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QR – Article



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LINGUISTIC PROPERTIES OF GEORTONIMS IN BERUNI'S WORKS

Abstract: The article deals with the linguistic study of religious and secular gerontonyms in Beruni's works, the history, essence, distribution, development, linguistic and cultural development of Navruz gerontonymy as a national linguoculture, the pre-Islamic history of Central Asia, Khorezm, Sughd peoples - Cultural aspects, linguistic features are analyzed and the sociolinguistic, ethnolinguistic nature is covered on the basis of evidence.

Key words: geortonym, Navruz holiday, seasonal geortonym, Mehrjon, chrononym, Navsarja month, Chiri month, Umri month, Ispandarmaja month, leap year, earthquake year, year of peace, year of acquaintance, farvardin moh - summer beginning, tir moh - autumn head, mehr moh - the beginning of winter, diy moh - spring.

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Introduction

Abu Rayhan Beruni's "Monuments of Ancient Peoples" is an important source in the study of Central Asian holidays, including the Uzbek people. In this work, Beruni left invaluable historical and cultural insights into the famous days, festivals and customs of the ancient Iranians, Khorezmians, Sogdians, Romans, Jews, Syrians, Christians, Indians and other peoples. What is important for us is that it provides interesting information about the pre-Islamic annual calendar holidays of the peoples of Central Asia, including Khorezm and Sughd.

Materials and methods.

Abu Rayhan Beruni in his work "Monuments of ancient peoples" divided the pre-Islamic Eid of Khorezm into two types:

- secular holidays;
- religious holidays.

According to Beruni, the Sogdians celebrated Navruz on the first day of the month of Mavsard and Uncle Rumush on the 28th (Eid al-Fitr); 12th day of Niysanj - Mohirj; Day 7 of Basonj - Brother Nikh; Day 15 - Amshvora (the feast of eating things that have not been touched by fire); On the 18th day of the month in Ashi-x, the feast of Boboxvora or Bomixvora (drinking pure, pure juice squeezed from grapes); 1st day of F-g'-mining month - Nim sarda

(half of the year); J-m-d-i-j 24th day of the month Bod omkom; At the end of the month of X-sh-n-m, Eid (holidays) were held, such as a day of mourning for the dead.

Beruni notes that the following holidays are celebrated in Khorezm: Navsarja - the beginning of the year (Navruz); 1st day of x-r-v-dod month - Arijosuvon (getting out of warm clothes, opening feast); 15th day of the month of Chiri - Ajg'or (Eid al-Fitr in late autumn); A-x-sh-r-v-i-r 1st day of the month - F-g'-b-r-i-x or Fa-g'-r-u-ba (the day when the Khorezm kings went to the outskirts of the city with the onset of cold and protected it from the wild); 1st day of the month of Umrah - Azdokandkhvor (the day when fat houses gather around the stoves and bake in cold houses); Day 13 - Chiri-lipstick (half of the year); The 15th of Rome is the Night of Mina (Eid in early spring in memory of a woman who died in the cold at night); The 4th day of the month of Ispandarmaja - Hajj, the 10th day - Vakhshangom (belief in water); Day 20 - Like Inga (the day to build houses close to each other).

Evidence suggests that there have been many festivals in the past, mainly in connection with nature and changes in it, especially seasonal changes and the weather.

According to Abu Rayhan Beruni, the ancient Khorezmians had a perfect account of the year, they knew the movement of the sun and moon, and the

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position of the constellations better than the Arabs. Therefore, our ancestors used the movement of celestial bodies to create a calendar. The folk calendar, created in ancient times, is the product of our ancestors' long-term observation of natural phenomena, great life experiences and life skills. In addition, Beruni often dwells on the feasts and ceremonies of other nations. For example, "Pop Hayit", "Navruz Hayit" and others.

The years are called by names, not by numbers. For example, in the time of the Prophet: the year of the earthquake, the year of peace, the year of friendship, and soon.

The scholar writes of the chrononyms of the years: "I have heard from the Iranians that the kings of the Peshdadiyya, who were kings of the whole world, made the year three hundred and sixty days and each month of the year more or less thirty days, and added a month to every six years." those who call it "kabisa"; they added two months [to the year] every one hundred and twenty years: one of these two months [added] because of the five days [remaining], and the other because of a quarter of a day. They celebrate the leap year and call it a "blessed" year, when they are engaged in prayer and good deeds." In the time of the Messenger of Allaah (peace and blessings of Allaah be upon him and his descendants), people used to call each year between the migration and [his] death by a special name derived from an incident that happened to [the Prophet] in that year. The first year is the "Year of Permission to Emigrate," the second is the "Year of the Order to Fight the Infidels," the third is the "Year of Test Purification," the fourth is the "Year of Peace," the fifth is the "Year of the Earthquake," and the sixth is the "Year of Familiarity." The "Year of Victory," the eighth is the "Year of Equality," the ninth is the "Year of Salvation," and the tenth is the "Year of Farewell." Because people called those years by such names, there was no need to number them (years) after the migration.

It is clear that the naming of years according to social, domestic, political, natural goals, aspirations and characteristics has existed since ancient times.

Beruni notes, "The Iranians knew the four seasons through the months when they were leaping through the years, because the situation between [the seasons and the months] is close to each other: farvardin moh is the beginning of summer, tir moh is the beginning of autumn, mehr moh is the beginning of winter, diy moh - It was the beginning of spring. They had [Eid] days that they used during the months according to the four seasons. When Kabisa was abolished, the times of those [Eid] days changed.

Some of these days are for worldly affairs and some for religious matters." So, the history of the modern Mehrjon holiday dates back to ancient times.

In his book Navruznama, Umar Khayyam tells the story of his solar calendar. The play is a perfect illustration of the fact that the kings of Iran celebrated and celebrated Navruz according to this calendar. The work is a unique source for studying the history of Navruz and its associated legends and traditions.

Umar Khayyam linked the date of Navruz to Jamshid: "Jamshid ordered that day (the beginning of the month of Farvardin) to be called Navruz, and ordered the people to celebrate the beginning of the month of Farvardin every year and to consider it a new year."

Conclusion.

Alisher Navoi, while thinking about Jamshid in his work "Tarihi muluki ajam" ("History of Ajam kings"), writes that one of his great discoveries was the invention of Navruz: "And they call it a chihil minor. When the building was finished, the world gathered salotin and ashraf and akobirin and celebrated. At that time, the sun turned its attention to the pious ruby, he sat on the throne in the building, proclaimed justice to the world, and celebrated Navruz that day." According to Beruni, the history of Navruz is connected with Jamshid.

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INTERPRETATION OF KINGS IN ALISHER NAVOI'S «HISTORY OF THE PROPERTY OF AJAM»

Abstract: The article reveals the ancient kings of Iran, their history, personalities and peculiarities in Alisher Navoi's "Historical Property of Ajam". There is information about the historical and cultural significance of Navruz in connection with King Jamshid.

Key words: Alisher Navoi, "Historical property of Ajam", Kings, Hushan, Tahmuras, Jamshid, Faridun, Afrosiyob, Navruz holiday.

Language: English

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Introduction

Alisher Navoi is an author who left an indelible mark on Turkish literature not only with his charming lyrical poems, but also with his unique prose works. A significant part of Alisher Navoi's work is his prose works. It is noteworthy that the great writer created them (with the exception of the "Vaqfiya", created in 1481-1482) during the last decade of his life. As a great poet and thinker of the time, Navoi, knowing the peculiarities of prose and understanding that its possibilities are wider than poetry, in a sense, turned to prose for certain purposes. The purpose of each piece of prose is to explain the purpose for which it was written and the nature of the issues at stake. This is on the one hand. On the other hand, Navoi's late approach to prose can be explained by the tradition of poetry that prevailed over prose.

BODY PART

The general picture of Alisher Navoi's prose is as follows:

1. Scientific philological works: "Muhokamat ul-lughatayn", "Mezon ul-avzon", "Majlis un-nafois", "Risolai problema" (Persian).
2. Memoirs and biographical works: "Hamsat ul-mutahhayirin", "Holoti Sayyid Hasan Ardasher". "Holoti Pahlavon Muhammad".
3. Socio-philosophical and didactic works: "Mahbub ul-qulub".
4. Works on the history of history, mysticism and religion: "Vaqfiya", "Tarihi muluki ajam", "Nasoyim ul-muhabbat", "Tarihi nabiyo va hukamo".
5. Example of essay art-epistolary prose: "Munshaot".
6. "Debocha" written on the devons, introduction to "Nazm ul-javohir" and titles in epic works, continents.
"Tarihi muluki Ajam" is one of the least studied works of Alisher Navoi, but it deserves serious study.

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He has several manuscripts in foreign and domestic libraries. In 1841, the famous French orientalist Cathermer published this work in Paris. But so far no one was able to send in the perfect solution, which is not strange. When Navoi ruled in Astrobod, he tried to return to Herat every minute, for which he repeatedly asked Sultan Hussein Bayqara for permission. When Navoi returned to Herat, from 1488 to 1501 he created more than a dozen important, scientific and literary works. After his arrival from Astrobod, his first work in 1488 was "Tarihi muluki Ajam". This means that Navoi paid a lot of attention to the creation of this work in his creative plan. "Historical property Ajam" is dedicated to the history of the kings of Iran. However, even before Navoi, the history of the Iranian kings was covered by many historians and poets in some places more extensively than in Navoi's work. In creating his work, Navoi made full use of such works as "Tarihi Banokatiy", "Qazi Bayzoviy", "Jomeut-tavorix", "Nizam ut-tavorix", "Nasihah ul-muluk", "Tarihi Jalaliy", mentioning their names. passed and leaned on them¹. That is why he narrates many facts not on his own behalf, but on behalf of those historians, and uses words such as "who say", "who says". The "Historical Property of Ajam" differs little from the work of other historians in terms of facts about the kings of Iran. So what was Navoi's purpose in writing this work? The question arises. Did Navoi, who wrote all his works for a specific purpose, deviate from his principle in creating "Tarihi muluki Ajam"? Of course not. The great poet and thinker, scientist and statesman Navoi wrote this work with very important socio-political and literary goals in mind. First of all, by writing "Tarihi muluki Ajam", Navoi systematized the chronicle of the ¹kings of Iran. Navoi, no doubt, knew very well, perfectly, the legends and historical facts about the kings of Iran. He wrote "Farhod and Shirin" before "Tarihi muluki Ajam". He also wrote epics such as Sab'ai Sayyar and Saddi Iskandariy, making extensive use of historical chronicles about Iranian kings. In particular, in "Sab'ai Sayyar" Navoi gives a significant place in the history of the kings of Iran. In "Tarihi muluki Ajam" Navoi pays special attention to this issue and identifies a number of confusions, ambiguities and contradictions in the works of historians and seeks to eliminate them. Among the books written about the kings of Iran, Navoi considered "Tarihi Tabariy" and Abulqasim Firdavsi's "Shohnama" to be the most authoritative and detailed works, and relied more on these sources in writing "Tarihi muluki Ajam".

In the play, Navoi embodies his progressive ideas not in the future, but in the past, objectively

contrasts the just kings of the past, their time with his time, and calls on the rulers to learn from them. The play promotes the theory that the establishment of peace, tranquility and truth in society depends on just, people's kings. However, the author of "Tarihi muluki Ajam" set himself the main task not to cover the private lives of kings, but to show their attitude to society in the interests of the people and the country. This positive evidence shows the tendency to objectively understand the history of Navoi and is of great importance in the study of its history.

Navoi describes Hushang, the second king of the Peshdadi dynasty, as "a just and wise king." According to the author, he was the first to try to rule the country with science and law. He was the first in history to write a book, extract iron from stone, build doors to wooden houses, find mines, saddle horses, build ditches and improve the country. , used animal skins as clothing, reigned for forty years, did not forget prayer. After Hushang, his son Tahmuras became king. During the reign of Tahmuras, the cities of Marv, Isfahan, and Nishapur were built, and the people were actively involved in construction and defense. Navoi writes: "Fasting is now circumcised." Many scholars believed that fasting came to Central Asia from Arabia with Islam. According to Navoi, "he invented the Persian book-finishing, gray weaving." During this time, idolatry arose. Navoi says: "And in his time there was a severe plague. If everyone had a lover, they would make a picture of him and rejoice with him until idolatry vanished. In what sense does Navoi understand ²idolatry here? It is known that pre-Islamic fire-fighting was widespread in Iran and Central Asia. Navoi also speaks of idolatry, and from Navoi's words one can understand various images of people made of stone and wood. In our opinion, Navoi refers to Buddhism here, because there were many images of Buddha. Buddhism was once widespread in Central Asia and Iran. This is confirmed by recent archeological excavations. Thus, the original lexical meaning of idolatry was Buddhism, which later gained a broader meaning. But Navoi does not explain the origin of Buddhism on a scientific basis.

After Tahmuras, his cousin Jamshid became king. Navoi also describes Jamshid as fair, "beautiful in beauty and unique in perfection." He also paid great attention to weaving, invented dyeing, making military weapons, built cities between cities, and "created a lot of law and order."

Thinking about Jamshid, Alisher Navoi writes that one of his great discoveries was the invention of Navruz: "And they call it a chihil minor. When the building was finished, the world gathered salotin and ashraf and akobirin and celebrated. At that time, the

¹ www.ziyouz.com kutubxonasi, 1-bet.

² www.ziyouz.com kutubxonasi, 2-bet.

³ www.ziyouz.com kutubxonasi, 2-bet.

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sun turned to the pious ruby, he sat on the throne in the building, proclaimed justice to the world, and celebrated Navruz that day. ”

During the reign of Shah Jamshid, several great buildings were erected. When these buildings were finished, there was a big party and that day was called "Navruz". We have already mentioned why and how he was killed. Hoshang ruled for forty years, Tahmuras for thirty years, and Navoi said, "The reign of Jamshid lasted for seven hundred years." At the same time, Navoi does not change the legend about Jamshid. In fact, Navoi himself did not believe that a man could rule for seven hundred years. Navoi Faridun writes about the king: "Faridun was a good moral, learned and just king." This opinion indicates that Faridun is a very good statesman. Another king who shook Navoi's heart was Manuchehr. Navoi: "He was a righteous king, he dug the river Euphrates and brought water to Iraq and planted gardens and orchards and planted in the orchards of ashjar and flowers and basil, and more agricultural ornaments were planted there He describes. After Manuchehr, Landavur became the king, and after Navdar, Afrosiyob became the king. Instead of improving the country's economy and people's well-being, Afrosiab escalates wars of aggression. In his time, "there was little administration left. He cut down trees and demolished buildings and buried gardens with sewers," Navoi wrote. Zab bin Tahmosp, who succeeded him as king, was "a just king. For a long time in Iran, Afrosiab was engaged in the reform of the degraded lands, and put a hundred beauties. I would say that the citizen did not pay tribute for seven years ... " Here we got acquainted with the characteristics given by Navoi to several representatives of the first class of the kings of Iran. Navoi describes other kings in the same way. From these examples, we can see what issues Navoi focused on in the history of kings.

What did Navoi do to improve the economic situation of the country, improve the material well-

being of the people, develop science and culture, strengthen the country's defense, or did he carry out destructive actions like Afrosiab instead? Did he rule the country with justice or with injustice? based on important social issues. The role of Navoi kings in history is not measured by their bloody wars and destructions, but by the fact that they finished books, made iron out of stone, built wooden doors, found mines, dug ditches, built cities and towns, invented textiles. He built high-rise buildings, created gardens and orchards, paid attention to the development of agriculture, handicrafts, and so on. Navoi attributes all the inventions and events in the history of mankind to kings and connects history with kings and heroes. However, he puts forward the idea that in the history of the development of society, it is not the wars and moods of kings that are important, but their importance to the economy, science and culture. This is undoubtedly a progressive aspect of Navoi's approach to history. Such a solution by Navoi was of modern importance. Because Navoi considered the constant wars between the Timurids for the throne in the second half of the XV century to the detriment of the people and the country, and encouraged the Timurid rulers to develop the country's economy, science and culture.

Conclusion

Alisher Navoi is an artist known in world literature for his lyrical, epic and scientific prose works. Navoi also created a prose example of writing a historical work in the Uzbek language by writing "Tarihi muluki Ajam", which has a deep socio-political meaning. We do not know of any similar historical work written in Uzbek before Navoi. With this work, Navoi emerged as an original historian who connects history with the socio-political issues of his time, the interests of the people and the country in the coverage of history.

