hasan ibn Ali Bazdavi, Abul Abbas Mustaghfiry, Abdullah Subazmuni, Dawud ibn Rushayd Khorezmi as examples in their books.

While the first muhaddithin of Transoxiana, such as Imam Bukhari and Imam Termezi, had their own special ways, the later ones, such as Abdullah Subazmuni and Abul Muayyad Khorezmi, worked as scholars of the Hanafi school.

While scholars such as Imam Bukhari have tried to summarize the most reliable hadiths, later scholars, such as Abdullah Subazmuni, have compiled the hadiths narrated by Imam Abu Hanifa. Hadith scholars such as Abu Bakr al-Kalabazi have also compiled and interpreted hadiths related to mysticism.

The scholars of our country, along with many other sciences, have conducted creative research in the field of hadith and contributed to its development as an independent science. They visited Madinah, Mecca, Kufa, Basra, Damascus, Egypt, Baghdad and other cities that have become centers of hadith teaching, where they met with hadith scholars and worked closely with them. The fact that they have



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been in the spotlight of the world's leading scientists in all times and spaces shows that they have mastered this science better than anyone else.

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## THE SIGNIFICANCE OF THE SCIENTIFIC HERITAGE OF KHOJA MUHAMMAD PORSO IN THE DEVELOPMENT OF THE NAQSHBANDI DOCTRINE

**Abstract:** The article describes introductory information about a number of new texts written by Khwaja Muhammad Parsa, who had proved and supported Naqshbandi teachings with his scholarly works.

**Key words:** tasawwuf, Naqshbandiya, Khwaja Muhammad Parsa, sulaymaniyah, science of kalam (ilm al-kalam), Arabic and Persian literature, geographi, biographi, science of hadith, science of tafsir, fiqh (Islamic jurisprudence), science of Holy Quran.

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### ЗНАЧЕНИЕ НАУЧНОГО НАСЛЕДИЯ ХОДЖЫ МУХАММАД ПОРСО В РАЗВИТИИ УЧЕНИЯ НАКШБАНДИЯ

**Аннотация:** В статье описывается вводная информация о ряде новых книг, написанных Хаджой Мухаммад Порсо, который научно обосновал Накшбандийское учение в своих научных трудах.

**Ключевые слова:** тасаввуф, Накшбандия, рукописи, Хаджа Мухаммад Порсо, сулеймания, теология ислама (наука калам), арабская и персидская литература, география, биография, хадисоведение, толкование Корана, фикх (исламское право), наука Корана.

#### Введение

Учение тариката «Ходжагон Накшбандия», имеющее почти 900 летнюю историю, оставило великое духовное наследие не только мусульманскому миру, но и всему человечеству. В истории исламской мысли особое значение имеют научно-литературные произведения шейхов данного тариката, также произведения, посвященные жизнью этих шейхов, описывающие их взгляды о религии и мире, вселенной и человеке, знании и просветительстве, любви и благосклонности, также много другим знаниям и суждениям.

Один из мыслителей учения суфизма в конце XIV века, крупный представитель тариката Ходжагон-Накшбандия Мухаммад ибн Мухаммад ибн Махмуд ал-Хофизий ал-Бухарий (1349-1420 гг.)

по прозвище Ходжа Мухаммад Порсо является одним из таких великих шейхов.

Ходжа Мухаммад родился в Бухаре, обучался в медресе и учил Коран, хадисы, калям и другие религиозные знания. Он стал одним из выдающихся ученых своего времени, получив большую известность в качестве крупнейшего представителя и пропагандиста накшбандийского тариката в Центральной Азии после Бахауддина Накшбанд.

Абдурахман Жами в своем произведении «Нафахат ул-унс» отметил, что полное имя Мухаммада Порсо было Мухаммад ибн Мухаммад ибн Махмуд ал-Хофизий ал-Бухарий. «Порсо» было прозвище, которое дал Бахауддин Накшбанд. Автор «Рашахата» излагает эту подробность в следующем виде: «Мухаммад Порсо ожидая увидеть Хазрата стоял на улице.

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Внезапно вышла изнутри служанка Хазрат Ходжа (Бахауддина), и Хазрат Ходжа спросил служанку: «Кто этот, стоявший на улице?». «Стоит один религиозный (*порсо*) парень», ответила служанка. Хазрат Ходжа вышел на улицу и увидел Ходжа Мухаммада и сказал: «Вы, окажется, религиозный человек». Начиная с этого дня, он прославился среди народа с прозвищем «Порсо».

В «Рашахате» приводится следующий рассказ о Ходжа Мухаммаде: «В пути к Хиджазу Ходжаи Бузруг (Бахауддин) заболел и начал делать наставления. Будучи в окружении друзей, обратился к ним: «То, что приобретено от халифов Ходжаганского тариката и все, что передано нашими шейхами этому жалкому рабу, я сегодня передаю тебе. Передай все это полученное народам Всевышнего Аллаха. После возвращения из Хиджаза еще раз при друзей сказал: «То, что было у нас, ты все полностью получил». В конце жизни сказал: «Причина нашего рождения – явление Мухаммада (Порсо)»[1].

То, что Бахауддин Накшбанд перед смертью назначил Ходжа Мухаммада Порсо на свое место, описывается Хаджой Али Домодом следующим образом: «Хазрат Ходжа Бахауддин во время своей последней болезни приказал рыть его могилу, где сегодня лежит его тело. После рытья могилы я пришел к нему. Тут промелькнула у меня мысль «кому же он вручит *иршад*». Шейх немедленно повернулся ко мне и сказал: «Слова мои сказанные по дороге к Хиджазу – в силе, если кто-нибудь захочет увидеть нас, пусть посмотрит на Мухаммад Порсо».

Ходжа Мухаммад Порсо дошедший до степени *муриида* был также отличным ученым в таких сферах как тафсир, хадис, тасаввуф, калям, география, литература, история, и фикх (мусульманское право). Из его научных работ до нас дошло около сорока произведений. Всех произведений Ходжа Мухаммада Порсо можно условно разделить на следующие группы:

**Произведения о науке тафсир.** В эту группу входит «Тафсири Ходжа Мухаммад Порсо» [2], написанный лично самим автором в одной уникальной рукописи, а также «Тафсир сурат ал-Фатиха» и «Таржума ва тафсири суvari ас-самоййя». Эти книги написаны на персидском языке.

В группу **произведений о науке хадисов** входят «Рисала фи силсилат ал-машойих ал-мухаддисийн», посвященная биографии мухаддисов, «Шарх-и хадис-и ал-Укайлий – Шархи хадиси кана» и «Ал-хадис ул-арбаъун» [3] и другие. В этом последнем произведении автор выбрал ценных 40 хадисов, которых он передал от своих учителей, и дал перевод хадисов на персидском языке. Другое произведение по науке хадисов тоже написано на персидском языке.

## Произведения о науке калям.

Произведение Порсо «Фасл ул-хитоб би-вусули-ла-ахбоб», посвященное вопросам шариата и тариката, принес ему большую известность. Книга большого объема стала пользоваться исламскими учеными как пособие. Книга была опубликована несколько раз. Произведение посвящено 494 вопросам, которые считались в мусульманском мире спорными, а Порсо разрешил эти спорные вопросы с помощью различных научных труд. «Фасл ул-хитоб» является одним из основных произведений автора[4].

«Шарху «Фусус ал-хикам» написано на персидском языке. Данное произведение является комментарием произведения «Фусус ал-хикам», автором которого является известный суфий-ученый Мухийддин ибн ал-Арабий писавший о теоретических основах и вопросах тасаввуфа[5].

Книги как «Рисала фил этикод вал-амал вал-ахлак», «Этикодат» [6], «Хафтоду се фирка» [7], «Мукаддима ли-жомий ул-калим» тоже являются произведениями в области каляма.

В группу **науки Корана** входят такие произведения как «Рисала фи ал-«мийм» вукуф ал-Куръан» [8], «Лавазим ул-факф» [9], написанные на арабском языке.

Книга «Рисола фил-интисор ли-сохиб «ат-Тавзих» изучающая вопросы **усули фикх** написана арабском языке[10].

В группу произведений в области **фикх**, написанных на арабском языке, входят «Рисола фи усул ад-дин ва фурузихи ва важибатихи», «Гуар ал-афкор шарху «Дурар ал-бихор» [11], а также на персидском языке такие книги как «Рисола дар нийят-и намаз», «Маносик-и хаж», «Шархи «Фикхи Кайдоний» [12], и эти произведения относятся к фикху Ханафитского махаба.

Среди произведений по **тасаввуфу** важнейшим произведением Ходжа Мухаммада Порсо является «Тахкикот» [13], который посвящается раскрытию теоретических задач тасаввуфа. Произведение Мухаммада Порсо «Рисолаи Кудсия» [14] посвящено толкованию святой высказываний (калима) Ходжа Бахауддина Накшбанды.

Основная часть наследия Ходжа Мухаммада Порсо является произведения, посвященные теоретическим задачам тасаввуфа, и основная часть этих работ написана на персидском языке. К примеру можно отнести «Аз анфози кудсия машойихи тарикат», «Рисолаи кашфия», «Мактуби Ходжа Мухаммад Порсо ба Мавлоно Зайнуддин», «Рисола дар одоби мурид», «Рисолаи махбубия» [15], «Рисолаи кудсийя васоё сулуки машойих», «Рисола-и тарикат-и Ходжагон – Рисола физ-зикр», «Суханон-и Ходжа Порсо», «Рисола фит-тасаввуф», «Мактуб», «Рисолат ал-хакоик», «Кавл фил ажвиба хазиhi ал-асъилат ал-



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мурсала мин Хирот ила Бухоро» и прочие. Наряду с этим, следующие книги «ал-Фусул ас-ситта» [16] и «перевод «Рисола-и вужуд» написаны на арабском языке [17].

В сфере **литературы** можно перечислить произведения Мухаммада Порсо как «Муншаот», «Таржума-и баъз-и аз «Насру ул-лаолий», «Шарху ар-Рисола ар-рамизат аш-шафия фил-аруз», которые написаны на арабском языке и посвящены арабской литературе. Однако, последние два произведения считаются диванами, составленными из газелей Мухаммада Порсо, что дает возможность обнаружения до сих пор неизвестной многим грани ученого тасаввуфа в качестве поэта. Эти два дивана написаны на персидском языке и называются «Хутба-и дивони уло – дебоча-и девони аввал» и «Дивон-и соний» [18].

В группу произведений по **биографии** можно отнести «Макомоти Ходжа Бахауддин Накшбанд» [19], «Рисолаи дар баёни баъзи аз калимоти Бахауддин Накшбанд», «Манокиби хазрати Хожа Бахауддин ан-Накшбандий», «Макомоти Хожа Алоуддин Аттор» [20] и «Рисолаи силсилаи Ходжагон». Эти произведения написаны на персидском языке. Произведение Ходжа Мухаммада Порсо «Мухтасар тарихи Макка» [21] посвящено **истории**, а «Рисола фил-мазорот» - **географии** [22].

Вышеперечисленные произведения разделены на отдельные группы на базе известных нам первичных данных. Среди этих произведений, возможно, существует одно и то же произведение, но с разными названиями, а некоторые, может быть, написаны на другую тему. Возможно, еще найдутся новые произведения, относящиеся к авторству Ходжа Мухаммада Порсо. А работа по прояснению этих вопросов будет продолжаться в ходе будущих наших исследований, иншаАллах.

На сегодняшний день определено, что около двухсот рукописей, относящихся к авторству Ходжа Мухаммада Порсо, дошли до наших дней и по сей день хранятся в библиотеках Ташкента, Истанбула и Тегерана. Данный факт показывает,

что научное наследие Ходжа Мухаммада Порсо, который научно обосновал Накшбандийского учения в своих научных трудах, имело огромное значение в культурной истории народов Центральной Азии, также его произведения с большим успехом использовались учеными и шейхами тасаввуфа следующих поколений. В частности, из числа ученых и авторов следующих поколений Абдурахман Жами, Хусайн Ваиз Кошифий, Али Сафий, Шайх Худайдод, Тохир Эшон обращались к научному наследию Порсо в написании своих научных работ. Даже муршид (шейх) Накшбандийского тариката, поэт и ученый Исмаилхан Факирий, который умер в конце XX века, приводил цитаты из произведений Ходжа Мухаммада Порсо в своих научных произведениях, посвященных тасаввуфу [23]. Это показывает, что научное наследие Ходжа Мухаммада Порсо испокон веков имело свое место в культурной и духовной жизни народов Центральной Азии.

В общем, изучение научного наследия и взглядов Ходжа Мухаммада Порсо способствует глубокому освоению не только основ Накшбандийского тариката, но и четкому пониманию смысла тасаввуфа, в целом. Особенно, изучив и ознакомившись с его произведениями «Фасл ул-хитоб» и «Шархи Фусус ал-хикам» мы еще раз убеждаемся, что тасаввуфское учение состоит не только из определенных правил и обычаев, традиций и норм поведения, наоборот, это учение предоставляет много интересных и полезных суждений по ряду важнейших вопросов и проблем касательно человека, жизни, общества, мира, конца света, вселенной, просветительства, разума, мышления, чувства, любви.... привлекающие внимание людей уже веками.

Одним словом можно сказать, что сущность и место научного наследия Ходжа Мухаммада Порсо в изучении истории и учения Накшбандийского тариката, имевшего большого значения в духовной жизни средневековых народов Центральной Азии огромна.

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## ON THE PROBLEMS OF TRANSLATING THE NOVEL “DAYS GONE BY” INTO TURKISH AND THEIR SOLUTIONS

**Abstract:** The Turkish translation of the novel “Days Gone By” is compared with the original and the translations are commented. Errors and omissions noted in the translation text are explained and solutions to translation problems are given.

**Key words:** synonyms, antonyms, translation problems, re-translation, archaisms, Arabic and Persian assimilations.

**Language:** English

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### Introduction

The novel “Days Gone By” not only won the love of Uzbek readers, but also attracted the attention of fans of world literature. As a result, it has been translated into more than a dozen languages by translators of different nationalities over the years. While some translations are successful, most are flawed. It depends on the skill of the translator, how well he speaks both languages.

To this day, the author's work is widely studied around the world. The work has been translated into Russian twice by L.Bat, V.Smirnova and Muhammadnodir Safarov. Excerpts from The Last Days were published in the National Literature Complex in Berlin during World War II (No. 5, 1943). In “Uzbek Literary Policy” Edward Alward made a special commentary on the novel “Last Days”.

In 1968, in Berlin, the capital of the German Democratic Republic, “Days Gone By” was published in Russian under the title “Die Liebenden von Tashkent”, which means “Lovers of Tashkent”.

In 1975, at Columbia University in the United States, he received his Ph.D. in Transitional Central

Asian Literature from Eden Nabi [Chapter 14, p. 240]. Chapter 2 of this paper, Cultural Effects of Increased Trade, is dedicated to Abdullah Qadiri.