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HARMFUL CICADA FAMILIES CICADELLIDAE (GENUS EUSCELIS BRULLE) OF THE FERGANA VALLEY

Abstract: The article presents materials on the study of cicadas *Euscelis lineolatus* Brulle and *Euscelis plebejus* (Fallen), in Fergana, their morphological and biological abilities, systematic position, distribution, harmfulness, food connections and peculiarities their diagnosis.

Key words: Cicadas, species, composition, family, genus, *Euscelis* Brulle, species, *Euscelis lineolatus* Brulle, *Euscelis plebejus* (Fallen), diagnosis.

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ВРЕДНЫЕ ЦИКАДОВЫЕ СЕМЕЙСТВА CICADELLIDAE (ПОД EUSCELIS BRULLE) ФЕРГАНСКОЙ ДОЛИНЫ

Аннотация: В статье представлены материалы по изучению цикад *Euscelis lineolatus* Brulle и *Euscelis plebejus* (Fallen) в Ферганской долине, их морфологические и биологические особенности, систематическое положение, распространение, вредоносность, пищевые связи и особенности их диагностики.

Ключевые слова: Цикады, видовой состав, семейство, род, *Euscelis* Brulle, вид, *Euscelis lineolatus* Brulle, *Euscelis plebejus* (Fallen), диагностика.

Введение

УДК 632.7.753

Без глубокого познания фауны и разработки систематики насекомых, как и других групп животного мира и растительности, невозможно решить дальнейшие проблемы охраны и рационального использования полезных форм, а также организации защиты растений [1].

В обеспечении высоких и устойчивых урожаев сельскохозяйственных культур, возрастает роль и значение защиты растений от вредителей [2].

Антропогенное воздействие и, в частности, бессистемное применение химических средств защиты растений против этих вредителей, привело к нарушению естественного баланса в

биоценозах и определило тенденции массового размножения многих насекомых [3].

В связи с этим основными задачами наших исследований в области защиты растений, является разработка методов экспресс диагностики вредителей и их мониторинг [4].

Полное выявление вредной фауны культурных растений, детальное изучение их экологии и биологии, облегчит разработку и совершенствование современных мероприятий по борьбе с ними.

Современная классификация насекомых это итог исследований многих поколений учёных, высказавших ряд важных идей или сделавших крупные обобщения. Еще в начале 19 века было установлено подразделение насекомых по способу превращения в два отдела, в настоящее

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время они обозначаются как насекомые с полным и неполным превращением [5].

Цикадовые относятся к насекомым с неполным превращением – *Hemimetabola* и в своем развитии проходят три фазы – яйцо, личинка, имаго [6].

Цикадовые относятся к отряду равнокрылых насекомых – *Homoptera*, серии – *Auchenorrhyncha* [7].

МЕТОДИКА И МАТЕРИАЛЫ ИССЛЕДОВАНИЙ:

Материалом для настоящей работы явились 10 летние исследования цикадовых, в условиях Ферганской долины Узбекистана.

Использовались общепринятые в энтомологии и специальные методики.

РЕЗУЛЬТАТЫ ИССЛЕДОВАНИЙ:

Цикадовые высасывают соки из растений, наносят яйцекладом ранки на вегетативных частях и некоторые виды передают вирусные заболевания различных культур. Иногда ослабленные растения подвержены поражениям различными болезнями [8,9].

Цикадовые очень древняя по происхождению и процветающая в современную эпоху группа насекомых. В Палеарктике, по данным Я.Наста (Ya. Nast) выявлено 4100 видов, относящихся к 718 родам и 20 семействам [10].

Семейство *Cicadellidae* Germar характеризуется тем, что включает в себя мелких и средних размеров цикад. Виды из этого семейства развиваются не менее, чем в одном поколении в году. У большинства видов перезимовывают яйца, реже имаго, иногда личинки 5 возраста. Некоторые виды семейства *Cicadellidae* Germar являются специфическими переносчиками вирусных заболеваний растений.

Семейство *Cicadellidae* Germar самое большое семейство цикадовых. На территории стран СНГ известно более 200 родов [9].

Изучение вредных видов цикадовых этого семейства, представителей рода *Euscelis* Brulle показало, что в условиях Ферганской долины в настоящее время обитают несколько видов этого рода, но не все они являются вредителями. Поэтому точная диагностика этих видов необходима, для разработки и проведения научно обоснованных защитных мероприятий против них.

К роду *Euscelis* Brulle относятся среднего размера цикады, с крепким и коротким телом которые отличаются следующими особенностями: Голова у них шире переднеспинки, темя выпуклое, пятиугольное спереди угловато выгнутое, плавно закругленной с медиальной черточкой.

Простые глазки лежат спереди ближе к сложным глазам.

Лицо выпуклое, фронтотрипеус вдвое длиннее антеклипеуса, широкий, округлый. Антеклипеус параллельнобокий, немного длиннее своей ширины, слабо выпуклый. Уздечки широкие, большая часть их внутренних граней граничит с антиклипеусом.

Переднеспинка выпуклая передняя её грань округлая, задняя прямая, со срезанными углами, по сторонам плавно закругленная. Задняя половина переднеспинки в поперечных и морщинистых бороздках.

Обе пары крыльев развитые, длиннее брюшка, надкрылья прозрачные или с сильной пигментацией, жилки светлые, у самок надкрылья иногда укороченные.

Генитальные пластинки с прямыми или слегка вогнутыми у середины внешними краями. Эдеагус дорсовентрально уплощенный, лентовидный, выгнутый.

Проведенный мониторинг цикадовых Ферганской долины из рода *Euscelis* Brulle показал, что на культурных растениях живут, развиваются и наносят вред: *Euscelis lineolatus* Brulle, *Euscelis plebejus* (Fallen),

Кроме этих видов были собраны и другие виды, относящиеся к роду *Euscelis* Brulle, но они, на данный момент не являются вредителями культурных растений. Так вид *Euscelis alsius* Rib. был собран нами с дикой злаковой растительности.

Вид *Euscelis lineolatus* Brulle обнаружен нами на люцерне, пшенице и ячмене.

По сведениям Г.К. Дубовского, эта цикада характерна для равнин Центральной Азии, местами многочисленна, полифаг [8].

Вид *Euscelis plebejus* (Fallen) обнаружен нами на люцерне.

Профессор Г.К.Дубовский [8] сообщал, что в Центральной Азии цикада более характерна для предгорий и гор и отмечена на люцерне, кроме того, некоторые исследователи определили, что это полифаг.

Вид *Euscelis lineolatus* Brulle отличается тем, что это бурые цикады с чёрно-бурым рисунком, более интенсивным на темени и переднеспинке. Размеры самца 2,5 мм, самки 3,3-3,6 мм.

Euscelis plebejus (Fallen) – бурые или буроватые цикады с красноватыми тонами и с бурым или буроватым рисунком верха. Размеры самца 3,1-4,1 мм, самки 4,8-5,1 мм.

Виды рода *Euscelis* Brulle различаются, главным образом, по строению генитального аппарата самца.

Выводы:

Изучение цикад семейства *Cicadellidae* имеет практическое значение, поскольку многие из них

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являются вредителями сельскохозяйственных культур, бывают многочисленны. Некоторые виды переносят опасные вирусные заболевания растений.

В результате изучения цикадовых из рода *Euscelis*, можно сделать вывод, что на культурных

растениях в условиях Ферганской долины, живут и развиваются *Euscelis lineolatus* Brulle (люцерна, пшеница и ячмень) и *Euscelis plebejus* (Fallen) - вредитель люцерны.

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THE USE OF MODERN TASKS IN THE ORGANIZATION OF SELF-STUDY IN THE DISCIPLINE «FINANCE»

Abstract: The article discusses several examples of modern tasks used in the current academic year in the organization of self-study in the discipline «Finance» and showed a positive result.

Key words: higher educational institution, independent study, independent work.

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ИСПОЛЬЗОВАНИЕ СОВРЕМЕННЫХ ЗАДАНИЙ В ОРГАНИЗАЦИИ САМОСТОЯТЕЛЬНОГО ОБУЧЕНИЯ ПО ДИСЦИПЛИНЕ «ФИНАНСЫ»

Аннотация: в статье рассматривается несколько примеров современных заданий, использованных в текущем учебном году в организации самостоятельного обучения по дисциплине «Финансы» и показавших положительный результат.

Ключевые слова: высшее образовательное учреждение, самостоятельное обучение, самостоятельная работа.

Введение

Дисциплина «Финансы» является одной из главных дисциплин, изучаемых студентами 1-4 курса бакалавриата направления обучения 5230600-«Финансы» Ташкентского финансового института. Целью преподавания данной дисциплины является формирование у будущих высококвалифицированных специалистов-экономистов, знаний теоретических и правовых основ организации финансовых отношений в различных сферах, а также навыков и умений по их практическому использованию. Студенты для закрепления теоретических знаний, полученных во время лекционных занятий должны самостоятельно выполнить ряд заданий. Традиционные виды самостоятельной работы студентов включают конспектирование учебного материала (учебников, учебных пособий, текстов лекций), написание эссе, решение тестов, написание рефератов. Данные виды заданий

позволяют закрепить полученные знания, но не служат достаточным стимулом для побуждения студентов к самостоятельному углубленному изучению финансов [1-10].

Рассмотрим ряд заданий по самостоятельному обучению, которые использовались в текущем учебном году и показали положительный результат от их практического внедрения [11].

1. Чтение учебников и учебных пособий отечественных и зарубежных авторов на русском и английском языках. Студенты должны изучать не только содержание учебно-методического комплекса по дисциплине или знакомится с основной литературой, рекомендованной преподавателями в начале учебного года, но и знакомиться с содержанием учебников, написанных ведущими авторами зарубежных университетов, которые находятся в библиотеке института, свободном доступе на учебных сайтах

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сети Интернет, бесплатных электронных библиотеках. Студенты должны прочитать соответствующие главы и законспектировать основные положения темы. Конспектирование учебного материала с одновременным переводом с иностранного языка на русский язык активно способствует выработке у студентов навыков краткого изложения основных вопросов темы и перевода учебного материала.

Также немаловажным является изучение различных дискуссионных вопросов функционирования финансов, структуры финансовой системы, подходов к определению понятия и сущности отдельных финансовых категорий, различий в целях и задачах финансовой политики, используемых инструментах государственного финансового регулирования. Изучение различных мнений известных авторов позволяет обучить студентов работе с противоположными точками зрения.

2. Чтение научных статей на русском и английском языках. После объяснения каждой темы студентам было задано следующее задание. На сайте Научной библиотеки открытого доступа «Киберленинка» (<http://cyberleninka.ru/>), Российской научной электронной библиотеки (www.elibrary.ru), международных базах данных научных публикаций Web of Science, Scopus, Scisearch, сайтах научных журналов на русском, узбекском и английских языках, находящихся в открытом доступе, библиотеках Республики Узбекистан, студенты должны были найти не менее 10 научных статей, посвященных описанию основных вопросов темы, прочитать их, выбрать 2-3 статьи, наиболее полно раскрывающих данную тему и ответить на следующие вопросы:

- каковы основные положения, описываемые в данных статьях?
- какие моменты в статьях соответствуют или дополняют изученный вами ранее материал?
- какие моменты в статьях, наоборот, противоречат или являются спорными?
- каким образом авторы статей аргументируют свое мнение?
- чем данные статьи полезны для изучения?
- какие вопросы необходимо обсудить во время практического занятия?
- имеются ли в данных статьях сведения, которые должны знать другие студенты вашей группы?
- каким образом вы можете использовать данные статьи в своей дальнейшей учебной или научной работе?

Преподаватель для работы с каждой научной статьей должен определить, на какие моменты студентам необходимо обратить внимание. Например, если в статье приводится авторская классификация инструментов фискальной

политики, то примерный перечень вопросов может быть сформулирован следующим образом [12]:

- каково название данной статьи?
- кто является автором (авторами) данной статьи?
- в каком научном журнале (сборнике материалов конференции) была опубликована данная научная статья (тезис);
- какие сведения приведены в аннотации данной научной статьи?
- каковы ключевые слова? Соответствуют ли данные ключевые слова названию статьи и тексту ее аннотации?
- из каких разделов состоит данная статья? Как они называются?
- каким образом оформлен список использованной литературы? На основании его изучения, можете ли вы сказать, какие источники и почему использовались авторами данной статьи?
- на основании изучения названия статьи, аннотации, ключевых слов и перечня использованной литературы можете ли вы предсказать или спрогнозировать, о чем будет основное содержание статьи? Запишите основные идеи тетради;
- какие новые сведения вы получили при чтении данной статьи?
- дополняет, подтверждает или опровергает полученные вами ранее знания текст данной статьи?
- имеются ли в данной статье спорные моменты, которые вы хотели бы обсудить во время практического занятия?
- каким образом авторы данной статьи аргументируют свое мнение?
- каким образом вы можете использовать полученную информацию в своей дальнейшей учебной или научной работе?
- какие новые знания, навыки и умения вы получили при выполнении данного вида самостоятельной работы?

Чтение научных статей на русском и иностранном языках является интересным видом самостоятельной работы, полезным как для изучения финансов и иностранных языков.

3. Изучение нормативно-правовых документов, регулирующих организацию финансов и функционирование экономических субъектов в различных сферах. Развитие экономики и социальной сферы, организацию деятельности органов государственной власти и управления, коммерческих предприятий, бюджетных организаций и физических лиц невозможно представить без соблюдения соответствующих нормативно-правовых документов. Студенты, изучающие дисциплину «Финансы» обязательно должны изучать законы,

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постановления, указы и другие правовые документы. Студентам в рамках изучения соответствующих тем было дано задание найти на сайте Информационно-поисковой системы Национальной базы данных законодательства Республики Узбекистан (www.lex.uz) соответствующие нормативно-правовые документы, например, Закон Республики Узбекистан от 24 декабря 2012 г. № ЗРУ-342 «О нормативно-правовых актах» (в новой редакции), проанализируйте содержание данного закона, а также найдите нормативно-правовые акты, регулирующие вопросы организации финансов, и ответьте на следующие вопросы:

– что представляют собой нормативно-правовые акты?

– каковы виды нормативно-правовых актов в Республике Узбекистан?

– что представляют собой законы Республики Узбекистан?

– приведите примеры законов Республики Узбекистан, которые регламентируют различные вопросы организации и проведения финансового контроля.

– что представляют собой постановления палат Олий Мажлиса Республики Узбекистан?

– приведите примеры постановлений палат Олий Мажлиса Республики Узбекистан, которые регламентируют различные вопросы организации и проведения финансового контроля.

– что представляют собой указы, постановления и распоряжения Президента Республики Узбекистан?

– что представляют собой постановления Кабинета Министров Республики Узбекистан?

– что представляют собой приказы и постановления министерств, государственных комитетов и ведомств?

– что представляют собой решения органов государственной власти на местах?

– каково соотношение нормативно-правовых актов?

4. Задание по изучению содержания новостных сообщений в газетах, теле- и радиопрограммах, а также новостных сайтов Республики Узбекистан и других стран мира. Студенты должны быть всегда информированными по разным вопросам текущего социально-экономического развития

Республики Узбекистан, основным направлениям проводимой финансово-экономической политики, развитию финансовой науки, организации управления финансовыми ресурсами на уровне государства, предприятий, организаций и населения:

– ежедневно студенты должны читать информационные сообщения на основных новостных сайтах страны и мира;

– студенты должны анализировать, как они могут использовать данную информацию;

– какое влияние имеют данные нововведения на развитие экономики, финансовой или социальной сферы.

5. Задание по анализу практических данных на основе материалов министерств, ведомств, предприятий и организаций, а также статистических сборников, в том числе посредством решения кейсов. Студенты должны приобрести навыки работы с материалами практики на основе изучения и анализа данных министерств, ведомств, предприятий и организаций, находящихся в открытом доступе, а также данных статистических сборников:

– по каждой изучаемой теме студенты должны точно знать, каким образом они могут использовать полученные теоретические знания на практике;

– студенты должны вовремя знакомиться с содержанием различных статистических и аналитических данных министерств, предприятий и организаций;

– студенты в процессе изучения финансов могут применить на практике полученные ранее знания по статистике, финансовой математике и эконометрике, используя соответствующие методы для подтверждения или опровержения выдвигаемых гипотез;

– также студенты приобретают знания, навыки и умения в сферах, присущих именно финансам, например, в области осуществления финансового анализа финансовой отчетности предприятия или анализа состава и структуры доходов и расходов бюджетов разных уровней.