Abdullah Qadiri's work in the United States is entitled “The Relations of Abdullah Qadiri's Historical Novels to the Earlier Uzbek Literary Traditions” (University of Washington 1980). Christopher Michael Murphy wrote his doctoral dissertation [p. 209]

The novel “Days Gone By” has already attracted the attention of lovers of literature in the sister languages. In the discussion of languages and translations, it is important to study the process of scientific and cultural exchange and enrichment of the Turkic-speaking peoples. In this regard, the work of literary translation during the years of independence has achieved significant success. In particular, the translation of works of fraternal peoples, in particular, from Turkish into Uzbek, from Uzbek into Turkish, became a priority.

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### The main part

During the years of independence, "Days Gone By" was translated and published in Turkish by translator Ahsen Batur in the Republic of Turkey.

It is no exaggeration to say that the translators worked hard to make the novel "Days Gone By" famous. According to the author Tahir Malik, "The world recognition of a work depends not only on its level, but also on the quality of the translation."

Let's look at the translation of Ahsen Batur, who translated the novel "Days Gone By" into Turkish as "Gecmis Gunler", and see how the translator translated the work below:

"Huvalbori"... the light of our eyes, the strength of our backs, the fruit of our lives will reach our son Mullah Otabek and let it be known and clear. Praise be to Allah. In the protection of health and well-being, we pray for the soul of the light of our eyes in the morning and in the evening, but not from the deceitful rabbi. May Allah Almighty grant me the opportunity to see you in full, in the near future and in the near future, Amen Yorabbulalamin "[1,p.34].

As for the translation of these sentences:

"Praise be to God!" *Let the light of our eyes, the strength of our backs, the fruit of our life come to our son Mullah Atabey and let it be known and clear that we pray to Allah, the Almighty, to give you health and peace, and to protect you. We hope and pray from the world of the Lord that the light of our eyes will be safe day and night, even until the Day of Judgment. May Mr. Hak have the opportunity to meet in the shortest possible time, in the near and happy hours, in good health. Amen, O Lord of the Worlds!*" [2,p.40].

In any case, bloody clouds appeared over Tashkent again, and only God knows what will happen in the end [1,p.36].

*In any case, bloody clouds gathered over Tashkent again. God knows where the end of the matter will come* [2,p.42].

And we ask you, the Lord of honor and glory, for your health in the presence of the prayer hamsa [1,p. 147].

The word "Huvalbori" is an Arabic word that means god, creator. The translator translated the word as God. The meaning is preserved, but the art and influence are lost, and A. Qadiri could use this word as Allah. But he used an Arabic word. This created a synonymous layer in the play. The word God is correctly translated as God. It seems that the synonym layer in the translation is decreasing. That is, the word Allah is used in two places, which led to a methodological error and led to a decline in the level of the work. The last sentence is omitted in the translation of the text of the text. As a result, the word "Lord of the universe", which forms a synonymous layer, is not reflected in the translation.

"Those who blessed the poor Kyrgyz tulab, who studied at the Osh madrassah, were privileged to receive the scholarship of the gifted tulab. At the end

of the letter, our young king, Mr. Haqqani Khawaqin, wished the Sultan Salotin, the patron saint of his father, many years of prosperity, well-being and health." [1,p.117]

*"With this blessed letter, we declare to the pillar of our state, the father-in-law of the emperor, the Muslim Bahadirs, that the gifts you have bestowed on the poor Kyrgyz students studying in Osh madrassas have been distributed according to their scientific achievements. At the end of our letter, we would like to thank our young Shah, Mr. Hakan, and His Holiness the Sultan, and the servants who have been under the auspices of the fathers of the Russian kingdoms for many years, wishing them peace and prosperity."* [2,p. 121]

"To our young lady and her father, the Muslim king Bahadur" [1,p. 128].

*"To our young lady and to the high presence of Hazrat Musulmankul Bahadir, the father of the Russian king,"* [2: 131]

If the crowned admiral agrees with this meaning, it is useless to overthrow the throne, and we, the people of Tashkent, promise to be a firm step on the side of truth in this regard [1,p.279].

*If the emir of the kingdom succeeds in this direction, it will be the best to disgrace the man who is dishonorable and who usurps the throne. We, the residents of Tashkent, declare with certainty that we will act in this direction and will not break our word* [2,p. 287].

The above examples show that the word "the emir" has seven meanings. The translation also retains a completely synonymous layer. The word "crown" is translated as the owner of the kingdom. Other synonyms are also included in the translation because they are borrowed words.

We can see that a series of synonyms is formed in the following sentences:

And we ask you, the Lord of honor and glory, for your health in the presence of the Almighty [1,p.147].

Those who did not send us to Tashkent could not complete our gratitude to our gentlemen and our blessings to our son [1,p. 147].

*We are very upset that you did not accept our brother's son as your son, but did not approach sending our daughter-in-law to Tashkent* [2,p.150].

Dear brother, do not be upset by my words. Whether or not the gentlemen will pay for this work, we have made some efforts in this regard, trying to apply Otabek to Tashkent without the permission of the saints [1,p.147].

*Don't be upset by what I said. I don't know whether they will pay for this work or not, but we decided to close Atabey in Tashkent without your permission* [2,p. 150-151].

Dear brother, you are a person who has seen the world, consider this request of your mother [1,p.148].

*My dear brother, you are a man of the day. Welcome this idea of your mother* [2,p.151].



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Analyses show that the words esteemed, esteemed, and cherished are words belonging to the adjective category, -s have taken the plural suffix and have been synonymous with the noun phrase.

Synonymous words used in four places in the translation have been omitted, and even the first sentence has been omitted without translation at all.

### Conclusion

Through the above analysis, several problems can be observed in translation:

The translator Ahsen Batur did not have full information about the period of the events;

The words are originally translated;

The translator did not know Arabic;

He has not studied archaic words of Uzbek language;

Synonym layer is not preserved in translation;

Some of the analyzed sentences are not translated;

The translator has no historical knowledge of the period of the khanates;

Sentence constructions have become Uzbek.

Just a few sentences were studied and many problems were observed in the play, the solution of which is as follows:

First of all, the translator must be fluent in Uzbek and Turkish;

Due to the presence of Arabic and Persian, the translator must know some of these languages;

The translator must know the archaic words of the Uzbek language;

He must use synonyms wisely in order to translate the work beautifully;

Complete translation of the work without omissions;

The translator must have historical knowledge about the period of the khanates;

The conclusion is that a rare work of Uzbek literature should be re-translated into Turkish. The above analysis shows that the level of the work has dropped. If the work had been translated at a high level, it would not have escaped the attention of Turkish readers and would have been reprinted several times, unfortunately, most literary critics are not even aware that such a work exists!

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## PROBLEMS OF THE LITERARY PROCESS AT THE BEGINNING OF THE XX CENTURY

**Abstract:** In his works, the creators of this period described the themes of National Freedom, national identity, enlightenment in the curtains. This article covers the issues of historical conditions, the influence of socio-political factors, which played an important role in the development of the process of Uzbek literature-intensive literature of the beginning of the XX century.

**Key words:** National Revival, Turkistan, cross section of the period, jadidism, Manifesto, time press, literary process, felyeton.

**Language:** English

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### Introduction

At the beginning of the XX century, which we want to think about, we defined 1905-1917 years as a limit for the literary process in the time press. This range of years is considered by one as the first stage of intensive literature, on the other hand, it is also determined by political processes. This first phase of our literature's turn towards secular content is characterized by the leadership of the spirit of enlightenment, the abundance of accelerated views, the strength of ideological Paphos, the weakness of artistry, and the emergence of traditional types of poetry, as well as embryonic forms of genres such as drama novels[1,23]. The starting point of the new literature is recognized by many experts as the beginning of the 10-is of the XX century[2,3]. The period of national awakening Uzbek literature found its value in the years of independence, which is one of its ideologies, the state of classicism. However, it should not be forgotten that no matter how objectively the literature of the period of Independence, Literary Criticism, the masses of knowledge try to express their opinions, there is no more reliable source of information about the true landscape, peculiarities, main features of the literature of this period than the National Press of that time. The first opinions

expressed by the Jadid intelligentsia about the National Press are directly the starting point of the Jadid literature review. Alternatively, the contributions of foreign publications such as "Vaqt", "Tarjimon", "Sho'ro", "Dirilik" about the National Press and literature in Turkistan, the suggestionis and references of the customers show how the relations of the period were concerning the process of press and literature.

1865-1905 years was the stage of the formation of the accelerated movement. And the announcement of the autonomy of Turkistan on November 27, 1917, was the culmination of this movement. On this pathway, the jadids are as imaginative as they move through the road map that they have drawn up for themselves. Initially, new schools were opened, and the press, literature, and political aspirations came out. Jadids were different in terms of social origin. Those who do not like them are also found enough. As a rule, we conclude that the accelerated movement did not fully justify itself, could not go far. We explain this situation by the fact that on the one hand they are subjected to government pressure, on the other hand to the resistance of local scribes. If we take into account the fact that the accelerated movement takes place on a wide scale and with a short interval of time,

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the salinity of the work they perform is more pronounced. The Jadids, in a word, fought against ignorance, and in this struggle their weapon became enlightenment. Their struggle was a struggle of spirituality, spirituality, nationality. And in such fights, there will be no defeat. Proceeding from this, the process of investigating the accelerated motion requires some objectivity. The course of the National Awakening Movement in Turkestan was closely connected with the timely press. The Press served as a pulpit in the implementation of the program of jadids. B. Qosimov connects the progress of press affairs in Turkestan with the manifesto of October 1905. However, we can not ignore the fact that there is an important role in this issue "Turkistan vilayatinggazeti", which is a government publication. Besides, Z. Abdirashidov stressed that the role of the Usmonli Turkish Muslim Press as well as Iranian, Indian, and Egyptian publications in the formation of modernist ideas in Turkey, especially in Bukhara, is special[3,58]. It should be said that, although the beginning of the XX century the time press has been studied so far in various aspects, the question of its influence on the literary process, the era-the relations of the press-literary process has not yet found a complete solution. This suggests that it is necessary to study the roots of our literary studies in depth.

### Main part

Prof. B. Qosimov in essence, compares the accelerated movement with the European Renaissance. Only its only difference from the Renaissance is that the intensity scan is a phenomenon of national self-awareness. Some sources on the history of Uzbek literature relate the development of Uzbek literature at the end of XIX beginning of the XX century to the influence of European culture and literature experiences. Many researchers unanimously argue that the literature of Jadid was influenced by world literature, in particular European literature. In this sense, this period of Uzbek literature was considered as a process of renewal, the emergence of the first drama, novel, story, new poetic forms was considered a fantastic phenomenon in terms of the literary environment of the period. The ideas of specialism were put forward by the views that it received power from European thinking from the Renaissance period to the beginning of the twentieth century[7,42]. The way they chose was to harmonize the eastern and Western traditions on all fronts, not relying only on European experience. During this period, artistic literature, in particular poetry, played a huge role in the promotion of the National idea. Jadid poets first glorified a new science, science and promoted the people to study these sciences and Sciences[5,34]. Poems in the spirit of enlightenment, created in the last quarter of the XIX century, can be obtained as a stage of the formation of jadid poetry.

The rules of classical literature underwent a re-examination. In the Navoiy period, the idea of a perfect person took a social role in the poetry of Jadid. The idea of a perfect person in the Navoiy century was somewhat far from possible. And the idea of a modern science-enlightened man in the works of Jadid was the same idea of a perfect man in classical literature. Uzbek literature began to have a realistic character. Views, ideas were updated, literature fell from heaven to Earth(B.Qasimov). The inconsistency of literature with journalism in the press has increased. Therefore, in the literature of this period, the boundary between the publicists and artistic genres was lost, passed on to each other. This can be seen in the example of a felyeton. On the pages of the press began to see such separate corners as "Felyeton", "Small felyeton". The prose type of literature became the field of basic experiments, updates, artistic discoveries, and research. The jadids mastered the traditions of theatrical art from the Turkish Tatar brothers. Unlike them, they wrote essays reflecting the National Colorite and reflecting our domestic life written in the Uzbek language. According to Jadid literature, not the separation of heroes from the rich-poor began to be divided according to the principles of not indifferent to the fate of the land or indifferent to human character. The value of literature was determined by social activity with social life. The creators switched to the method of expressing their critical views on censorship, pressure, cause of the ban, mask their views on national identity, through the transfer of time and space. The above points can be common signs that characterize the literature of jadid. The creators of Jadid enriched the new Uzbek literature with new genres. The first stage of Jadid literature took place in 1905-1917 years. During this period, Uzbek literature changed its direction dramatically, gained a new appearance. Realism in literature unsurlari has gone from strengthening. The rise of Uzbek literature to a qualitatively new level was closely associated with a change in the social consciousness of the people [7.32].

When you observe the sources of jadid literature, you may not encounter mature samples of fiction. This is definitely relative. There will be an increase in any artistic image. This process of growth is proportional to artistic analysis. In order for the artistic image to be high, the level of the reader and the literary critic of the work must also grow in such away. In the reader's thinking, the level of acceptance of artistic work will be a factor in determining the power of artistic literature. With the aesthetic demand in the current literary process, the demand in the twentieth century can not be compared. The artistic process can not be investigated from the point of view of today's theory and critical point of view. The fact is that our assessments, which we say are artistic Sagittarius thoughts, incomplete literature, are nothing more than a relative, unifying approach. Where there is no strong

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bookstore, there can not be strong literature. The rise of literature is associated with the rise of literary studies. Both are valid for the literary process of 1905-1917 years. The side-by-side artistic analysis was also formed with the artistic image. Real literary criticism in Uzbek literature was born at the beginning of the last century along with the press[9,37]. The jadids recognized criticism as the greatest achievement of century literature. Almost all educators began to talk about criticism. Behbudiy also threw his views on the field with his article "Tanqidsaralamoqdur" and literally recognized as the theorist of Uzbek literature of the 20th century. The first simple definition of criticism we can often meet in the press of the beginning of the XX century. In particular, such definitions as "the attitude of one person to what the second person writes", "the reason for the reform", "the power that motivates the writer to work on himself and educates him as a worthy writer to be recognized separately", show the attitude of the jadids to criticism and how they perceive it. It should be noted that the samples of the initial criticism can not be called in pure literary form. In them, confusion and inexperience are felt. Only after 10-ies of the XX century "criticism" began to be used in the sense of literary criticism as an invasion[10,103]. The penetration of the theater, the works of the stage, and the reviews written on them brought about the literature of criticism in the real sense. The review, an important genre of criticism, was the direction in which the most hands were struck. The jadids accepted the theater as an appearance of culture: "One of the first reasons and basis for progress is theatres, they say,"[11,550]. Behbudiy gives an indication of three types of drama in his views on the theater: "on the scenes of the theater, the works are shown as a tragedy, that is, sorrow, sect, that is, laughter, drama,

that is, a hangover is an event and the event is an image of the crowd." Gradually, drama became the leading sphere of jadid literature. And the reviews written on the works of the stage opened up new possibilities of literature, literary studies.