Совместное применение традиционных и современных заданий для самостоятельного обучения студентов позволит повысить качество обучения такой важной дисциплины как «Финансы».

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THE ROLE OF THE TEACHER IN THE EMERGENCE AND RESOLUTION OF PEDAGOGICAL CONFLICTS

Abstract: The paper describes the structure and types of pedagogical conflicts, the prerequisites for their occurrence; the features of pedagogical conflicts, as well as the specifics of their settlement.

In order to settle a conflict you must choose a strategy of behavior in it. Understanding the causes of conflicts and the successful use of mechanisms to arrange them are possible only if future teachers have knowledge, skills and appropriate personal qualities.

Key words: pedagogical conflict; strategy of behavior; settlement; conflictant; educational activities; compromise; incident.

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РОЛЬ УЧИТЕЛЯ В ВОЗНИКНОВЕНИИ И РАЗРЕШЕНИИ ПЕДАГОГИЧЕСКИХ КОНФЛИКТОВ

Аннотация: В статье описываются структура и типы педагогических конфликтов, предпосылки их возникновения; рассматриваются особенности педагогических конфликтов, а также специфика их урегулирования.

Для того, чтобы разрешить конфликт, необходимо выбрать стратегию поведения в нем. Понимание причин возникновения конфликтов и успешное использование механизмов управления ими возможны только при наличии у будущих педагогов знаний, умений и соответствующих личностных качеств.

Ключевые слова: педагогический конфликт; стратегия поведения; урегулирование; конфликтант; учебно-воспитательная деятельность; компромисс; инцидент.

Введение

Существуют различные определения конфликта, но все они подчеркивают наличие противоречия, которое принимает форму разногласий, если речь идет о взаимодействии людей.

Слово «конфликт» происходит от латинского *conflictus* - «столкновение» и обозначает столкновение сил, сторон, мнений и интересов людей, вызывающее определенные действия [Елисеев О. П.].

Конфликт - это столкновение противоположных целей, позиций, мнений и

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взглядов оппонентов или субъектов взаимодействия. Английский социолог Э. Гидденс дал такое определение конфликта: “Под конфликтом я имею в виду реальную борьбу между действующими людьми или группами, независимо от того, каковы истоки этой борьбы, ее способы и средства, мобилизуемые каждой из сторон”. Конфликт - это повсеместное явление. Каждое общество, каждая социальная группа, социальная общность в той или иной степени подвержены конфликтам. Широкое распространение этого явления и обостренное внимание к нему общества и ученых способствовали возникновению специальной отрасли социологического знания - конфликтологии.

Конфликты в образовательной сфере более чем естественны, так как это чрезвычайно динамичная, изменчивая и многообразная система. Сегодня все большее внимание уделяется проблемам взаимодействия участников образовательного процесса, а именно намечается тенденция к формированию и развитию конфликтологических компетенций не только у педагогов, но и у других участников образовательного процесса. К причинам возрастающего интереса к проблеме педагогических конфликтов можно отнести следующие: снижение интереса обучающихся к учению; понижение роли нравственного воспитания в образовании; преобладание авторитарного стиля педагогического общения; упадок престижа профессии педагога; высокий уровень конкурентности в социальной сфере общества.

Разработкой и исследованием проблемы конфликтов, в общем их понимании, занимались такие ученые как А.Я. Анцупов, О.П. Елисеев, Г.И. Козырев, Д.Г. Скотт и другие. Педагогические конфликты исследовали Н.И. Бараковская, С.В. Даниленко, В.И. Журавлев, Е.В. Куприячук, И.А. Курочкина, С.А. Мустафаева, М.М. Рыбакова, С.Ю. Темина, Р.Х. Шакуров, Н.Е. Щуркова.

Конфликты изучаются не только в рамках общей теории конфликтов, но и с учетом особенностей сферы их протекания. Так, сферой протекания педагогических конфликтов является образовательная среда. «Педагогический конфликт, - по словам С. В. Банькиной, - можно рассматривать как возникающую в результате профессионального и межличностного взаимодействия участников учебно-воспитательного процесса форму проявления обострившихся субъектно-субъектных противоречий, вызывающих чаще всего у них отрицательный эмоциональный фон общения, и предполагающую конструктивный перевод столкновения сторон конфликта в

заинтересованное устранение его причин» [2, с. 11-12]. Таким образом, определяется сфера протекания педагогического конфликта (учебно-воспитательный процесс), активность участников (взаимодействие, в основе которого лежат субъект-субъектные противоречия), эмоциональный фон (отрицательные эмоции).

Представим несколько базовых классификаций конфликтов. А.Я. Анцупов и А.И. Шипилов выделяют следующие виды конфликтов: внутриличностные конфликты; социальные конфликты; международные конфликты [1, с. 10]. По результативности: конструктивные (позитивные) – отношения между членами группы сохраняются, принимают характер сотрудничества; деструктивные (негативные) – отношения между членами группы приводят к распаду группы. По проблемно-деятельностному признаку конфликты подразделяются на: управленческие; педагогические; производственные; экономические; политические; творческие.

Тип конфликтов, который подлежит нашему рассмотрению, относится к последней классификации. Педагогический конфликт – это «возникающая в результате профессионального и межличностного взаимодействия участников учебно-воспитательного процесса форма проявления обострившихся субъект-субъектных противоречий, создающих отрицательный эмоциональный фон общения, предполагающая перевод столкновения сторон конфликта в заинтересованное устранение его причин» [2, с. 28].

Характеризуя педагогический конфликт, В. В. Базелюк обращает внимание на то, что открытое столкновение между субъектами педагогического взаимодействия обусловлено отсутствием взаимного учета образовательных целей, интересов, мотивов, потребностей, ценностей, требований каждого из них. Для установления педагогически целесообразных взаимоотношений между субъектами педагогического взаимодействия конфликт нуждается в конструктивном разрешении [2, с. 121]. А. В. Мельничук специфику педагогического конфликта видит в отсутствии «согласия в межкультурном педагогическом взаимодействии субъектов образовательного процесса, в структурных подсистемах учебного учреждения по достижению целей образования и выполнения социокультурного заказа общества» [4, с. 28-29]. Акцент при этом делается на негативных последствиях конфликтов, выражающихся в невыполнении государственных стандартов, программ, социокультурных общественных требований. Однако личностный аспект педагогических конфликтов в данном

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случае выпадает из поля зрения. Н. Б. Мельник подчеркивает, что «существенным в идентификации конфликта как педагогического является то влияние, которое он оказывает на формирование тех или иных качеств личности, на развитие личности» (5, с. 37).

Итак, в зависимости от взаимосвязей, описанных выше, исследователями выделяются следующие группы педагогических конфликтов [4]:

1. **профессиональные конфликты.** Причины: нарушение деловых связей, установление препятствий в профессиональной деятельности, некомпетентность педагога, низкий уровень мотивации (деловые взаимосвязи);

2. **конфликты ожиданий.** Причины: несоответствие поведения педагога нормам профессиональной этики и ожиданиям педагогического коллектива (ролевые взаимосвязи);

3. **конфликты личностной несовместимости.** Причины: личностные особенности, особенности характера и темперамента субъектов педагогической деятельности (личные взаимосвязи).

Педагогические конфликты можно классифицировать и по типам их проявления [2, с. 32]:

1. **подлинные (осознаются участниками конфликта);** в них отсутствует какой-либо изменяющийся фактор;

2. **случайные или условные** (возникают из-за наличия изменяющихся обстоятельств, не осознаваемых участниками конфликта);

3. **смещенные**, в которых воспринимаемые причины конфликта косвенно связаны с объективными причинами, лежащими в его основе;

4. **неверно приписанные**, когда конфликт причисляется совершенно другим людям, нежели тем, между которыми разгорается конфликт. Это может произойти случайно (отсутствие достоверной информации), либо специально (преднамеренное сокрытие самого конфликта или его участников);

5. **скрытые**, в которых конфликтные отношения в силу объективных причин должны иметь место, но не актуализируются;

6. **ложные**, возникающие вследствие ложных представлений или ошибки.

М. Дойч классифицирует конфликты по критерию истинности-ложности или реальности: (1) «подлинный» конфликт — существующий объективно и воспринимаемый адекватно; (2) «случайный, или условный» конфликт — зависящий от легко изменяемых обстоятельств, что, однако, не осознается сторонами; (3) «смещенный» конфликт - когда имеется в виду явный конфликт, за которым скрывается другой,

невидимый конфликт, лежащий в основании явного; (4) «неверно приписанный» конфликт - конфликт между сторонами, ошибочно понявшими друг друга, и, как результат, по поводу ошибочно истолкованных проблем; (5) «латентный» конфликт — конфликт, который должен был бы произойти, но которого нет, поскольку по тем или иным причинам он не осознается сторонами; (6) «ложный» конфликт — когда отсутствуют объективные основания конфликта и последний существует только в силу ошибок восприятия и понимания.

По типу разрешения конфликты можно разделить следующим образом: - конфликты, приводящие к уничтожению одной (или одного) из противоположных тенденций, установок, стереотипов, взглядов личности или группы — при антагонистическом характере конфликта (например, отказ от асоциального поведения);

- конфликты, приводящие к модификации обеих противоположных тенденций, сторон (например, взаимные уступки, прибегание к личностным защитами и пр.);

- конфликты, приводящие к отсрочке реализации или переориентации одной из несовместимых в данной ситуации потребностей, тенденций, установок личности или группы и к утверждению, признанию и победе другой стороны (например, договор о перенесении сроков выполнения заказа);

- конфликты, приводящие к выбору в данной ситуации одного из одновременно невозможных тенденций, линий поведения, вещей, не противоречащих друг другу (например, признание правоты партнера по частным вопросам).

По форме выражения бывают:

- конфликты того или иного направления действий, поведения («сближения—удаления», «сближения—сближения», «удаленияудаления»);

- конфликты того или иного качества, интенсивности действия, поведения (взаимные или односторонние несогласуемые действия, отказ от взаимодействия, помехи, агрессивные акты, насилие);

- конфликты, выражаемые знаками вербальной или невербальной коммуникации (молчание, взгляд, поза, мимика при восприятии соперника, тон речи, резкие выражения в разговоре, прозвища, устный и письменный спор и все другие особенности манеры обращения и общения);

- конфликты скрытые и открытые, маскируемые и демонстративные [7, с.136]

От позиции педагога зависит, насколько успешным будет вмешательство в конфликты учеников. Существует четыре основных позиции: 1) сохранение нейтралитета (учитель не вмешивается в конфликт); 2) целесообразное вмешательство в конфликт (учитель

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рассматривает причины возникновения конфликта и принимает решение как дальше поступить); 3) избегание конфликта (учитель убежден, что конфликт является показателем его неудач в воспитании); 4) авторитарное вмешательство в конфликт (учитель стремится подавить конфликт) [1: 94].

В разрешении конфликта многое зависит от самого педагога. Иногда следует прибегнуть к самоанализу для того, чтобы лучше осознать происходящее и попытаться положить начало переменам, тем самым, проведя границу между подчеркнутым самоутверждением и самокритичным отношением к себе. Основными формами завершения конфликта являются

разрешение, урегулирование, затухание, устранение, перерастание в другой конфликт.

Без конфликтных ситуаций работать с учениками практически невозможно. Они присущи процессу обучения и общению учителя и учащихся. Но в то же время конфликтная ситуация является неким сигналом, звонком какого-то нарушения. Это возникшее, обнажившееся противоречие, и нельзя его игнорировать. Основным способом бесконфликтного педагогического общения является формирование более высокого уровня педагогического профессионализма, умение выйти из конфликтной ситуации без потери собственного достоинства.

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VARIANTS OF SIMPLE VERB خواستن

Abstract: In the article the insufficiently studied options in linguistics. The article studied compound verbs that make up most of the variants simple verbs and their place in language varieties. Defined lexical-semantic variants of the verb *xāstan* and distributed in meaningful groups. Selected value – to ask, to ask, to demand and determine their options (functional equivalents). Certain variants analyzed.

Key words: Variability, lexical-semantic variant, simple verbs, prefixed verbs, compound verbs, simple verb خواستن [*xāstan*], the functional equivalent, the semantic group, auxiliary verbs.

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Introduction

The phenomenon of linguistic variability has occurred in the production of competing means expressed at all levels of language (phonetic, morpheme, lexical, syntactic, and methodological) [9:38], and we consider the changes in this article to mean changes or meanings. the phenomenon of variability in expression and the avoidance of repetition, the interweaving of speech, the creation of a style of information (artistic, scientific, formal, etc.) and other similar problems, preservation, the region in which the speaker or writer lives, social class, field of activity arises in living conditions with what is happening. At the same time, different lexical-semantic variants of the same word are used to express different shades of meaning within a common meaning.

The use of compound verbs in Persian is so wide that according to Yu.A. Rubinchik, compound verbs are also the most common and evolving form of modern Persian verbs [14: 216]. While in Persian compound verbs express more important and significant actions and processes, in other languages they perform functions that are usually performed by simple verbs [14: 217]. While P.N. Xonlariy also mentions that the number of compound verbs in

Persian is greater than the number of simple verbs, it is true that in modern Persian compound verbs squeeze out many simple and prefixed verbs from the language. [12, 96-95].

Compound verbs, which play an important role in the Persian verb system, are widely used as synonyms of simple verbs and play a major role in the formation of their different variants used in different situations. According to Uzbek Iranian scholar D.A. Azimdjanova, the fact that Persian verbs have a significant numerical advantage is due to the fact that they are synonymous with each other (between compound verbs) and with prefixed and noun verbs. creates ample opportunities for development [7:47].

The role of Persian compound verbs in the expression of different variants of the simple verb خواستن [*xāstan*] is noteworthy. Therefore, it is necessary to pay attention to the lexical-semantic variants of the simple verb خواستن [*xāstan*], as well as its functional equivalents.

In Persian, the verb خواستن [*xāstan*] is an ambiguous word. For example, in Ali Akbar Dehhudo's encyclopedic dictionary “Loghatname-ye Dehxoda” [8], the word خواستن [*xāstan*] has two meanings:

1) to ask, beg;

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2) to demand;

Muhammad Mu'in's the annotated dictionary "Farhang-e Moin" [11] lists six meanings of this word:

- 1) to ask, to beg;
- 2) to ask, to demand;
- 3) to want, to intend, intend to be;
- 4) to dream, forward to;
- 5) to be in need;
- 6) to summon, to call;

Hasan Amid's "Farhang-e Amid" 's Glossary [1] has nine (including two archaic) meanings:

- 1) to ask, to demand;
- 2) to be inclined, to be tend;
- 3) to be intentional;
- 4) to like, to love;
- 5) to call, to summon;
- 6) to be in need;
- 7) to look, to wait, to hope;
- 8) to dream;
- 9) to want;

Hasan Anvari's "Farhang-e bozorg-e Sokhan"'s Explanatory Dictionary [2] gives eighteen meanings of خواستن [xāstan] (including six archaic and five oral:

- 1) to ask, to demand;
- 2) to summon, to call;
- 3) claim debt;
- 4) to be in need;
- 5) to be intentional;
- 6) to be inclined, to tend;
- 7) to love, to want to see;
- 8) to look, to wait, to hope, etc.

Yu.A. Rubinchik's Persian-Russian translation dictionary [13] lists six meanings of the word خواستن [xāstan] in line with four meanings:

- 1) to want, to desire; to intend, ... to be going to;
- 2) to ask, to beg, to summon, to offer;
- 3) to call;
- 4) to be in need, to be needed.

Without denying these different interpretations of the number of meanings of the verb خواستن [xāstan] in Persian language and sequence, the following meanings of this verb, which are most commonly used in modern Persian language or groups of meanings. We have chosen to highlight the groups of meaning:

- 1) a) to want; b) to intend; ... to be going to; d) to have inclination, to desire, to dream; f) to wish;
- 2) a) to ask; b) to demand; d) led to the;
- 3) a) to call, to encourage; b) to offer; d) to summon (in a coercive tone);
- 4) to be in need, to be necessary;
- 5) to want, to want to be together.

It should be noted that the simple verb خواستن [khāstan] there are variants of simple, prefixed and compound verbs of each of these five groups of meanings that we have come up with, and even of each meaning within these groups of meanings, and it is not possible to consider all of them in one article.

Therefore, the word belongs to the second group of meanings it means a) to ask, to beg; b) to demand the situation used in the meanings of to ask, in other words, we are talking only about the options in the form of simple and compound verbs of the simple verb خواستن [xāstan] used in the sense of to ask, to beg, to demand.

It should be noted, that the difference between the meanings of asking, begging, and demanding in Persian is not at the level of the differences that exist in other languages, and that the meanings are very close to each other, only in certain situational cases can the difference between the meanings of asking, begging, and demanding be evident. For example, if we look deeper into this issue, the simple Persian verb خواستن [xāstan], which means two separate meanings in Uzbek, means to ask, to beg, and to demand, and its can be divided into the following two groups of meanings:

- 1) to ask, to beg
- 2) to ask, to demand.

That is, the word خواستن [xāstan] means *to ask, to beg, to demand*, in the general cases used to mean, to beg, to demand that is, in one of the special cases it means to beg which has the exact meaning of asking, and in the other it means to demand which has the meaning of asking exactly.

In modern Persian, we found out the following verbs are most often used as a variant (functional equivalent) of the verb خواستن [xāstan], which means the simple verb خواستن [xāstan].

درخواست کردن [darxāst kardan], تقاضا کردن [taḡāzā kardan], خواستار شدن [xāstār šodan], خواهان شدن [xāhān šodan], طلب کردن [talab kardan], طلبیدن [talabidan], مطالبه کردن [motālebe kardan], خواهنده شدن [xāhande šodan], طالب شدن [tāleb šodan], استعلام کردن [este'lām kardan], استدعا کردن [ested'ā kardan], تعارف [ta'ārof kardan], خواهش کردن [xāheš kardan], خواهشمند بودن [xāhešmand budan], مسئلت کردن [mas'alat kardan], دعا کردن [doā kardan], التماس کردن [eltemās kardan], تمنا داشتن [tamannā dāštan].

The following compound verbs have also been identified that have been used in the past as variants of the simple verb خواستن [xāstan] and have become archaisms today:

خواستار کردن [xāstār kardan], خواستاری کردن [xāstāri kardan], خواستداری کردن [xāstdāri kardan], خواستداری کردن [xāstdāri kardan], خواهان شدن [xāhān šodan], خواهش کردن [xāhešak kardan], درخواه شدن [darxāh šodan].

The auxiliary verbs that make up the verb part of each of these verbs also have one to several functional equivalents, with the auxiliary verb کردن [kardan] having its own نمودن [nemudan], like داشتن [dāštan], and the auxiliary verb شدن [shodan] alternates with its functional equivalents such as گشتن [gashtan], گردیدن [gardidan]. E.g: The verb درخواست کردن is in the form of درخواست نمودن, the verb تقاضا کردن is in the form of تقاضا نمودن and داشتن داشتن, the verb کردن کردن is

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possible in the form of *مستلث داشتن* and *مستلث نمودن*, or it can be observed that the verb *خواستار شدن* is also used in the forms *خواستار گشتن* and *خواستار گردیدن*.

As we have seen, in the modern Persian language, the past and present tenses of the verb *خواستن* [xāstan] are used as part of the verb in the construction of compound verbs that form simple verb forms *خواستن* [xāstan]. A noun derived from the bases of the future tense (verb noun, action noun) and words belonging to the adjective categories (*خواهان*, *خواستار*, *درخواست*), *خواهنده*, *خواهشمند*, *خواهش*, as well as a noun derived from Arabic language (verb noun, action name) and adjective categories (*مطالبه*, *طالب*, *مستلث*, *التماس*, *طلب*) participate.

In conclusion, it can be said that avoiding repetition in speech, ensuring that the speech comes out beautiful and colorful, clarifying the meaning

expressed in a speech by means of its variants, its meaning is appropriate in dealing with various lexical and syntactic elements one of the main factors that lead to functional equivalence (variant) is the attempt to convey the intended meaning with a word variant specific to the same context, in conjunction with the attempt to convey it with words. *خواستن* [xāstan] instead of expressing the meanings of the simple verb to ask, to beg, to demand, there are eighteen compound verbs (auxiliary verbs in these compound verbs, without taking into account the variable forms) comes as a function of the variable forms of this verb. The simple verb *خواستن* [xāstan], which is widely used in Persian, is an ambiguous word used today to express thirteen meanings that fall into five groups of meanings.

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ON THE POSSIBILITIES OF THE TERRITORY OF ADVANCED SOCIAL AND ECONOMIC DEVELOPMENT ON THE BASIS OF THE MINING CITIES OF THE ROSTOV REGION FOR THE PRODUCTION OF POPULAR PRODUCTS BY THE LIGHT INDUSTRY

Abstract: *The article discusses the possibility of regional and municipal branches of government in the formation of territories of advanced socio-economic development in order to ensure favorable conditions for attracting investments, ensuring accelerated socio-economic development and creating comfortable living conditions for the activities of the population of these territories, it is proposed to create a territory of advanced socio-economic development within the boundaries several municipalities, that is, on the basis of the mining cities of the Rostov region for the production of popular products by the light industry with the creation of more than one hundred thousand jobs and ensuring the life of the activities of persons located in the territory of socio-economic development.*

Key words: *standard, federal law, territories, demand, products, jobs, economic development, life activities, comfort, production, light industry, pathological deviations, demand, profit, children's shoes.*

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Introduction

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The situation under study, which has developed both in Russia and in the regions of the Southern Federal District and the North Caucasus Federal District, with light industry enterprises to fill domestic products in demand on the markets, is regrettable since their absence. Their absence not only provokes a deficit, but significantly worsens the social situation of those living in these regions, since for the majority of the population they were the only source of income, since they were city-forming and provided the entire infrastructure of the population's life, provoking not only employment, which in itself is very important, but also ensured the flow of funds to these regions to solve all their social problems, for example, by forming a territory of advanced social and economic development on the basis of the mining towns of the Rostov region.

The hope of the regional and federal branches of government is that everything can be solved through the ruthless exploitation of natural resources, which is not only criminal, but also a road to nowhere. And talk that our domestic products are not in demand are groundless.

We tried to show a way out of this situation due to a well-developed assortment and assortment policy, when the unity of all branches of government, namely: municipal, regional and federal in alliance with manufacturers, will offer consumers in their regions not only demanded and competitive products, but what is especially important - economically justified and guaranteeing enterprises to obtain sustainable TEP, providing them with prevention from bankruptcy and guaranteeing stability, and employment for the population of these regions, and satisfaction of their social problems. In addition, we propose to create, on the basis of Federal Law No. 473 - FZ of December 29, 2014, a territory of advanced social and economic development on the basis of mining towns in the Rostov region,

After the 2008 crisis, society spent a lot of energy trying to return the economy to the same rapid growth as before. But the assumption that the problems caused by the crisis are temporary is wrong, and we should accept this and understand that the economy in the new "post-crisis world" will work in a new way. The founder and president of the World Economic Forum in Davos, Klaus Schwab, writes about this in his article on Project Syndicate, he identifies six features of this new world, namely:

- economic growth there will be slower, but potentially more sustainable than before the crisis;
- technological changes will become the driving force behind growth, and their impact will be larger and deeper than, for example, the industrial revolution and its consequences in the 19th and 20th centuries;

• the current industrial revolution will hit economies like a tsunami, almost without warning and with ruthless force, the columnist warns;

• the pace of change will be high thanks to the interconnections at work in the modern world, change will simultaneously affect economic structures, governments, security mechanisms and the daily life of people;

• every standard must be revised, every industry is in danger of being turned upside down. If you want an illustration, look at Uber, which has changed not only commercial transportation, but retail in general: goods and services are "uberized" - consumers use but do not own them;

• 3D printing will change the light industry as supply chains will have to disappear or transform;

• gone are the days when a big fish ate a small one. The fast fish will dominate in the post-crisis world, while the slow one will die, - says Klaus Schwab;

• economic growth will not be driven by capital and natural resources, but by human imagination and innovation;

According to the economist, despite the difficulties that a new round of technological progress will entail, its overall impact will be positive. At the same time, the advent of robots Klaus Schwab suggests not to be afraid, because the automation of labor will allow more people to get high-paying jobs (for this, however, they will have to acquire new skills in order not to be left behind). In general, in order to compete in the economy of the 21st century, both the authorities and business and society will need to constantly adapt to new conditions, predicts Klaus Schwab. Governments will need not so much to manage the consequences as to anticipate change and, by guessing, create the conditions for innovation in the private sector. These changes are inevitable, the columnist concludes, but ultimately they will allow us to improve our strategies.

The choice of light industry enterprises as an object for assessing the effectiveness of the socio-psychological factor when introducing QMS for the production of products in demand, including children with pathological disabilities, is due to the fact that these enterprises are characterized by the presence of highly qualified workers and specialists. Thus, the Policy of goals and objectives of the QMS will be implemented much more professionally and at lower costs due to three main aspects:

- involvement of employees;
- process approach;
- systems approach.

In addition, the personnel of light industry enterprises are more efficiently able to implement the goals and objectives of the QMS also because control activities are more professionally provided for the implementation of the following situations:

- conviction;

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- execution of delegated powers;
- creating conditions for increasing productive work and effective use of the business qualities of employees.

The attention of researchers is justified in solving the problem of combining state and market mechanisms for managing competitiveness because it becomes a strategic resource for the economy of these regions. Today, and even more so tomorrow, in the world economy the place of price competitiveness will be taken by the competitiveness of quality levels, which has greatly increased its importance in connection with Russia's accession to the WTO and the need to use ISO 9000 series. competitive strategy in global markets is a long-term trend. The task of increasing competitiveness is especially urgent for those enterprises that, due to external factors (increased competition due to globalization, the global financial crisis) and internal (ineffective management), have lost their competitive positions in the domestic and foreign markets.

Ways to solve this problem based on their use of innovative technological solutions, development of an assortment policy taking into account the peculiarities of these regions, reducing the cost of manufacturing products due to effective technological solutions with more frequent changes in the assortment while maintaining minimal costs for rearranging the technological process and forming a pricing policy that creates advantages in the competitive struggle in markets with unstable demand and taking into account the demand for light industry products, but to implement these problems it will be necessary to work hard, since today the Russian light industry market with a total volume of 1250 billion rubles is formed from the following sources: 230 billion rubles (18.4%) - Russian legal manufacturers; 240 billion rubles (19.2%) - legal imports; 780 billion rubles (62.4%) - illegally imported and manufactured goods.

As a result, the Russian market began to fill with products brought from abroad, which, with rare exceptions, do not even have a quality certificate and now even children are forced to wear shoes that do not provide them with the elimination of their pathological abnormalities.

Thus, the restoration of the volume of production of light industry products is a rather urgent task facing manufacturers, and is of great social and economic importance for the population of these regions, especially for the former mining towns of the Rostov region.

To revive the production of popular products in the regions of the Southern Federal District and the North Caucasus Federal District, first of all, organizational and financial support is needed for light industry enterprises at the level of the government of the Russian Federation, regional and municipal authorities in the form of VAT reduction, the provision of non-repayable loans at a preferential

interest with a delay of payments for 3 years, support in the provision of high-quality and affordable footwear materials, the availability of profitable leasing, all this is possible in the formation of the territory of advanced social and economic development on the basis of the mining cities of the Rostov region within the framework of the Federal Law No. 473 - ФЗ dated December 29, 2014.

Specific reduced costs - an indicator of the comparative economic efficiency of capital investments, used when choosing the best option for solving technological problems.

When comparing possible options for solving any technical problem, rationalization proposals, technical improvements, various ways to improve product quality, the best option, all other things being equal, is the option that requires a minimum of the reduced costs.

The given costs are the sum of current costs taken into account in the cost of production and one-time capital investments, the comparability of which with current costs is achieved by multiplying them by the standard coefficient of the efficiency of capital investments. An analysis of this software was carried out in the manufacture of the entire assortment of light industry products, which confirmed the effectiveness of the software product for evaluating the proposed innovative technological process using universal and multifunctional equipment in their manufacture within the territory of socio-economic development.

The obtained advantages of the territory of social and economic development will allow light industry enterprises to organize efficient and competitive production of goods for light industry products.

When implementing these events, buyers will be satisfied with the latest fashion trends and the cost of goods, as well as give preference to products made taking into account climatic characteristics and their preferences.

Main part

The 21st century has sharpened the scientific, philosophical and practical interest in competition. The scale, content, forms and significance of competition put it in a number of global problems of human development with one important clarification: it is not humanity itself that benefits from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the executor and manager, and up to those states. in whose interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness, bearing in mind, of course, economic policy.

A special place in this struggle, you cannot call it otherwise, is occupied by the attitude of self-awareness, the system-forming factor of which is

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professional culture. If human capital determines the growth of production, then the quality of education lays the foundation for human capital. Competencies are not effective in and of themselves, they are valid when they are formed as the needs of an individual, developed in many ways and in harmony with his own, national and universal interests.

The formula for the harmony of personal interests is extremely simple. It was discovered 2500 years ago by Confucius, and I. Kant clarified it, giving a rational look "another person should not be a means for you". Summing up the thoughts of our great ancestors, let's say: the only reliable effective means of sustainable development of all manifestations of human life will be the achievement of mutually interested coexistence of people. With regard to production in general and consumer goods, in particular, the conclusion is even more simplified to the creation in a specific production of technical, economic and humanitarian (socio-cultural and psychological) conditions aimed at a high-quality, demanded and affordable product. The organization of production can be considered reasonable only when it is subordinated to a single goal - the satisfied customer needs. Unfortunately,

Where are the reasons for this abnormality, what? Is this connected with objective factors, we have not yet been able to overcome the resistance of whose forces, or are the braking forces of an inertial nature, have we inherited, introduced in the order of modernization and we are able to fight them, and not with the consumer in the market? What are our reserves?

The answers to these questions must be sought in systems analysis, which requires an appeal to scientific and philosophical theory. One should not be afraid of the tension of thought-creation. The famous naturalist D. Dan, following Charles Darwin, analyzed the meaning of competition, came to the conclusion that competition in the struggle for existence is not limited to greater and better adaptation to circumstances, it strengthens the nervous system and develops the brain. So let's start with philosophical reflection.

In economics and politics, many phenomena are known that contradict the nature and functions of these spheres of public life. Practical development does not always coincide with historical logic. History, in spite of its rational basis - the history of the implementation of the activity of Homo sapiens, often drives the reflection of reason into a dead end. In this connection, a problem arises: if the history of the socio-cultural activity of a "reasonable man" should be, at least, no less reasonable and logical than the individual mind of a person subject to randomness is incomparably greater than the socialized mind of mankind, then how to explain the presence of social anomalies, a kind of "jams"?

They are historical dead ends from which we must regularly get out, or the product of the costs of the underdevelopment of the organization of social relations and management, including here a limited knowledge of historical laws. In other words, we have before us the riddle of history and we should determine where to look for the keys to its solution - in consciousness or in objective reality? What exactly should you focus on? We do not have an answer that could be reasoned enough. Moreover, it seems to us that it would be more legitimate to study the nature of this problem in parallel - both in social life and in public consciousness.

The reasonableness of the history of human activity could not fail to lay down a logically expressed picture, but the absence of extra-logical processes in real history would look as if the scenario of history had been written in advance by someone and the one who invented it continues to orchestrate the course of the historical movement. N.G. Chernyshevsky compared history with Nevsky Prospekt, laid along a ruler. He did this to emphasize that historical consistency requires specific awareness. History is comparable to the order of movement in the physical space of being, but it is located in it nonlinearly.

There are no straight lines in nature - they are conditional and exist as intervals of movement. The same is in the development of society, it is reasonable to the extent of historical concreteness. And each historical concreteness carries both something new and unresolved or limitedly resolved problems left as a legacy to passing generations. Historical logic stumbles upon the imperfection of historical concreteness and will be better understood as a sequence of concrete historical rationality built from the contradictions of the rationality of human activity, in fact, the relative logic of the historical specifics that accompanies the historical ascent of the socialized Homo sapiens.

The twentieth century has confirmed the idea of historical materialism in its Marxist interpretation. The development of social life is based on the movement of material production, the connecting element of which was originally a rational-active person. Human history grew out of labor, but the current state of labor became possible only at the stage of homo sapiens, which means the following: production serves as the basis of social progress when it finds its expression in human rationality. To be a real force, production must correspond to the needs of people, needs - to manifest in thoughts, thoughts to capture feelings, to become a conviction.