### Conclusions

The Enlightenment, press works, charitable societies activities carried out in Turkestan did not find the same benevolent as the local population. However, the jadids found a way to promote their ideas through the press and literature, little by little they were able to forge a change in the minds of the people. He encouraged Muslims to be active in the affairs of society and to learn modern knowledge[5,38]. In this regard, it should be said that manifesto played an important role in the formation of the Uzbek time press, it was a political impetus. At the same time, one should not forget about the influence of the Turkish-Tatar Press on the formation of the Uzbek time press, of course. All these factors fulfilled their function in the establishment of press affairs in Turkestan, left their effect in the life of Muslims of Turkestan. In the works of the press, in social activity, in the field of school education, there was revitalization. The occurrence, revival of the press will serve as the main pulpit for the literary process. Jadids took a wide spread of their programs with the help of press pages. The experiences of the Usmonli Turkish, Tatar, Egyptian press were mastered. Several literary genres of European literature were imported into Uzbek literature. Literary criticism was formed. The field of literary studies has risen to its new stage. Literature began to live with big goals. The literary process, which took place between the years 1905-1917, genre research, experiments served as an important source for the literature of the later period.

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## PROPOSITIVE NOMINATION AND DENOTATION STRUCTURE IN UZBEK

**Abstract:** *The proposition differs from the sentence, first, in terms of its content. Because if a sentence is recognized as a whole consisting of a relationship of form and content, the propositive structure is considered to belong only to one side of its semantic structure. At the same time, proposition differs from speech in that it expresses the relation of a certain event to objects that are logically equal to each other.*

**Key words:** *Proposition, language codes, speech process, human, mind, nomination, denotation, speech activity, syntactic device, relational predicate, valence, syntactic members, traditional linguistics, semantic syntax, language and thinking.*

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### Introduction

Any speech process is the process of expressing a person's thoughts about the objective world using language codes (signs). Therefore, speech is connected with the objective world through the mind. A certain part of the objective world is reflected in the human mind, and the generalized images of the members of this reflected being are expressed through language codes. It seems that language and thought are inextricably linked. In the human brain, consciousness and language are two relatively independent aspects. Each of them has its own memory in which knowledge is stored and the means to activate it.

These tools act by extracting from the memory of these two types of knowledge what is needed to describe a particular event [1,6].

Thus, these two aspects are so closely intertwined that the activity of the mind always monitors the activity of language and, according to its composition, forms a single and complex process of verbal thinking.

Consciousness is the body of knowledge about the world around us. One acquires such knowledge not

only by observing the world directly, but also by obtaining information from others.

Therefore, human cognitive activity cannot take place without the help of the language system. The basic knowledge stored in the "memory" of language is the knowledge of the word and its meanings. The means of activating this knowledge are grammatical means. Selecting the right words in the speech process and bringing them directly into the speech is based on the speaker's prior knowledge of the word. Any speech process requires two stages: the first stage (formation of thought), the second stage (the emergence of thought through material means for the purpose of communication). In the first stage of the process of verbal thinking, the activated elements of the mind are divided into separate frames, and each of them reflects a separate event or phenomenon.

The means of dividing the flow of thought into individual frames are relational predicates and their specific meanings.

Proposition is formed from the combination of relational predicates and their meanings [2,6].

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The concept of proposition is widely used in modern linguistics to refer to an objective reality expressed by a particular syntactic device.

Although any sentence represents a particular proposition, it is not necessary that any proposition be expressed through a sentence. From this it follows that proposition refers to the content of a sentence, and that the concepts of proposition and speech are not the same.

The proposition differs from the sentence, first of all, in terms of its content. Because if a sentence is recognized as a whole consisting of a relationship of form and content, the proposition structure is considered to belong only to one side of its semantic structure. At the same time, proposition differs from speech in that it expresses the relation of a certain event to objects that are logically equal to each other. For example: 1) *Aziz ukasiga qarzagapul berdi*; Aziz lent money to his brother; 2) *Ukasi Azizdan qarzagapul oldi*; His brother borrowed money from him (Aziz); 3) *Pul ukasi tomonidan Azizdan qarzga olindi*. The money was borrowed from Aziz by his brother.

All of the above represent a common event, a proposition, involving the same participants. The participants are Aziz and his brother, as well as money transactions between them. The reason why this story is expressed in different sentences is that in one place Aziz is taken as a base, in the second place his brother is taken, and in the third place money is taken. For example, the phrase *Anvar Ra'noga gul uzatdi* Anvar gave flowers to Rano (A. Qadiri) forms a syntactic paradigm by expressing a proposition with expressions such as *Ra'no Anvardan gul oldi*, *Anvar Ra'no uchun guloldi* Rano received flowers from Anvar, Anvar received flowers for Rano. The means by which members of the paradigm are united is proposition. All three sentences have the same proposition structure: S-subject agents + subject patients + (predicate) P. From the above examples, it can be seen that the propositional structure differs from the formal structure. The relational predicate plays an important role in the expression of the proposition. Some linguists liken the relational predicate to a drilled board. Just as the holes drilled in the board are covered with wooden nails, the relational predicates also have certain spaces, empty cells. Filling in such gaps in relational predicates creates a proposition.

For example, the relational predicate of lending, which is the basis for the formation of the above sentences, has three spaces - an empty cell: a) the lender; b) the borrower and d) the value of the loan or the loan instrument (what the debt is).

When these empty cells are filled with specific lexical units, the three-digit predicate becomes a proposition. Thus, although relational predicates with a certain number of spaces are important for expressing a proposition, the predicate itself is not sufficient for the proposition. For a predicate to

become a propositional expression, it must fill in its blanks with the appropriate lexical units. This means that the relational predicate reveals its valences, and as the composition expands, they all come together to express a certain proposition. The role of syntactic members in a sentence is not limited to which member is related to which member.

For example, *U kitob o'qidi* He read a book and the Book was read by Him *Kitob u tomonidan o'qildi* consists of the same words. These words are used interchangeably in both sentences to form the same "tree of subordination." However, the above statements differ in that the same words have different syntactic positions. In the first sentence, it is used in the possessive position, the object in which the action takes place is in the filler position, in the second sentence, the subject (s) who performs the action is in the filler position, and the object that receives the action is in the possessive position.

Thus, not only what words the members involved in the syntactic device are expressed from, but also what syntactic position (situation) these members come from is important for the semantic structure of the sentence. This is because two or more sentences may have the same words, but the fact that these words occur in different situations makes them different. Thus, in such cases, the main differential sign of a sentence is not the material aspect of the members involved in the sentence, but the sign of their position. It seems that the substantial (material) aspect of the members that make up a sentence is as important to the sentence as the position of those members. This shows that the meaning of a sentence corresponds to the objective being it represents, the parts of that being is not enough to name (fragments) correctly. You also need to be clear about the relationship between them.