The improvement of production is due to the transformation of science into a direct productive force, technical progress, but no less dependence, the productivity and quality of productive activity depend on the moral factor - the attitude of a person to work. In this light, the Japanese mentality, developed by the

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original economic policy, linking the interests of owners and employees, is indicative. Its core is a national tradition dating back to the history of Confucianism. Confucius taught: "When governing a state, constant attention to affairs and sincerity in relation to people, moderation in spending and love for the people are necessary. And it is equally important to encourage people to work. "

In Japan, China and other countries of the East, you can find examples of moral disorder, but they do not so much indicate a sociocultural reorientation in the national format, as about the historical costs of the development of national culture. There, the overwhelming majority of the population continues to listen to the words and reasoning of teachers. "Wealth and nobility, explained Confucius, are the subject of human desires, but a noble husband does not use them if they got it illegally ..." How can a noble man bear such a high name if he has lost his philanthropy? A noble man does not part with philanthropy for an hour, it is sure to be with him: both in trouble and in worldly vanity. "

To maintain the prestige of the company in Japan, the supporting phenomenon of the social form of life is actively used - the family, family traditions, which accumulate the power of morality. The family serves the firm. Each family member, traditionally associated with the history of production, perceives the company and his work through the prism of family tradition, relieving the burden of alienation of labor, which is inevitable in the conditions of exploitation. Exploitation itself drapes into the form of social partnership. The essential contradictions of bourgeois production remain, but the form of their perception by consciousness changes. In modern Russia, the term "exploitation" is not used to characterize production, which is not surprising given the existing practical attitude towards national culture, especially towards education, which is officially aimed at developing competencies by politics.

The quality of production and the quality of the product of production depend on technical conditions - technology, technical means, organization of production, professional qualifications of organizers and performers and attitude to work. The last two components form the content of the concept of "subjective factor" or "human capital". Relying on the achievements of the scientific and technological revolution, entrepreneurs are trying to minimize the complicity of the "subjective factor" due to its volatility. Without advertising, the "subjective factor" refers to the conditions of uncertainty and risk.

The problem here is that all attempts to limit the presence of the subjective factor in production and, mainly, in its technological component, inevitably lead to the absolutization of the technical component. It becomes a total means of increasing labor productivity, production safety and profitability. Thus, the management of the organization of

production development is delegated to artificial intelligence, built on the laws and rules of formal logic, expressing one of the sides of development - conservatism.

The original law, and, in essence, the principle of this logic is the law of identity. The subject and the subject, their connection are recognized as unchanged. Movement is reduced to its relative moment - rest. Peace replaces movement and, along with it, change as the essence of any movement.

Charles Darwin said: nature does not like jumps and explained, because everything consists of them. J. Cuvier, on the other hand, tried to understand the variability of species as a result of terrestrial cataclysms. The life of nature tells us that we should be afraid of logical linearity in thinking. It is effective when something is actual to bring to perfection in its traditional manifestation. For example, in the case of improving the existing assortment, achieving a rational balance of customer requirements for a well-known attractive product, its quality and price. But everything comes to an edge, improvement is no exception, therefore, you need to look in advance for options for an interesting perspective development of the product line, think not about what, in principle, already exist, improve what is available, but try to fantasize systematically, outstripping demand with innovations.

Our thinking in that part, which is called creative, creative, is spacious enough for innovative actions. It is only important to understand that beyond the horizon of the known, Aristotelian logic suffers its heuristic potential. Forward thinking is thinking trying to "grasp" the direction of change in commodity production. It is dominated by the possibility in thinking of anticipatory reflection of reality - a property discovered by P. Anokhin. There are physiological grounds to foresee changes, mental prerequisites in the form of will, needs, emotions are also natural. It remains to look for logical tools. The arrow of movement should be transferred from the Aristotelian formal logic to the Hegelian dialectic, based on the principle of the development of the content of concepts and changes in the concepts themselves. Representing the peculiarity of dialectical logic, its fundamental difference from the logic of Aristotle, G. Hegel wrote: "In rational logic, the concept is usually considered as a simple form of thinking and, more precisely, as a general idea that the concept as such is something dead, empty, abstract." And he clarified: "Of course, the concept should be considered as a form, but as an infinite, creative form."

It is no coincidence that Karl Marx's associates noted that the founder of the universal understanding of dialectics did not leave the textbook to the heirs, since they were supposed to be the logic of analyzing the movement of production in Capital. K. Marx showed how the logical limited thinking of production managers reduces the process to capital management

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and brings production not only to a crisis provoked by overproduction, but also to social and political tension. The development of political economy after Karl Marx was expected, subordinated to the historical rehabilitation of capitalism. Intellectual and political forces concentrated on identifying the perfection of commodity production with its bourgeois form of organization.

This is where the features of Aristotelian logic, aimed at the invariability of the conditions of inference, came in handy. If commodity production is the only universal reality of an objective historical process in a developed society, then history itself is destined to be carried out with dignity exclusively in the form of a bourgeois organization. Thus, the consumer's thinking, also tuned in general to a formally logical type of action, leads to the final conclusion: the period preceding capitalism was prehistoric, just becoming. The true history of commodity production is taking place in bourgeois form. Objective reality was embodied in an absolute, that is, ahistorical form.

The power of logic lies in the ability to build an internally consistent theory, but the truth of any theory is verified by more than one of its sequences. Here the correspondence of the consequences of the theory to the realities of life is of particular importance. Economic theory is being tested on a massive scale, because its results affect everyone directly. People may or may not be producers, but they consume the products of production, and everyone wants to make consumption consistently of high quality and corresponding to the ability to pay.

Beginning with handicraft work and the guild form of its organization, the quality of the goods pushed all other signs of production into the background. While the division of labor wore a guild form, and inside the guild, everyone produced goods up to the final marketable form and fully guaranteed quality with their brand, the quality of production and the quality of the goods remained in the unity of existence, and the problem of the quality of the goods was simplified, boiling down to the observance of the technological standard of production. Production was a way of life support for the manufacturer, therefore the relevance of the quality of the goods was removed by the specifics of his attitude to production.

On the market, the goods were of high quality, the only thing to be feared was falsification, which did not have the current scale and was resolutely suppressed both by the state and by the self-regulation of trade. For mass production, which was the main consequence of the industrial revolution, the problem of the manufacturer's interest in the quality of goods among the socially significant was not noted. It undoubtedly existed, but the nature of production did not allow it to leave the sphere of private consciousness and materialize in the assortment of goods.

Potentially, this problem appeared even before commodity production, but at that time it was in the form of an abstract possibility, because the reality was the relevance of the quantity of the product produced. Manufacturing was only gaining momentum as a source of human vitality. First, the problem of quantity was born, the increase in quantity raised the question of quality, since it became possible to compare the product produced, specialization of production was outlined depending on the originality of the natural environment.

An emerging market required a variety of products. We needed goods within the framework of the difference in the purchasing power of consumers. Factory - factory production, based on a technical base, opened up the prospect of varying the quality of goods. The harsh production restrictions that characterized the shop floor have receded. Products of different quality appeared on the market. In the British philosophy of the Enlightenment, the very concept of quality was actively discussed. J. Locke proposed a version of the combination in determining the quality of the objective properties of objects and their subjective perception by consciousness.

In the division of quality attributes into "primary" and "secondary" there was a rational principle associated with the specifics of the "second nature" - things transformed from the natural state by human labor. The "primary" qualities of a product or its raw materials are determined by natural reality and are fully independent of man. "Secondary" features, on the other hand, are dependent on human labor. It is labor that reveals them or creates them, therefore the quality of objects transformed by labor should be determined with a human assessment. The inclusion of a person as a factor in the production of the quality of goods enhances the influence of the subject of labor on the quality of production and the quality of the goods produced. In this connection, the load on the control process increases.

Management is subordinate to the solution of the problem of sustainable production of a quality product. As in any task, it is necessary here:

- clearly define what is "quality"?
- understand what is specific to the quality of the product?
- to understand how the "quality" of commodity production and its mass production are related, to trace the mechanism of interaction of qualitative changes with quantitative ones.
- to reveal the systemic position of the problem of the quality of mass production in the context of a developing economy.

Only after receiving answers to the listed questions, we will be able to productively investigate the problem: "How realistic is our desire to give a mass producer the need for quality product results", in other words, "is it possible to sufficiently motivate obtaining a quality product from within mass

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production?" So far, unfortunately, quality management is carried out by introducing ideas into production that were developed not in it, but in "pure" management theory.

Comparison of QMS with SK allows us to consider the trend of movement - the desire, while developing a new approach to quality management, to overcome the narrow technological view of quality as a kind of standard limited by the production process outside the conditions of consumption.

The interpretation of the quality of a product that has developed under the influence of economic rationality does not reflect the socio-cultural status of a product, at least of a consumer product. It is advisable to look for a qualitative characteristic of a product intended for mass consumption at the junction of their production, economic, household and socio-cultural merits. Moreover, it is desirable that the product not only satisfy existing needs, but also stimulate their cultural development, serve as a tool for the development of the consumer's personality. Human capital participates in the creation of a product of production, and production is designed to contribute to the improvement of the individual. There is no other way to overcome alienation in the conditions of the absolutization of private property and its distribution disproportionate to labor. Only imparting creativity to work and a reward corresponding to creativity can be "removed", expressed in terms of Hegelian philosophy, the tension of alienation. The quality of a product in a broad sense can be viewed as a factor of social progress and as a test of socio-cultural achievements of social development.

In defining quality, the most common flaw is the lack of consistency. Quality is defined as a set of essential properties. The usual method of selecting such is the method of pyramidal arrangement of the properties of an object. Important, but not defining, remain at the base, and as you ascend to the top, a hierarchy of the remaining properties is formed. At the top, we get the sum of the main properties, which are included in the definition of the quality of the object. G. Hegel in his time cleverly defined quality from the opposite - "quality is that, losing that, the object ceases to be itself".

Following the example of the great thinker, let us define "shoes" as "clothes for the feet." How correct is this definition? For shoes, probably yes. For the quality of the shoe it is unlikely. If you deprive the shoes of the ability to be "clothes for the feet," then they really will not be shoes. If the shoe only retains its inherent ability, then the required quality of the product will be uncertain. "Footwear" can be dangerous due to the toxicity of the material, the means of fastening, and the structure that is inconvenient for movement. The formally built requirement for an item does not coincide with the quality of the item. It is significant as a prerequisite

for the qualitative determination of a product. The definition of the quality of a product should be based on its functional purpose.

The legs, for which he sews clothes in the form of shoes, represent a part of a living organism. These are not pads or limbs of a corpse, also designed for specific clothing. Clothes for the feet will not be shoes until they receive sufficient evidence of their safety - hygienic, ergonomic, industrial, household and household. Quality is not a set of essential properties of a product; it is their system, the system-forming feature of which is indeed the ability to perform some formally most significant function. It is laid down in the basis for determining the quality of a product by "growing" then the system itself, as a pearl in a shell is grown from a random grain of sand or the Periodic Table of Chemical Elements from atomic weight.

G. Hegel was right in his definition of quality, it is always better to start with what is "in sight", then to build up the definition. There is an electron shell around the nucleus of an atom, and together they define an atom. We put quality in the definition, revealing it later in the aggregate of concretizing properties.

From a philosophical point of view, the quality of an object, reflecting the diversity of the world, reproduces in itself this objectively existing object difference. The quality of a product, especially for mass direct consumption by humans, requires additional clarification associated with the manufacturer's responsibility for the safety of using the product. The quality of consumer goods is more complexly structured. Its definition includes the systemic arrangement of the main competencies of technical and humanitarian significance.

By its definition, footwear should ensure the interaction of two fundamental competencies - safety and comfort during operation. The aesthetic properties of shoes are subordinated to them and are packed in them. With their help, the producer "lures" the consumer, like the flowers of plants that call on insects, which, through consumption, produce the work of pollination.

It is wrong to simplify the cultural assessment of a product to the level of the aesthetic value of the product. The cultural status of a product synthesizes in itself both the culture of performance and the culture of consciousness of the manufacturer, who decides what materials to use, in whose interests to act - the profitability of production or the needs of the consumer who trusts the manufacturer. Ascending, we can easily rise to the very top - the culture of social consciousness. In some countries they do not steal, they consider deception to be meanness, but in others everything is built on these vices, they are legalized, because they have grown into the national mentality.

The substitution of a philosophical understanding of the quality of a product for an economic one is natural for an economy aimed

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primarily at making a profit, increasing capital in private interests. The economic dominant in the quality characteristic has an ideological basis. The striving to separate the economy from socio-cultural development should be considered in the same context. The idea that the economic movement should be absolutely independent of political oversight and humanitarian functions, everything non-economic is provided by taxes from the economy, is gaining strength, and most importantly it is supported by the authorities.

Attempts to oppose this logic with the common sense of social development as the progress of the individual and interpersonal relations within the framework of the social organization of the historical process are ineffective. They are assigned the role of local public opinion, which has never been distinguished by special solidarity. A philosophical systematic analysis of quality and defects in its interpretation remains the domain of professional reflection.

It would seem that we are faced with a purely theoretical problem: what to call the actual quality of the product and what does the system of qualitative properties look like in the characteristics of the product? In fact, when applied in practice, it grows into an ideological problem: how it is permissible to see the quality of a product in the contemporary concrete historical circumstances of social cultural development.

Simplifying the understanding of the quality of a product by reducing it to its properties, ensuring the profitability of production, makes production, and not the consumer, a system-forming factor in obtaining the "quality" of the product, which contradicts the quality of the developed economy of the "post-industrial", "new industrial" and even "industrial" society. At the dawn of humanity, the consumer rejoiced at everything that he could produce. Manufacturing was the defining aspect of the relationship with the consumer. Today the market is considered the driving force behind the development of production. In the market, the initiative belongs to the buyer. Transition to the principle: "The buyer is always right!" assumes that the quality of the product is determined by its consumer.

The economic dominant in the characteristics of the quality of the goods is clearly not modern in the philosophical sense, but it expresses the essence of the bourgeois basis of the existing economy, therefore, both politically and ideologically, it will be defended. Moreover, in a certain sense it is interesting, in particular, for solving the problem of mobilizing production potential for obtaining a demanded product in significant volumes, although the very quality of such a product will be conditional, "economic". The concept of "economy class" was officially recognized as a development of the concept "produced for sale in Russia."

We have already emphasized that for 130 years bourgeois economists have been creating models for the efficient production of quality goods in demand by the market, focusing on the economic content of quality. Having driven the movement of production to a dead end with economic models of quality, top managers, together with theorists - economists, who separated the profile of their scientific interest from the socio-cultural goals of the production of material goods, were forced to recognize the consumer not as a market anti-subject, but as a partner, an accomplice of the production process.

Recognizing a consumer as a companion is tantamount to including him in the production policy development team, however, formally, because he remains in the same position as a counterparty. To change the understanding of quality, it is necessary to start improving production with the interests of the consumer, reflect them in the properties of the product, and then think about how to optimize the organization of its mass production.

Ultimately, in the beginning, a compromise solution is also acceptable, justified by the capabilities of production and the need to move by expanding these capabilities. Now the buyer basically remains a slave with the manufacturer - the master and the political protectorate of the interests of big business. The interests of the mass consumer are promoted by the footsteps of Japanese women, while the dominance in production of the interests of companies is driven by the parade of the winners. The pace of movement is not comparable, there is no noticeable advantage in promoting consumer interests and is not yet expected.

The consumer with his interest in the quality of the product is not theoretically excluded from the development of strategy, tactics and advertising. Let's refer to B.S. Aleshina et al: "For the quality strategy to be successful, both internal and external consumers must not only be satisfied and involved in the process that ensures this satisfaction, but also take a direct part in the continuous improvement of the quality of this process", to this end, they improved the Kaizyo system; replacing it with a new edition of Kaizen. Changes in the organization of quality management revealed the advantages of those countries where the mass consumer - he and the production worker - feels more comfortable, feels his complicity in the development of production. In the second half of the 1980s, Japanese companies received 40 times more proposals for improving the production process from their employees than US companies (40 million versus 1 million). It is also significant that over 90 percent of the proposals, one way or another, were used.

The ideology of quality is being rebuilt to a new one - consumer orientation is extremely reluctant and half-hearted. The quality management system ISO 9000 (in the Russian Federation - GOST R ISO 9000-

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2015) was introduced into world practice 30 years ago. Its initial position (No. 1): "Product quality is a characteristic controlled object" sets the general direction in the understanding of quality. Quality is a product of production. Clause 2 specifies the places of the participants influencing the quality of the product: "the purpose of quality management is to create products of such a level of quality that meets certain established requirements and needs." To make it clear whose requirements and needs we are talking about, at the end of the paragraph we read, separated by commas - "consumer requests".

The interests of the consumer are taken into account, but on a leftover basis. They are remembered last of all, "if production reserves allow." In scientific and popular sources, one can find an explanation for this alignment of interests - technically complex products and their improvement are the lot of specialists. One gets the impression that specialists are not consumers.

In ISO 9000-2015, for the first time, the consumer appears at the very top of the list. The first principle of the QMS states: "Customer orientation". It is the consumer who declares the properties of quality. The status of the enterprise depends on how the quality of the offered product meets the quality demands of the buyers. The company must understand their current and future needs, fulfill their requirements and strive to exceed their expectations.

But one should not rush to rejoice at the changes that have taken place. The quality management mechanism is still set to develop the quality of production technology, rather than to obtain a quality product. The quality of the enterprise, as before, is tested to maintain the quality of the organization of production. The interests of the consumer remain "for later." All leading international quality management quality registrars are represented in the Russian Federation: Veritas, British Standards Institute, Lloyd's Registrar, Supervision Society (TUV). In addition to them, numerous home-grown and joint firms related to the certification of production and product quality offer their services on the quality management market. The problem is not finding the organization you are looking for, but how

The dialectic of the market that unites the producer and the consumer is simple - they are opposites that exist exclusively in unity, therefore, it is necessary to seek a balance of interests of both subjects in order to give the production of quality goods a stable character that serves as protection against recessions and crises. Overproduction crises - classic for capitalism in the 19th and first half of the 20th centuries - have become history. They were replaced by financial systemic shocks. Experts are looking for a panacea in a high-quality, smart, lean production economy. "Historical experience shows that with an increase in attention to quality, a way out of crisis situations began in many countries. The large-

scale crises in Japan and Germany in the late 1940s were overcome with the help of government policies aimed at improving quality.

In solidarity with the above analysis of the economic history of the second half of the XX - first two decades of the XXI centuries, we express our surprise how it happened that when defining the latest social development through quality, the very approach to understanding quality was not radically modernized. The totality of the meaning of quality presupposes a revision of the content of the concept of "quality" and a new look at the factors that ensure the actual quality of activity and its product. The system-forming position of the quality factor in social progress also determines a new political attitude to quality. An orientation of the development of production towards internal - not introduced messages is required.

Quality management must come from need. It is in it, and not in rewarding for quality work in the form of rewards, that the true beginning of a new economic policy. Promotion, of course, no one is going to cancel, they are swapped with motivation. Today, encouragement encourages the required quality of action, tomorrow the culture of a professional attitude to work will be completed with incentives. Movement is most productive precisely in the form of self-movement. External motivation is less effective. The remuneration should correspond to the quality of work and sustainably motivate work.

The change in the qualitative strategy of economic policy from the incentive for high-quality production to the formation of the need for a quality product is not another attempt to revive economic romanticism and not communist nostalgia for the need of a cultured person for work, as it might seem to those specialists who have reorganized from political economy to economics, reducing dialectical analysis to statistical, adapted to the volatility of modern production. We are talking about the solution of the system-forming problem of history - about the attitude of the individual to society and society to the individual, to whom which side of the given contradiction impresses more, but in principle this is just a double spiral of social progress. A developed society is tested as a condition for personality development.

The formal logical conclusion from the interdependence of the individual and society is obvious: it is necessary to build their relationship in harmony, on the basis of an awareness of mutual interest, bringing interests to the degree of a naturally necessary need (according to Epicurus' classification) in each other. Now we are going through the historical stage of a formally abstract awareness of the basic contradiction of development by the individual and the subjects that determine the policy. The individual and society seem to rub themselves in motion, looking for points of mutual growth. Partly successful, there

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are many examples - mass production, freedom of access to education, sources of cultural development, political democracy, promotion of a culture of environmental management, solidarity in the fight against extremist aspirations, joint use of scientific and technological achievements, strengthening the authority of the idea of tolerance.

A special place in this list should be taken by striving for a high-quality economy. The bottom line is this: opposites, by definition, are mutually alienated. Dialectical opposites, to which the individual and society belong, are distinguished favorably by the fact that the unity in their relations is laid down at the origin. It only needs to be brought to its general position by ascending from a formally necessary stage to an absolutely necessary one, loading the process with real content, demonstrating the advantages of interaction in detail. There is no other way of overcoming alienation, objectively inherent in the relationship between the opposites of the individual and society. Through the quality of activity - to the quality of social improvement. It is unnatural to alienate what is the real condition of your development. Under the conditions of classical capitalism, alienation was a prerequisite for achieving the power of capital, and the very political organization of society was openly adapted to the provision of the bourgeois state. Democracy has been adapted to the bourgeois social order.

The revolution of 1917 in Russia and the subsequent history of the USSR should be assessed not so much as national achievements, but as a turning point in the history of classical capitalism, the transition to the post-classical one. The domination of private property and the advantages of capital remained intact, but significant changes took place in the social superstructure. Class antagonism gave way to social partnership. Access to capital has led to the emergence of various forms of associative use of it in production. Cultural progress was accompanied by an interest in the quality of life, a change in this very concept. World cataclysms, no doubt, did not just frighten the peoples of Europe and Asia. They pushed the consciousness away from the abyss of extreme interests in resolving contradictions.

The alienation of the individual in work has not been overcome, but development objectively (society) and subjectively (personality) was carried out through mutual respect. There are certain conditions for the removal of alienation. And the new approach to quality-consumer-production is a milestone on the way of convergence of the main subjects of social life. It will force us to make adjustments to economic policy, return a systemic understanding of society, limiting the desire to sort social life "on the shelves".

The qualitative vector of economic development, of course, will require additional costs, but that is what the state with its economic instruments will need to try to compensate for them. And the

market will surely react positively to a quality product with its activity.

In our view, the very existence of private property in the variety of forms of its implementation is not a sufficient basis for alienation in the work of the individual. K. Marx, developing the idea of alienation of G. Hegel, apparently had in mind a certain way of organizing labor associated with the absolutization of the domination of private property. Private property serves as a potential economic base for exploitation. But exploitation is not an immanent feature of it. Private property alone is not enough for exploitation. As for the opposite public (public) private property, which is controlled by the state and serves as a real subject of ownership, it also does not contain economic guarantees for overcoming alienation, which is not difficult to be convinced of by the experience of domestic state monopolists.

One gets the impression that the economic grounds for alienation should be sought not in property, but in distribution. Economic contradictions are insurmountable, but they allow for management, the task of which is to control the nature of contradictions, to keep them within the limits of insignificant, acceptable differences that do not test the existing unity of production for historical expediency.

It is appropriate to recall one more observation of G. Hegel, recognized by F. Engels as the most important in understanding the dialectics of development: "Everything that is rational is real, everything that is real is rational." G. Hegel was able to discover the grounds for the need for systemic transformations of social relations, including economic ones.

In development, there are two states that are perceived in the form of existence, but differ within the general status of their manifestation - "real existence" - "reality" and "real existence" - "reality". These forms of existence are fundamentally different in basis. "Really existing" is based on the need to be in its own form, it represents an evolving reality. "Really existing" has passed the stage of its necessity, has ceased to be a factor of development, has lost its relevance. It slows down the development process. Since Hegel understood the development of thinking and society in the form of a movement towards absolute rationality, he identified the necessity of the real with reality.

You can, of course, squeeze every last ruble out of the developed assortment and well-established production technology. The question is: do I need to do this? Time moves forward in a certain mode, "in its own way", objectively tailored to the "schedule". You will not get into the rhythm, you will lag behind, you will no longer meet the changed requirements. The art of management - production management is no exception, it consists in the ability not to "fall out" of the present, then you will always do it in accordance

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with rationality. Reasonableness will protect you from most problems. E. Deming's "seven deadly diseases" will fit into one - not to fall out of the time cycle with the definition of goods and the organization of production.

This can only be done by those who are able to mobilize human capital, to correctly focus financial and technical resources on solving this problem. Without the ability to control the "pulse" of time - to understand the specific economic and socio-cultural situation, the state of consumer interests, the real possibilities of production, there is no chance of gaining stability in the face of increasing competition in the market. Let us add one more addition - to the qualitative orientation of the development of production and the general conclusion will become clear: the path of economic rationality lies through the creation of actual conditions for the formation of the demand for quality products. This need should be tested by the responsibility to the consumer as to himself. Ancient wisdom of Confucius: Treat others the way you wanted them to treat you,

So, what should be considered as necessary conditions for achieving a fundamental change in relation to the quality of production of a really high-quality product - the transition from the stage of external audit to the stage of internal guarantee, which is formed through the formation of the need to create a product of the required quality by the consumer:

- the presence of competition in the market of quality professional labor, so that there is a clear understanding of the need to work in accordance with the needs of the product market. In another way, the market will not allow to take a stable place on it;

- a significant increase in purchasing power. Reaching the level that allows you to choose the right product. A quality product cannot, by definition, be cheap, but it can and should be made available through market mechanisms;

- high level of professional training of manufacturers, provided on the basis of the formation of professional culture and national identity. The main thing should be the education of an attitude towards work as a matter that has dedicated its life. Expanded education of consumers, their perception as subjects of a common cause;

- overcoming the feeling of conscious and unconscious alienation of the ability of the individual in work and its products with the help of the following tools;

- a) achieving symmetry between the quality of work and remuneration;

- b) reduction to a reasonable ratio of the difference in the amount of remuneration of managers and performers, clarity of the grounds for such proportionality;

- c) the dependence of remuneration on the dynamics of professional development and on

participation in the improvement of the production process;

- d) all-round involvement of socio-cultural mechanisms for stimulating the individual to general corporate movement, entering the command forms of movement.

- e) sustainability of corporate activities;

- f) priority of relationships of the type: "One for all, all for one." Active promotion of the command form of responsibility for labor results;

- g) organization of systematic competition for the quality of labor;

- h) striving for national and international recognition of the quality and range of products manufactured;

- i) the formation of labor dynasties, participation in the distribution of profits;

- j) understanding the quality of the product as a comprehensive assessment of the product;

- k) awareness of the fact that it is the "little things" that reveal the perfection of quality, therefore, the little things should be treated as a building material of quality.

Man began to realize his rationality and its advantages much later than homo sapiens became. The understanding of rationality, apparently, occurred under the influence of the development of economic activity, and specifically, in that historical period, when the process of diversification of socially important labor began - producing labor significantly pressed gathering, from the number of hunters for products of purely natural origin, those who tamed domestic animals and controlled them, and the farmers, the first to test the design potential of intelligence.

It is still extremely problematic to build productively the desired result in the conditions of the domination of the natural order that had developed long before your appearance, and in the initial period of the history of human activity it was almost a hopeless task. Nevertheless, it was then that what can be defined as protoplanning or arch planning was born. The man turned on the reserves of his intelligence.

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

Planning arose in the process of man's assimilation of those advantages that rationality provided him with. And here it is necessary to clearly contrast dialectically rationality and consciousness as the specific characteristics of modern man. Reasonableness is predominantly a biological sign, consciousness is its concretely - historical development in the conditions of the social form of human life, a kind of way of realizing the potential of rationality. In this connection, the systemic use of the

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concepts of "consciousness" and "rationality" is different. "Reasonableness" is a part of consciousness as a tool for building the latter. Reasonableness singled out a person from the totality of biological species, consciousness allowed him to develop into a modern person and build his own human, social structure of relations, thanks to the ability to foresee and plan, and, planning.

Planning is an attribute of an activity, one of its qualitative features. It is twice qualitative: both as a qualitative indicator of activity, and as a measure of measuring the level of perfection of activity. The art of planning reveals the active side of homo sapiens. To a certain extent, this is a sign of the highest state of activity. Attempts to oppose planning and creativity is something other than a desire to limit the universality of planning, to simplify the nature of human rationality. It is also wrong to oppose planning to the freedom of competition. Both creativity and competition are ways of manifesting activity, therefore, all of its attributes must be present in them. Another thing is that the general is realized through the particular and therefore in its reality is specific, concretized. S.V. Kovalevskaya ventured into an original solution to the problem of describing the rotation of a rigid body with a shifting center of gravity - aerobatics in mathematics, according to the Paris Academy of Sciences, available before it only to L. Euler and J. Lagrange, planned her actions both in detail and in time, meeting the deadline ... Even the ancestors of the current apologists of the struggle against the planned economy - the pioneers of the development of the wealth of North American lands - the cowboys, who are considered to be free from everything, planned their actions within the limits of available knowledge.

In 2019, the global economy grew by 3 percent, the EU economy added about 2 percent, keeping up with its western neighbors and the Russian Federation. The indicators can be qualified as satisfactory, based on the conclusion of science that the basic indicator of social development in conditions of the tension of the ecosystem caused by the exploited technologies in industrial and agricultural production is the sustainability of growth, and not the absolute value.

Slowing down the growth in production is perhaps undesirable within the framework of present, existing being, but it is necessary as a temporary measure. It is more important for modern humanity to gain time, for nature to receive hope that the global nature of the environmental problem can be dealt with without a global cataclysm. Both nature and humanity have reserves. Now it is important not to increase the rate of development of production, but to have time in the "reserve time" to develop sparing technologies and rebuild production on them, especially material and energy-intensive, with open cycles. On how much humanity turns out to be really reasonable, its fate will also depend. It seems that homo sapiens is being tested

for survivability again, with the difference that this time he forced nature to test itself for viability. Climate change is already calling into question the much-touted possibilities of technological progress to protect humans. Humanity as a whole does not yet feel this danger, but it already frightens the inhabitants of certain places, regions and continents; recently looking safe.

The analysis of the situation is directly related to the Russian Federation. We also have to move in a short time from the idea of the absoluteness of mass production and gigantomania in the centers of the sale of goods to the relativity of the subordination of the economy to the principle: "to satisfy the needs of the buyer here and immediately." The manufacturer must know his buyer "by sight", only then production costs will acquire a rational scale and everyone will be satisfied: nature, producer, consumer. The functions of trade will also change, it will become an industry that provides direct communication between the consumer and the manufacturer. The market will be forced to invest in science in order to have a real picture of the state of the market, to know the trends of the current movement of interests, the purchasing power of the consumer, to be ready to promptly provide the routes of goods from "porch to porch", solve logistic problems on the ground in real time. The "consumer society" will gradually return to the "society of production", and social consciousness will again closely associate consumption with participation in production. Fake labor - a product of the virtual part of "production" will be reduced, fake workers will be legalized and will work for their own future.

By means of systems analysis, big science is called upon to determine the optimal rates of economic growth on the scale of national, regional, continental and global progress, and not a phantom "world government" acting in narrowly accumulative interests.

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

The underestimation of the strategic scale of planning reveals the flaws arising from the understanding of rationality, and ultimately - the defects of the intelligent capacity of those behind attacks on the universality of planning. In relation to planning, one can easily trace, firstly, the lack of panoramic thinking, and secondly, its ideological orientation towards the narrow format of utilitarianism as a perverse pragmatism.

The ideological pluralism that has replaced communist ideology must be viewed critically. The right to work is not the same as guaranteed employment. With the right to work, you can remain unemployed and there is no legal point in

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complaining. Something similar is observed with ideological pluralism. The guaranteed right to adhere to the ideological concept, which is closer to the values of your consciousness, in the information society is blocked by the ownership of the official and most significant sources of information. The Internet with its "toys" is portrayed as a competitive means of ideological monopoly, but in reality it is not. Ideological pluralism is justly likened to a big river, for example, the Don. A big river is not born big, it becomes her as long as how small rivers and streams flow into it, the traces of which dissolve. Rostov - on the Don, by and large, not on the Don, but on the totality of the water sources united in the Don. That's just, all these sources will remain nameless in Rostov. To the question: what kind of river? The answer will be short: Don, and he will be on the map.

In pluralism, as a rule, one thing dominates, reflecting the alignment of forces provided by economic interests and financial resources. Now the mass media, programs of general and professional education, pop cultural practice induce the formation of a worldview in the direction of liberal values. At the same time, rarely does anyone say that modern liberalism is not at all the democratic one under whose banners the Europeans stormed the citadels of absolutism, and the bourgeoisie of the eighteenth and nineteenth centuries won the historical right to build social relations required by the specifics of the capitalist organization of production.