It should be noted that the choice of certain words by the speaker to express this or that information is possible only after the selection of the syntactic structure necessary for the correct expression of a certain objective reality, a certain syntactic situation increases. That is why E. Kurilovich emphasizes that syntactic meaning is primary to lexical meaning [3,179]. In the process of speaking, a syntactic device is selected, and a word is selected to complete the device. Both of these processes are inextricably linked to the nomination process. That is why VG Gak said: "Word and syntactic device perform nominative and organizational functions at different levels in the process of sentence construction." [4,54]. This suggests that not only words but also patterns of speech can be studied in a nominative aspect. According to the approach to the structure of speech from the point of view of phrases, speech is considered as a combination of nominative units - words and phrases.

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From the point of view of semantic syntax, the participants of the speech are studied as a set reality. Participants are referred to as “actants”. Thus, the functions of the syntactic link between the semantic participants of the sentence - the actants - are not the same. Therefore, the study of the relationship between content participants and the syntactic situations they occupy has also become more and more popular among syntax experts in recent years. As a result, in semantic syntax, special attention was paid to the study of the relationship between form and content of speech. Syntax research in traditional linguistics has focused on the formal side of syntactic units, the interrelationship of formal units, the function of a syntactic unit in a dependent relationship, and how it is expressed. When considering the content of syntactic units, attention was paid to the relation of these syntactic units to the logical structure of thinking. As a result, the researcher, in addition to determining the main expressed content of the sentence, also tried to determine the general syntactic state (model) of this syntactic unit. As a result of the development of semantic syntax, the direction of the relationship between the syntactic structure of a sentence and its semantic structure, the definition of the essence of the semantic structure has changed. Accordingly, a sentence is a complete linguistic sign, and the main focus is on illuminating the relationship between the situation (referent) expressed by that sign. It is on this basis that the relationship between the structural model of the syntactic unit and its content is revealed. The situation expressed by any syntactic unit has the essence of universality. Because the reflection of objective reality in the human mind, finding its image, acquires the same identity, regardless of language or nationality. As a result of increasing attention to this universality of the situation expressed through syntactic units, he developed comparative and typological studies that study the expression of a particular syntactic situation with different syntactic structure in languages of different systems.

Thus, on the one hand, the semiotic interpretation of the sentence, i.e. its interpretation as a sign, on the other hand, the strengthening of semantic syntactic analysis, which focuses on the nominative side of the sentence, and finally, in addition to A. Gardiner's views on F. de Saussure, development led to a reconsideration of the direction of syntactic research.

As a result, the categories of formal logic and psychology used in linguistics have been replaced by the categories of semiotics and logical semantics.

The semantic triad [form (representing) - expressed (meaning) - object, situation] has become the main method of syntactic analysis. The term proposition has become more commonly used to describe the nominative aspect of a sentence. The term came into linguistics under the influence of logic and philosophy. The term proposition, used in logic, philosophy, and their influence in linguistics, refers to the out-of-time relationship between verbs and nouns that are devoid of the modal parts of speech.

Modal meanings include negation, tense, and inclination. Thus, the relationship between the predicate and its arguments, which are devoid of affirmation, tense, and inclination, is the basis of proposition. This shows that even if there is a certain proposition at the base of any sentence, only the sign of the expression of the proposition is not enough for the syntactic unit to be formed as a sentence.

You just have to be more discriminating with the help you render toward other people. It is this mode that adds affirmation, tense, and inclination to the proposition, and the addition of a system of grammatical elements representing the mode to the system of lexical elements representing the proposition turns any syntactic device representing the proposition into a sentence. Thus, the semantic structure of any sentence can be expressed as follows: S MQP. Here is the symbol of the S-sentence, the symbol of the M-modality, the symbol of the P-proposition. Apparently, a particular proposition is expressed in terms of linguistic means of expressing certain modus meanings. For example: **Cho‘ponota tog‘ining etaklarida, naryog‘i Zarafshon sohilida yuzlab o‘tovlar va chodirlar paydo bo‘lgan.** *Hundreds of meadows and tents have grown at the foot of Mount Chophonota, on the banks of the Zarafshan River.* If the symbol of the whole sentence above is represented by S, then the meaning of the participle in the resulting participle is in the form of person-number (personality), tense (temperament), indivisibility (modality), affirmation-negation (negativity). Accordingly, the differential difference between the syntactic units representing a particular proposition and the non-speech is the presence or absence of linguistic units representing the mode.

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## INTERPRETATION OF LITERARY AND SOCIAL ISSUES IN THE WORKS OF UTKIR HOSHIMOV

**Abstract:** This article describes the peculiarities of the interpretation of literary and social issues in the novel "Between Two Doors" by People's writer of Uzbekistan-Utkir Hoshimov.

**Key words:** Uzbek novel, literature, character, image, artistic image, artistic, humanism, social problem, plot, composition, national mentality, art of molding.

**Language:** English

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### Introduction

One of the writers who made a great contribution to the development of Uzbek novels is a talented writer Utkir Hoshimov. His three novels, which describe more than a hundred stories, dozens of short stories, the past and present of our nation with all its complexities, are familiar not only to Uzbek readers, but also to many lovers of literature around the world. The author's series of novels and short stories, more than a hundred stories and comedies, plays, TV films have become the spiritual property of our people. Throughout his life, the writer followed a very exemplary motto: "The writer must be a faithful son of his people, a faithful singer, a faithful servant, let him be a faithful" slave "!" Indeed, the writer remained true to this motto not only with his works of art, but also with his passionate writings, thoughts, especially articles about the repression of the "Uzbek affair" that erupted in the 1980s, and speeches from the podium.

Utkir Hoshimov incorporates the beauty of the world, the attitude of mankind to this beauty, the essence and dignity of humanism into the expression of national spirituality, which has spread throughout the artistic fabric throughout his career. A detailed in-depth description of the spiritual perfection and noble purpose of mankind testifies to the breadth of the writer's worldview and theoretical imagination.

Therefore, in every work of the artist, whether it is a small genre or a large-scale artistic canvas, the interpretation of the concepts of faith, consequence and love is the central line. Rather, a healthy belief becomes an integral part of the protagonist's character. The clarity in the image is explained by the strong tendency to move from small to large, from private events to life generalizations.

In turn, the ideological attitude of the writer is clarified through a comprehensive analysis of the people's psyche, national traditions, social problems. This attitude acquires methodological integrity in terms of looking confidently at the future of humanity, perceiving and understanding it.

Indeed, in his works, the author focuses on the full disclosure of social problems. In other words, we can see in the examples of the novels "Between Two Doors", "There is light, there is a shadow", "Lives in the dream" that the writer focuses on the artistic perception of the problems of human and social life in his works.

### Literature review

The author's novel "Between Two Doors" was published in 1986. The novel has many artistic qualities. The author seeks to preserve their natural flow in the depiction of events. At the heart of these events are weighty generalizations, deep thoughts that

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represent important aspects of people's lives. The author, first and foremost, condemns war, reveals its inhuman nature, and shows that its wounds have afflicted people for many years. At the same time, the author shows the qualities, patriotism, endurance, tenacity of ordinary people, which were clearly manifested, especially during the war years.

The novel "Between Two Doors" has become one of the treasures of Uzbek literature. This work is a bitter and painful chronicle of the Second World War, which devastated the nations.

One of the protagonists of the novel, Robiya's father builds a school by organizing hashar for the education of young people. But it is his work and his efforts to keep young people educated that will lead to his imprisonment.

This can be seen in the following passage narrated by the elder Arif: He praised the fact that arithmetic was created by Khorezmi. "Babur taught the children the poems of Pasha." He frowned and sighed. "He built a school in the district without permission."

It is noteworthy that Utkir Hoshimov in his novels, contrary to the requirements of social realism, went on the path of depicting life without any makeup, and achieved significant success.