The founders of political economy as a science - A. Smith, D. Ricardo, D. Hume, J. Sismondi relied on the systemic importance of labor in any production system, were the first to realize the growing importance of the qualification component of labor in connection with the scientific and technical equipment of the industrial form of organization of labor activity, in which the rationality of human status is manifested. Capital, in order to reveal its potential, had to grow with the freedom of movement, and the freedom of movement of capital had a perspective only in the conditions of freedom of the subject of labor, his social independence, formalized in legislation and guaranteed by a new type of state. They were socially oriented liberals, the concept of "people" for them had a concrete historical significance of the aggregate of people whose life was conditioned by the development of production. From science,

The revolutionary bourgeoisie emphasized the value of fairness in distribution - remuneration in any form should be tied to the quantity and quality of labor, place in the management hierarchy of production. It is no coincidence that A. Smith drew attention to the fact that the correlation between the growth of labor productivity and remuneration is violated everywhere. In the spirit of the times, the Scottish scholar explained this by the moral downfall of property owners. J. Sismondi in his well-known

work "New principles of political economy" (1819) argued in favor of regulating economic competition and the balance between supply and demand, initiated social reforms as a pattern of production development. The classic of the 20th century J.M. Keynes was subsequently guided by his ideas.

Among the outstanding achievements of the classics of political economics should be attributed exactly what scientists economists, who guard the interests of the present heirs of revolutionaries - the bourgeoisie of the eighteenth and nineteenth centuries, are trying to carefully mask:

- the fundamental position in the production of that labor that can be specifically measured in the product produced;
- development of a theory of value in relation to such work;
- freedom of the producer as a necessary condition for the development of production;
- the decisive factor in the development of production is labor productivity, and the improvement of labor productivity is due to the division of labor, which also facilitates the introduction of scientific and technological achievements into production;
- the goals of the economic movement are only partially located within the development of production, the main goal is determined by the systemic position of production itself in the life of a person and society. Production is a tool for solving problems of social and personal development, therefore, planning should be socially and culturally oriented.

It is curious that all the leading economists - theorists of the 18th - early 19th centuries were noted in the history of thought as philosophers. So far, no one has tried to explain this fact, apparently believing it to be insignificant. In vain. The combination of philosophy and economic science in research turned out to be a tradition in subsequent times - Proudhon, Dühring, Marx, Engels, Mill, Spencer, the list goes on. The essence of the explanation of this union is in the specifics of the epistemological and methodological purpose of philosophy and science. Philosophy is more focused on the discovery and definition of development problems, science - on ways to resolve them. Hence the normative nature of scientific knowledge. A. Smith and his contemporaries saw first of all the problems of the economic movement, that is, they showed their philosophical talents, then took up their scientific comprehension.

The need for planning in the economy was initially discussed exclusively in the context of its optimization, because planning was envisaged by the rational nature of the organization of production. Planning was a phenomenal expression of management, and management was an attribute of production. In the titles of numerous studies by D. Ricardo, which served as material for his heirs - worthy and dubious, there is no word "planning", but

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the content of the work is built as a superstructure over the process of planning the corresponding actions of the economic order. Especially the British economist D. Ricardo was interested in pre-planning - a set of calculation operations of thinking that preceded planning at the stage of defining objective actions - choosing the direction and nature of participation, and when assessing the results,

Neither S. Smith, nor D. Ricardo, nor Sismondi opposed the freedom of economic choice to planning, and planning was not considered as an action incompatible with economic freedom. They interpreted freedom within the framework of the political conditions of life, that is, in the spirit of the ideological positions of a class that is solving the historical task of changing the socio-political, economic and cultural structure of social relations. It should be noted that a certain advance was characteristic of the methodological foundations of scientific research. They contained some limitations, but it is not difficult to see that these defects were actively overcome when it came to scientific calculations.

Unlike most of their descendants - today's academic economists, the classics of economic science sought to involve in economic analysis not so much mathematical methods and the narrow content of the concept, as the fundamental categories of economic science. Their talent was used to build a theoretical basis for a science-specific analysis. In essence, the progress of scientific economic knowledge in the twentieth century was a superstructure over this basis, and what came out from above is more like the Leaning Tower of Pisa.

Intensive discourse on the content of basic political and economic concepts in the nineteenth century is not difficult to explain, the birth of the new in theory requires methodological shifts. To understand what the mechanism of clock pendulums should be, Huygens had to independently replenish mathematical analysis in six directions. A. Smith, being a pioneer in economic theory, solved methodological problems and could not share the purchased labor with the expended one. Mistake A, Smith was corrected by D. Ricardo, explaining that his predecessor did not notice that the cost of goods should also take into account the costs of production and operation of equipment. At the same time, D. Ricardo himself did not consider the costs of producing raw materials.

Both Sismondi, Smith, and Ricardo estimated value in terms of the relationship of mainly things. The historically conditioned relationships of people remained as if on the sidelines for them. Hence the inconsistency in understanding the political essence of production relations, their class character. For them, production was the stage on which the production scenario unfolds as a partner relationship. Some had capital, others knew how to do things. Each is a part

of a common cause. In such a combination, the political essence of the economy is reduced to the foundations of organization, planning of development and distribution, that is, it is simplified to the level of special knowledge, moral responsibility and decency of the participants.

How does the above have to do with the theory and practice of modern planning? Direct. The foregoing analysis serves as a basis for asserting that the effectiveness of the practical part of planning is directly dependent on the quality of theoretical understanding, reflecting the natural nature of the emergence and development goals of production. The quality of planning theory is due to the methodology of its political and economic equipment. Planning reveals the level of depth of knowledge of the economic process that requires management, and the degree of reasonableness of management actions. The latter needs a special explanation.

Reason, as a phenomenon, has a double interpretation. In the philosophy of the past and in the new century, "rationality" was understood and understood as an independent phenomenon that realizes the identity of thinking and being, for example, Hegel's expression was the absolute idea; or it is considered as a unique ability of the subject - the highest level of the ideal ability to reflect reality. The characteristic of such a level is determined by the adequacy of the reproduction by thinking of what is happening outside of it.

Reasonableness is a guarantee of the ability to get a perfect copy of objective reality. The task of thinking with intelligence is to transform the possibility into an appropriate result. The process of cognition - the reflection of reality by thinking is natural, therefore it can and should be planned. Here, the main condition for obtaining a product is to conform actions according to the nature of the object. There are many obstacles on the way to the truth, connected with the peculiarity of the planned action, and with the specifics of thinking itself. Thinking is capable of knowing the truth, but it is also characterized by movement in the wrong direction, which may be a delusion, and may be deliberate in order to fit the result of the fulfillment of someone's interests, to be the result of moral dishonesty.

Most of the vices in the search for correct solutions to economic problems have fundamental grounds; they are associated with a one-sided understanding of the functions of economic research, in particular, the sequestration of the political essence of economic science. Planning as a tool is considered on a utilitarian scale that allows you to simplify the process, leaving outside of it everything that is not directly related to production.

The essence of the economic transformations in Russia in the 1990s and their continuation in the "zero years" of the 21st century was to remove responsibility for social development from the

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economy, which meant opposing the economy to social policy. Politics is the business of the state and its institutions, and the new owners should be engaged only in production. To what was traditionally considered non-economic, added no less than what was traditionally attributed to the economy. The new owners removed the entire addition to the "state", considering all this to be an accompaniment of production, in other words, its infrastructure. Therefore, an oligarchic semblance of capitalism has grown in our country: the seizure of the most economically profitable property with the help of the state, outright robbery through raider seizures,

Corruption is not an excess of official powers in one's own interests and does not provide for profitable economic projects for bribes, corruption is a fusion of business and government. Such a rich country as the Russian Federation could not become poor in ten years due to irrational economic policy, miscalculations in the organization of planning. Poverty did not come about for economic reasons, it was the result of the usurpation of power by political clans that expressed the economic interests of those who illegally became the master of national wealth. According to clearly underestimated statistics, at least 71 percent of resources are currently controlled by one million owners, and 140 million even on the remaining 29 percent cannot firmly count, because the economic "reforms" that began in the 1990s are continuing.

Economic violence was carried out under political and ideological cover. The Dem-reformers carried out a gigantic scam, masking their actions by the need to decisively fight the centralized planning model. Realizing that their own practice and theory were doomed to failure, the initiators of the collapse of the socialist image of the economic system were in a hurry to take advantage of the created people of the great country and scatter around the world in the hope of finding shelter from its enemies.

The "scholarship" of the reformers was so high that it did not tell them the most elementary - the idea of socialism has long since gone from a ghost in different parts of the world to a political program, including government parties. Socialism attracts by the fact that it concentrates on the logic of social progress and the meaning of the systemic position of production. The specificity of socialism reflects the specificity of historical time and national history. In the socialist orientation and organization of production, the systemic principle of social life is crystallized - the dialectic of the individual and society.

Society is a form of the reality of human existence, but the very reality of human existence exists and develops only thanks to the three hypostases of personality. Social history begins with the personality, she is her main subject of advancement, and in her is the goal of social progress.

Production is intended to be the economic base of social practice aimed at creating socio-cultural conditions for the comprehensiveness and harmony of the human person.

Economic policy, which determines the image and purpose of planning, can be different, but all this political and economic diversity ultimately decomposes into two series of actions. The first row is formed by those programs that express private interests and are focused on the social benefits of representatives of these groups. Typical examples of such economic plans are the political programs of Trump in the United States and Macron in France. These programs are real, but not historical. They concentrately reflect one side of production - the stimulation of its growth, but the other is not defined - the final goal of the systemic status of production. The systemic place of production in social progress is camouflaged. Let's repeat: production serves as a way of personal development.

Expressed in terms of Hegel's genius, economic planning is divided into "real" and "reasonable", aimed at creating conditions for personal satisfaction with their development, and "situational", that is, beneficial to those social groups that create this situation in their private, not historical interests. Such a reality is possible, but it lacks the "rationality" that reveals the logic of social progress. Here you can get temporary and private satisfaction, for which all other generations will have to pay handsomely.

Real history will surely pave its own way of movement through this kind of economic "blockages". But the "tax" of historical logic on the illogicality of human economic activity is very high. When they say: "measure seven times, only then cut it off," then, in comparison with the "tax" on the unreasonableness of economic policy, such a ratio seems modest. There are calculations showing that for each year of "bazaar" - the criminal arbitrary practice of planning - the country can pay with eighteen years of recovery.

The "Lomasters" of the 1990s did not defeat the planned economic development on a national scale. They turned out to be more active than the "masters" of the 1980s, confirming the old truth: history requires an active attitude towards itself. Naturally, the difficult history of the Russian Empire and the USSR did not deserve the continuation described above. It was necessary to activate the economic status of Russia differently. Russia will have to spend a lot of effort and money to restore its international prestige. Politicians love to write about how bad Americans and NATO members deceived the first Presidents of the USSR and the Russian Federation. Much less common are analytical materials showing how Gorbachev and his company and Yeltsin and his associates deceived those in the world who looked with hope at the fate of socialism in the USSR and, not without reason, counted on an alliance with the new Russia.

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It would be interesting to go step by step mentally along the road map of the reformers of the 1990s, if only in order to enlighten their heirs, who are not appeasing, two decades later, the current political liberals. To trace how they were looking for a replacement for the previous practice of economic planning, completely ignoring not only national identity, which could somehow be explained, but also the concreteness of the historical process. In search of a possible model, domestic engineers - economists sorted out states from all continents. And, nevertheless, it is still not clear what should be after the end of the "transition period". What economic order we have to prepare for. The arrow is capable of transferring us to capitalism, however, here we are a century and a half late, and to socialism, which we seem to have renounced.

Despite the differences in particulars, the reformers of the economy remain within the general framework - to clear the planning of economic construction from social aspects. If *liberte* was written on the banners of the revolutionary bourgeoisie, which gave the name to the liberals and demanded from the state to provide civil liberties in full, the liberals of the new generation want to gain freedom by removing the state from actively participating in the development of production through planning and control. They are trying to decentralize the management of the economy, remove social responsibility from economic activity, forcing only the state to be socially responsible, while in every possible way hindering those actions of the state that lead to an increase in the social burden on economic profit. In essence, liberal reformers economists strive for special freedom and privilege of their status within the state. Any objectively reflective analyst will see a clear historical illogism: the founding liberals, who laid the foundation of liberal ideology, clearly outlined the main value of liberalism - equal freedom for all, as a necessary condition for social responsibility, and their successors in the 21st century are eager to be free so as not to bear responsibility for social progress. By and large, this is nothing more than a 180-degree turn towards the model of social inequality. Social equality is built not only by the state as political subjects, but also by all other subjects of society. They are even more than the state, are obliged by their social status to be responsible for the exercise of constitutional freedoms. The redundancy in the liberal interpretation of the foundations of social relations is easy to forgive A. Smith, who is convinced of the system-forming status of morality, but after it became clear that morality has a historical form and is formed under the active influence of the economic basis, it is not a unitary formation - several varieties of morality, it is immoral to separate the economy from direct participation in socio-cultural improvement, positioning its progress as self-movement, to plan to cleanse it of the sociocultural burden. The idea of

"infrastructure" is possible and expedient acquisition of science, but not in the case of the economic movement. Human intelligence has its own special history, however, it is absurd to understand it in isolation from biological evolution and the sociobiological continuation of natural history. Before human rationality appeared as the special ingenuity of liberal economists infected with the idea of reformism, it itself was a derivative product of labor activity, that is, the formation of economic reality.

The actual history of the mind is naturally - a historical process built into the history of the development of what was eventually called the economy, therefore, socio-cultural progress, revealing the potential of human intelligence, must immanently belong to the economic movement. The concept of "superstructure" does not characterize some kind of artificial constructive addition to the main structure, it helps to understand the architecture of a monolithic structure. No matter how you depict the first floor and call the second the first, you will not be able to get rid of their structural unity - the second will be considered above the first and the second will be, thanks to the first: there will be no first, there will be no second. But the first without the second is quite independently real. Labor history has a natural beginning in the life of animals. It was in the animal world that nature "worked out" the model of human reality and "realized" that without achieving a sociocultural effect in such practice - psychological progress; transformation of quick-witted thinking into conceptual through the development of abstract ability; the formation of the significance of a holistic perception of the world on the basis of imagination and the strengthening of the social value of responsible behavior - that is, the formation of rationality, labor will not be able to realize its potential. The history of labor, which has grown into the history of production, which has become the object of special scientific analysis, which gave the subject of economic science, is the history of a single interdependent process, consisting of labor activity and its socio-cultural support. The only problem can be, to what extent is the socio-cultural factor economic? Trying to be smarter than everyone liberal economists found themselves above both science and the achievements of a philosophical understanding of the reality of human existence. In the interests of business, they decided to reconstruct the logical structure of the system of social life, which has developed historically. To simplify the basic part of the social structure - to separate economic activity from socio-cultural, regardless of the objectivity of relations or the pattern of development. To this end, the reformers came up with a new scheme - to close the socio-cultural sphere to the state. To simplify the basic part of the social structure - to separate economic activity from socio-cultural, regardless of the objectivity of relations or the pattern of development.