In the novel "Between Two Doors" the story takes place in one of the villages around Tashkent, mainly during the Second World War. At the same time, the writer pre-war of the villagers with their place in the play and draws more exciting scenes from his post-war life. Thus, the novel covers almost forty years of life associated with the construction of the collective farm, the war and the Tashkent earthquake.

Utkir Hoshimov creatively used the classical literature (for example, the art of molding in Navoi's epic "Sab'ai Sayyar" in the development of the plot and composition of this work. are given in the form of a series of stories from different characters and different categories of image language.

The writer creates vivid images of people with different destinies and destinies, accurately describing the events of everyday life, the work and worries of the villagers, their behavior, their relationships. a strong believer, a clear conscience, a firm religion, an ardent elder, a courageous and wise woman, passionately portrays the wonderful qualities of people such as Kara Amma, Husan Duma, Kamil Tabib, Robiya, such as humanity, honesty, devotion, and love. The heroes of the novel, no matter what hardships, injustices, tragedies and tragedies they face in life, do not deviate from the right path, do not lose their faith, act with justice and wisdom. Because there is light in the hearts of these people, the writer impressively and truthfully reflects that there is a clear conscience.

In this way, he skillfully reveals the national characteristics of the Uzbek people. Arif, for example, hastily demonstrates his sincerity in practice when he

is unjustly removed from the chairmanship of the kolkhoz due to the injustice of some leaders, and when he hears the bad news that his two great sons have died in battle. In the images of Black Amma and Husan Duma, too, there is a strong sense of humor, humanity, patience and kindness. Although they themselves suffer, they only do good to others and always serve those around them gratefully.

The characters of Rano and Umar Zakunchi also play an important role in the novel. The image of Rano reveals the tragic fate, remorse and tragedy of the beautiful bride, who was unfaithful to her husband Shamurod, who went to the front. In the image of Umar Zakunchi, during the war, the dirty deeds of some of the chairmen of the kolkhoz, who were himself khans and sultans, were skillfully exposed.

Not only the main characters in the novel "Between Two Doors", but also episodic characters such as Rashid abzi, Bahor opa, Oysara, Samadov will remain in the reader's memory for a long time. Because there is no artificiality in the play. On the contrary, the art of persuasion is strong. The author convincingly portrays even the most intricate and complex issues with extraordinary ingenuity.

This is especially evident in the pages describing the marriage of his son Kimsan's lover, Robiya, to Shomurod, the marriage of Arif's elder daughter to someone who had gone astray in his youth, and the love of Muzaffar and Munawwar, whose destinies were confused.

In the novel, every event, every detail is carefully described. The writer was able to provide the child with a child-like, the old woman with an old-fashioned, the old with an old-fashioned, the bride with a bride-like character, character and language.

### Discussion and findings

One of the leading features of the national literature of each period is reflected in the connection of philosophical and aesthetic views with the life and traditions of the people. Because the work of art is a secondary manifestation of the character of the nation and is the base point that determines the completeness of the character and reveals its aesthetic essence. After all, the socio-philosophical and cultural-educational nature of the values subordinated to the author's creative intention determines the creative processes of poetic study of life. At the same time, the stability of national values and attitudes to them affect the development of social thinking. The features of the expression of national spirituality reflected in the work of the writer, on the one hand, ensure the vitality of the form of expression, on the other hand, synthesize the relationship of creative style and aesthetic ideal. Given the fact that the advanced national program and the pineapples are parallel lines of the spiritual life of the people, the humanistic essence of the literature is more fully reflected. Diffusion in figurative expression also interprets the

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scales of understanding and expressing reality. Factographic characters, as a result of continuous research, break away from the development of independent meaning and help to ensure the integrity and originality of the creative relationship. In particular, in the works of O. Hoshimov the perception of identity, the description of the style of national observation, the inculcation of ideological and artistic intent in it form a tonal expression:

"I'm sitting in a thick blanket on a thick blanket inside the car. My mother on one side and Fatima on the other. The women are constantly saying: "A horse is galloping in the mountains, a horse is crying, a bride is crying at home, a stranger is crying ..."

The play focuses on the details of the wedding ceremony. The national tradition formed over the centuries is explained by three heroes. The boy's simple, seductive interpretation, Robbie's statement that retains the depth of spiritual analysis, and Black Aunt's experiences focused on wedding worries allow the ceremony to be illuminated from a variety of points of view. This, in turn, helps to clarify the aspects of character, to observe the weight of national traditions in the life of the people. Through the oral activity, the reader gets acquainted with Muzaffar's childish simplicity and clear sincerity, Robiya's spiritual perfection, and the bonds of affection typical of the Black Ama. Three interpretations of a detail evoke clear imagery in the form of a line connecting the plot of the work. This imagination expresses the general laws of people's life, combining the scale of growth and change in the character development of typical human landscapes.

This commonality, in turn, embodied both the creative principles of the artist and the signs of sociality. It goes without saying that in the works of the writer, national values and the psyche of the people determine the nature of the character. It is the influence of spirituality and faith in the thinking and activity of the protagonists that becomes clear through epic elements and lyricism. A little wedding detail will change the lives of a few images. Consequently, the ceremony limits Robiya's dreams, her sincere love. Rather, the necessity of life makes him subject to his own will. The natural need (Muzaffar's destiny) gives the black ama a strong psychological shock as well.

After all, Robiya's transfer to Shamrod was tantamount to mourning for Kimsan. Given that in the heart of the toiling mother there is a constant and constant feeling of hope, hope and confidence, it becomes clear that psychological conflicts have risen to the center of the image.

It is known that national traditions and habits are distinguished by their simplicity, thickness, brilliance and priority, as well as folk identity.

For this reason, the attributes of the mentality quickly reach the listener's mind. This feature, on the one hand, is due to the fact that the concept, imagination and details are reworked - on the other hand, on the other hand, it is explained through life experiences, philosophical generalizations on the basis of motivation.

### Conclusion

Thus, U. Hoshimov, using the oriental mythopoetic views in his work, first of all draws attention to the universal essence of the creed. In episodic films, narrations and legends selected by the author, the content is re-evaluated in the creative nature, acquires aesthetic value. Exactly the author's novel and the predominance of lyrical-philosophical analysis in his stories is measured by the degree of elaboration. The influence of the traditions of Chingiz Aitmatov, Odil Yakubov, Askad Mukhtor is felt in the tendency to intellectual expression. The uniqueness of the writer's level of use of sources of folklore can be seen in the combination of lyrical enthusiasm and observation. In the Kyrgyz writer the epic breadth is nurtured by intellectual and enlightenment boundaries, lyrical pressure supports the work of U. Hoshimov. The nature of a creative nation and treats his faith with special kindness. It is this aspect that makes him a nationalist writer. Although the exchange of myths, legends, and national traditions is exaggerated in the artist's research, the originality of the formal content does not undermine the compositional integrity. Indeed, the writer's artistic intention and the amount of detail subordinated to it determine the poetic uniqueness of the stylistic style. In particular, the expression of poetics, mythologisms in the speech of the protagonist are the main features of the author's theoretical and aesthetic views.

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## EXPRESSION OF ARTISTIC REPETITIONS IN MODERN UZBEK POETRY

**Abstract:** The article deals with the use of artistic repetitions in the works of talented representatives of modern Uzbek poetry Khurshid Davron, Shavkat Rahmon and Usman Azim as well as the uniqueness of the individual style of the poet.

**Key words:** Poetic movement, fine arts, poetic figures, special artistic means of expression, poetic speech, anaphora artistic repetitions, gradation, triple connection, ring.

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### Introduction

In order to analyze a poet's work in poetry, it is essential to first study poetic speech. "Poetic language is a complex, multifaceted, unique speech. Without knowing poetic speech, it is impossible to study both poems and poetry thoroughly. [2,323] - says the literary scholar T. Boboev. It is difficult to comprehend the allure of poetic speech without poetic movements, fine arts, poetic figures, and special means of artistic representation.

Sometimes the poet also uses whole sentences, repetitions, short words and phrases to describe the state of the lyrical hero. The poet pays great attention to the flow of speech, the structure of sentences, the ability to choose words and use them in place to express the mood of the heroes.

### Materials and methods

Artistic repetitions are one of the most common reinforcing figures in poetry. There are also several types of artistic repetitions. Anaphora can be found in the works of every poet. It is well known that anaphora is the exact repetition of a word or phrase at the beginning of a verse in a poem or verse at the beginning of other verses. In the poetry of Khurshid

Davron we find different forms of anaphora. One of the poems of the poet, which is included in the series "Qorotog' daftari", begins somewhere in the soil, somewhere hidden. The poem consists of 8 verses, and let us focus on the repetition in verses 7-8 of the poem:

Ўқий дея қабрида дуо  
Сўроқладим, айтмади ҳеч ким.  
"У шу ерда!" – деди далалар,  
"У шу ерда!" – деди юрагим.  
"У шу ерда!" – деди Кўзлави,  
"У шу ерда!" – сўйлади Мисхор,  
"У шу ерда!" – деди заминга  
Етмай ҳали эриб кетган қор .[3,126.]

(When I wanted to worship at the grave, no one told me that he was there but melting snow.)

If we think from the point of view of the content of the poem, in the poem we observe the poet's days in Crimea and his creative impressions. At every step, it is as if he heard 'Umar whispering. The poet wonders where his grave is. It is difficult to say whether his body was in Chatirtog, or in Karatag, or in Kozlavi, or in the Garden Palace. At the end of the poem that is why he is here again by nature when he is ready to pray! the sound comes over and over again.

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Through this repetition, the fields, the ground, the poet's heart - all add to the confidence that the poet's grave is here.

In modern Uzbek poetry we find various forms of artistic repetition. It is impossible to imagine the musicality, rhythm, weight, rhyming art of poetry without artistic repetitions. There are many examples in Khurshid Davron's poetry of the anaphora method, which is repeated exactly at the beginning of the poem or verse:

Ё ўзи овунчга ташна аёллар,  
Ё улар қўксида ўлган хаёллар,  
Ёки пахта териб жон берган чоллар  
Ё ўзи-ўзига ўт қўйган қизлар? [3,115]  
(Or women need comfort  
Or women died at the their breast  
Or the elderly died picking up cotton  
Or girls ignited themselves)

In this poem, the word "yo" (or) is repeated several times and serves as an anaphora.

In modern Uzbek poetry, the art of repetition is also used, as is the triple connection. In this case, the phrase, the word or phrase that comes at the end of the sentence can be repeated in the next line. Khurshid Davron used this method in his poem "Kuzni o'yla" ("Think of Autumn"):

Кузни ўйла  
Қор кетиши билан кузни ўйла  
Кузни ўйла. [3,162]  
(Think of Autumn after snow melts)

Here, the repetition of the phrase Think of Autumn in each row connects the three verses together and forms a triple connection. One of the poetic figures in modern Uzbek poetry is the ring. In the poet's poem "Padarkush" we find a beautiful example of the people:

Самарқанд шаҳрининг бир чеккасида  
Қабр бор – одамлар юз буриб ўтар,  
Унда Абдуллатиф ётар, дейдилар,  
Дейдилар: "Бу ерда падаркуш ётар". [3,144]

(There is one grave where Abdulatif who was a murderer of his father was buried. No one looks at it.)

This quartet is exactly repeated at the beginning and end of the poem. This repetition in the poem serves to emphasize the main idea of the poem.

The creative style shows its uniqueness in the expression of its lines, i.e. the unity of content and essence, the arts, poetic figures and movements. This harmony in poetic syntax plays an important role in the work of Khurshid Davron.

The role of artistic repetition in Shavkat Rahmon's poetry is also unique. The level of the poet's inner feelings also depends on how the repetition of words and sentences in his poems is expressed. In the poet's poem "G'amgin she'r" ("Sad Poem"), the phrase "We opened and died like a nastarin flower" is repeated in verses 1, 5, 9. This plays an important role in revealing the essence of the

poem. In the poem "Charkhipalak" the author repeats a few words and sentences:

Ғижир-ғижир,  
Ғижир-ғижир,  
айланасан – жонинг ҳалак.  
айланасан кун-тун демай,  
чархипалак,  
чархипалак. [4,227]

(A wheel always goes round and round with squeaky sound)

In this poem, too, the words *squeaky, squeaky, squeaky* are repeated over and over again. The figurative meaning of the wheel is expressed along with its own meaning. That's why most people liken the world to a wheel. The world also seems to be spinning at a steady pace.

In the poem of the poet, which begins with "It is not too late", it is not too late, the sentence of opportunity is repeated at the beginning, middle and end of the poem.

The meaning and impact of thought in poetry is not in the poet's ability to choose only beautiful words. Syntactically connecting words, increasing its emotionality, achieving perfection on every line, every sentence requires a great deal of skill from the creator. In the work of Shavkat Rahmon, this originality is obvious and reflects the peculiarities of the poet's style.

In the works of Usman Azim one can also observe the unique expression of poetic figures. In the poet's poem "To live is a lifelong struggle ...", he used one of the poetic figures, direct connection.

Дедилар: яшамок – умрлик кураш...  
Курашдим – шон учун, ризку рўз учун,  
Курашдим севги деб – қўксимда оташ,  
Курашдим – куш каби эркин сўз учун. [1,143]  
(To live is a lifelong struggle...  
I struggled for honor  
I struggled for love  
I struggled for freedom)

In the poem, the words *struggle and struggle* are connected in threes. There are beautiful examples of artistic repetitions in the poet's work. In his poem "The Hopeful Ballad of Love" *What on earth do I need? After all, what I need is a world of worries, dragging me, music is a commotion. the restaurant that embraces me.*

In the poem *What I need and me* words are repeated. In verse 11 of this poem there is an artistic repetition:

Менинг атрофимда бўлса оппоқ қор.  
Менинг атрофимда туйғулар, ўйлар,  
(If there is white snow around me,  
There are feelings around me)  
Сокин шивирлайди: "Нима гапинг бор?" –  
Қадамим товишидан уйғонган ўйлар.[1,114]  
(It whispers: "What do you want?" –

Thoughts which were awakened by the sounds of my steps)

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In the works of Usman Azim, art, poetic movements and poetic figures were used in a unique way. The depiction of the poet's or lyrical hero's experiences through poetic figures creates a variety of forms, musicality. This is one of the important aspects of modern Uzbek poetry.

#### **Conclusion.**

In the works of Khurshid Davron, Shavkat Rahmon and Usman Azim, art, poetic movements and

poetic figures were used in a unique way. Means such as gradation, triple connection, hoop, artistic repetition are not only a formal element, but also play a special role in the artistic attractiveness and effectiveness of poetic works, in the performance of aesthetic tasks.

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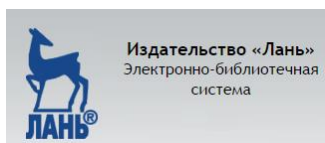
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