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The state does have such a function, but it is not the only responsible social subject. Reasonableness and sociality are immanent signs of everything that constitutes social life. An attempt to get rid of "super-economic" burdens, referring to the need to rationalize and optimize the structure of relations - to replace the immediacy of relations with mediation; economic policy - we taxes the state, it fulfills socio-cultural responsibility for us - a typically selfish move. The goal here is obvious, and, unfortunately, it is not to make production more perfect, but to pay less for the right to produce, leaving a larger margin for itself. One example to illustrate: early libraries, cultural institutions, in many places the schools of Siberia appeared only with the construction of the railway and with the help of the railway. Railway builders and railway managers did not consider such activities to be an infrastructural load, on the contrary, for them it was the messiah of a new mode of transport. Compare what Russia received from the reform of railway management in the 1990s - 2000s: in the 1990s alone, the length of railways in the Russian Federation decreased from 87,200 km to 86,000. The reformers did not build anything, they closed the traffic along rocky roads, sections connecting settlements formed at the sites of large-scale forest and peat mining, with the main passage; stopped the maintenance of the socio-cultural arrangement of residents, including railroad workers. Railway builders and railway managers did not consider such activities to be an infrastructural load, on the contrary, for them it was the messiah of a new mode of transport. Compare what Russia received from the reform of railway management in the 1990s - 2000s: in the 1990s alone, the length of railways in the Russian Federation decreased from 87,200 km to 86,000. The reformers did not build anything, they closed the traffic along rocky roads, sections connecting settlements formed at the sites of large-scale forest and peat mining, with the main passage; stopped the maintenance of the socio-cultural arrangement of residents, including railroad workers. Railway builders and railway managers did not consider such activities to be an infrastructural load, on the contrary, for them it was the messiah of a new mode of transport. Compare what Russia received from the reform of railway management in the 1990s - 2000s: in the 1990s alone, the length of railways in the Russian Federation decreased from 87,200 km to 86,000. The reformers did not build anything, they closed the traffic along rocky roads, sections connecting settlements formed

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Thousands of settlements, millions of people have lost a stable way out of their places to regional and regional socio-cultural benefits. Planning unfolded exclusively in the direction of the transition to full cost accounting, which meant one thing - "optimization of the economy" by reducing costs, primarily "non-production", which included the socio-cultural complex. In words - in speeches and publications - the leaders called for mobilizing reserves to create sufficient conditions for the development of "human capital" as the main resource for production progress, in reality it turned out to be quite different. The bureaucratic apparatus did not deprive itself of the advantages of sociocultural support. Full cost accounting in the Russian Federation during the period of complete transition to a new economy was presented in a planned context extremely simply: not so much to increase labor productivity through scientific and technical equipment of production and the creation of socio-cultural conditions for the growth of human capital, but to "optimize" costs. Before the reforms of the 1990s, there was a long queue "for the driver", the reform reduced it and led to a shortage. There are many places, especially in Siberia, Transbaikalia and the Far East, where the railway service would be depopulated altogether if people had other jobs. Railways are our main national mode of transport. Russia, the USSR grew with railways, built them actively socio-culturally, thinking about people. A socially and culturally equipped people is a value in the state number 1, even Catherine the Great complained: I would be glad to build an enlightened society, but we do not have an enlightened people yet. Railroad construction has been planned since the 1840s; Nicholas I personally appeared as a domestic Hamlet - he was solving the problem: "to be or not to be" railways. The court discouraged the emperor, convincing him that revolutionary evil spirits would roll along the railways from Europe, and in general

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our climate makes railway construction unprofitable. Scientists and entrepreneurs, cultural figures actively advocated for the country's railway future. The destinies of the economy and culture even then merged in economic policy, revealing the dialectic of interdependence in the planning of economic and socio-cultural interests. The reforms in Russia in the 1990s were economic in motivation and purpose, but in essence they were political reforms. It was possible to redistribute state property among enterprising businessmen within 10 years only by relying on the full support and patronage of the state. "To be or not to be" railways. The court discouraged the emperor, convincing him that revolutionary evil spirits would roll along the railways from Europe, and in general our climate makes railway construction unprofitable. Scientists and entrepreneurs, cultural figures actively advocated the country's railway future. The destinies of the economy and culture even then merged in economic policy, revealing the dialectic of interdependence in the planning of economic and socio-cultural interests. The reforms in Russia in the 1990s were economic in motivation and purpose, but in essence they were political reforms. It was possible to redistribute state property among enterprising businessmen within 10 years only by relying on the full support and patronage of the state. "To be or not to be" railways. The court discouraged the emperor, convincing him that revolutionary evil spirits would roll along the railways from Europe, and in general our climate makes railway construction unprofitable. Scientists and entrepreneurs, cultural figures actively advocated the country's railway future. The destinies of the economy and culture even then merged in economic policy, revealing the dialectic of interdependence in the planning of economic and socio-cultural interests. The reforms in Russia in the 1990s were economic in motivation and purpose, but in essence they were political reforms. It was possible to redistribute state property among enterprising businessmen within 10 years only by relying on the full support and patronage of the state. that revolutionary evil spirits will roll from Europe along the railways, and in general our climate makes railroad construction unprofitable. Scientists and entrepreneurs, cultural figures actively advocated the country's railway future. The destinies of the economy and culture even then merged in economic policy, revealing the dialectic of interdependence in the planning of economic and socio-cultural interests. The reforms in Russia in the 1990s were economic in motivation and purpose, but in essence they were political reforms. It was possible to redistribute state property among enterprising businessmen within 10 years only by relying on the full support and patronage of the state. that revolutionary evil spirits will roll from Europe along the railways, and in general our climate makes railroad construction unprofitable. Scientists and entrepreneurs, cultural figures actively

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The result of the reforms turned out to be proportional to the new approaches in planning and management: the economy cannot recover in thirty years. The exception is the extractive industries, which have increased production, developing mainly previously discovered deposits. In agriculture, more grain is being produced, and grain is an export product. They launched construction, but none of the chronic problems of the population has been resolved. The picture is consistent with the above analysis. Only export-oriented production moves on a regular basis. It is either owned by the oligarchs or under their real control. They are ready to provide the whole world with gas, but their population cannot wait, especially aside from the main pipeline. Gas and gasoline prices hurt those who are classified by advertising as the owners of energy resources. Statement: "Gazprom is a national treasure" more and more Russians are annoyed. Optimization in planning destroyed the system of organizing health care and education; forest fires have become regular disasters, and floods have been added to them, significantly different from the usual and known for a long time. The authorities are trying to blame them on the "natural disorder" caused by climate change, but very few people already believe in such an explanation. The population migrates from the Far East, Eastern Siberia, Western Siberia is next, and some 50 years ago people were actively traveling to these places to build, raise science and culture. BAM was built by the whole world, finances were limited, but they found money for social

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Those who developed the plans, based on real experience, understood the impossibility of implementing projects without what serves the development of the personality, satisfies its cultural needs, and warms the soul. After all, people went to large construction sites from places where they were inhabited and equipped. To the question: what's the matter? The answer is simple. At the described time of rise, with all the punctures and costs, the goal was universal - the well-being of the Fatherland. Of course, even at that time the benefits were not shared equally - there were both rich and poor, the main thing was that the goal seemed to be the same and the opportunity to make a career equal. They built and produced not for the pleasure of the "golden parachutes", they promoted the country and themselves together with it.

The liberal ideology of planning, clearly dominates in modern economic policy, reflects the objective state of society, which found itself in a difficult situation of development, when the previous

understanding of the political and socio-economic perspective, either could not overcome the emerging crisis, or realized its creative potential, required a change. ... In both versions, it was not without the participation of opposition forces, claiming the right to resolve social contradictions.

The growth of globalization has also affected the implementation of political and economic changes in domestic reality. Their foreign comrades-in-arms helped our "messiahs" to direct public consciousness on the path of liberal ideology, but the essence of what happened in the 1990s was not determined from the outside. A foreign policy conspiracy undeniably took place. This is evidenced by the collapse in the price of energy carriers of clearly artificial origin, and the numerous promises of assistance that turned out to be false, and the demonstration of sympathy for the changes and the willingness to share the accumulated ideological experience. In the late 1980s and the beginning of the new decade, the world was still bipolar. In general, we have never considered our competitors enemies. For us, they were opponents. And suddenly the enemy appeared as a friend, ready to help in every way.

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

Capitalism, we repeat, by the twentieth century completed its "classical" history and was forced to rebuild, forcibly abandoning what had once helped it rapidly increase its advantages: the colonial system collapsed as a result of a long struggle for independence; wars with the aim of redistributing property have become a dangerous business - they could return like a boomerang; had to agree with the idea of peaceful coexistence; it was necessary to strengthen the social direction in economic policy; the question of the maximum load on the natural habitat arose sharply. There have already been different stages in the history of capitalism: primary accumulation of capital; revolutionary activity;

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monopolization of capital; concentration and domination of finance capital.

In nature, a biogenetic law operates, according to which representatives of a more perfect species in the process of their uterine formation in an accelerated mode repeat the main stages of biological evolution. Thus, nature links the course of evolution, ensuring continuity and strengthening the strength of evolution. Something similar can be conditionally distinguished in social history. At the turn of the 20th and 21st centuries, it is quite possible to try to become a capitalist, but it is highly doubtful to become capitalism, to fit into the system of capitalism that has been forming for centuries as a socio-economic entity. The line-up was formed, and the locomotives, designed to be the driving force, were at the limit of their capabilities. New "cars" threatened to slow down,

The capitalist perspective of the Russian Federation enjoyed only domestic liberals, who were blinded and deafened by their hatred of communist ideals. They, and twenty years later, it seems that capitalism, not communism, is the bright future of mankind. The metaphysical nature of liberal thinking is manifested in the desire to strengthen the position of linearity of thinking in ideology, to stop historical development at the level of the bourgeois organization of social relations, to wrest the capitalist spiral from the spiral of social progress and declare that at this stage the nature of the development of society has radically changed - the historical spiral straightened out and became forever straight-line movement. One could agree and accept their understanding as an option if liberal reflection had an internal systemic form,

The liberal approach to planning economic activities, which pulls the solution of economic problems out of the systemic nature of social relations, opposing economics to sociocultural improvement, leaves no reason for a compromise with the adherents of the liberal course.

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

First of all, it should be noted the desire of the liberals of the XXI century to methodological simplification of knowledge and social construction, including planning, economic development. While actively involving the mathematical apparatus in economic science, universally turning to IT technologies, economists do not activate their own methodological resources of economic science. Compared to what A. Smith, D. Ricardo, K. Marx, J. Mil, G. Spencer contributed to the methodology of economic cognition and transformation, the methodological acquisitions of the 20th century look more like a deep depression of philosophical and scientific reflection. A small part of modern researchers continues to look for ways to advance in

the direction of dialectical and systems approaches, realizing the limited capabilities of the mathematical apparatus. Mathematics for economic research is an auxiliary part of the methodological equipment of the search for solutions to the development problems identified by research experience. It is not even able to formulate a problem, its capabilities help to quantitatively assess the state of movement of economic processes. Mathematical modeling is effective in terms of developing possible prospects for spontaneous and constructed processes, but it has never been "political mathematics" in contrast to political economy.

It is necessary to heed the warning of K. Yaskers about the fundamental difference between the desire for simplicity of scientific thinking and simplification as a search for a way out of a complex scientific situation, sequestering its content. Simplicity is the path to true understanding, and simplification is movement away from it under the guise of scientific likeness. A direct confirmation of this conclusion is the recognition in economic research and projects of the "admissibility of speculation."

Speculative thinking is a well-known phenomenon that arises in philosophical reflection or in the course of scientific discourse. Its epistemological nature is well studied - the non-systemic assessment of individual aspects of the subject of thought and, as a consequence, the absolutization of the meaning of these aspects. Mental speculation falsely reflects objective reality, therefore it is permissible to qualify it as a cost in the production of the required knowledge. It is extremely rare that speculation was the product of the artificial induction of the cognitive process in the wrong direction of movement. The "scientific admissibility of speculation" (by liberal economists) has a completely different epistemological mechanism of education, which indicates that there is nothing related to the postulates, distinguishing the scientific method of cognition from the unscientific, in their thinking.

It is always necessary to clearly differentiate philosophical reflection, scientific thinking and unscientific ways of knowing the world. The problematic nature of philosophical knowledge is logically compatible with the subjective costs of thinking. The falsifiability of philosophically identified problems is limited, since philosophical knowledge is conditionally standardized.

Scientific knowledge must be subject to either strict verification or equally severe falsification. It does not reproduce in consciousness its attitude to the object (object), it is, in terms of content, a 100% objectified process. Even the choice of the coordinate system, reference point, etc. by the subject of thinking is regulated at all stages of cognition. When scientific knowledge is "enriched" by the "permissibility of speculation", such an addition testifies to one thing - the desire to modernize the post-non-classical stage of

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the history of science by the fact that it has nothing to do with the current time or scientific history at all. Admitting speculation not as a cost, but as a scientific phenomenon in the knowledge of the economic movement, innovator economists want to squeeze a subjective action into the chain of objective reflection of the developing reality, sliding into solipsism in perspective. Scientific knowledge is objective, the characteristic of the scientific nature of knowledge begins with objectivity, if economic thinking strives to be scientific, it must filter knowledge on the basis of objectivity. "The admissibility of speculation" is tantamount to its legalization in scientific knowledge. This is nonsense for legal sciences, logic, ethics, aesthetics, cultural studies, a negative phenomenon for historical science, political science, sociology. As a fact of objective reality, speculation undoubtedly exists, therefore, the scientific - economic, political, psychological, legal interest in it is justified, however, one thing is the attention of science to the fact, and quite another is the desire to substantiate the regularity of the systematic belonging of speculation to economic science as a necessary condition its development. Scientific knowledge is objective, the characteristic of the scientific nature of knowledge begins with objectivity, if economic thinking strives to be scientific, it must filter knowledge on the basis of objectivity. "The admissibility of speculation" is tantamount to its legalization in scientific knowledge. This is nonsense for legal sciences, logic, ethics, aesthetics, cultural studies, a negative phenomenon for historical science, political science, sociology. As a fact of objective reality, speculation undoubtedly exists, therefore, scientific - economic, political, psychological, legal interest in it is justified, however, one thing is the attention of science to the fact, and quite another is the desire to substantiate the regularity of the systematic belonging of speculation to economic science as a necessary condition its development. Scientific knowledge is objective, the characteristic of the scientific nature of knowledge begins with objectivity, if economic thinking strives to be scientific, it must filter knowledge on the basis of objectivity. "The admissibility of speculation" is tantamount to its legalization in scientific knowledge. This is nonsense for legal sciences, logic, ethics, aesthetics, cultural studies, a negative phenomenon for historical science, political science, sociology. As a fact of objective reality, speculation undoubtedly exists, therefore, scientific - economic, political, psychological, legal interest in it is justified, however, one thing is the attention of science to the fact, and quite another is the desire to substantiate the regularity of the systematic belonging of speculation to economic science as a necessary condition its development. Scientific knowledge is objective, the characteristic of the scientific nature of knowledge begins with objectivity, if economic thinking strives to be scientific, it must filter knowledge on the basis of objectivity. "The admissibility of speculation" is tantamount to its legalization in scientific knowledge. This is nonsense for legal sciences, logic, ethics, aesthetics, cultural studies, a negative phenomenon for historical science, political science, sociology. As a fact of objective reality, speculation undoubtedly exists, therefore, scientific - economic, political, psychological, legal interest in it is justified, however, one thing is the attention of science to the fact, and quite another is the desire to substantiate the regularity of the systematic belonging of speculation to economic science as a necessary condition its development. the characteristic of the scientific nature of knowledge begins with objectivity, if economic thinking strives to be scientific, it must filter knowledge on the basis of objectivity. "The

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"Speculation", by definition (omitting its philosophical interpretation as "contemplation, speculation") is "calculation, intent based on something, using something for selfish interests." Therefore, law enforcement agencies should deal with speculation, it would be nice for them to pay attention to speculative manipulations, those who are looking for justification for speculative actions in the economic and political sciences. Political liberals, for example, hardly hide their desire to bring terrorists to the actions of those who are called the political opposition, then terrorism would be easily done away with. So the United States and its partners officially recognized the Taliban as an opposition political movement, that is, they legalized Al Qaeda and ISIS, organizations banned in the Russian Federation, next in line. Economic speculators are no less dangerous in the context of social progress than terrorist advocates. It's just that the effects of their negative impact on economic and socio-cultural development are not so psychologically resonant, moreover, they have grown into the existing corruption scheme and look like their own for many.

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

The second main conclusion is no less obvious: on the platform of methodological simplification of scientific analysis, curtailment of the system approach and rejection of the dialectical way of thinking in favor of methodological anarchism and borrowing, liberal economic theory systematically lowers the epistemological and sociological status of the concept of "planning". The task here is this: it is necessary to simplify the concept to such a content that its scope of use opens up the possibility of a purely digital solution of all problems according to the program for optimizing the economic component. Planning should be a technically feasible activity, free from social policy.

The main obstacle on the way is the growing demand of social progress for the efficiency of economic construction. If we convert specifically - the historical content of the modern stage of social development into a purely economic process, that is, remove socio-cultural construction, "pushing" it to the state, then economic planning will be completely free and will move forward, driven by the prospect of obtaining maximum profit and the absolutization of competition.

Liberals hide the growing contradiction of economics to everyone else. The day is not far off when mathematics will present its accounts to liberal economists. Economists, mercilessly exploiting mathematics, do not give the expected results either in the development of production management or in mathematics itself, and in fact they devalue the value of mathematical analysis with their extremely low fruitfulness. Political strategists, who spoke in favor of the digital economy, have promised another "life buoy" to economics, replacing the concept of "economy" with the concept of "production". Production will become digital. The economy emerged, formed, and will continue to develop as a basic social instrument of social progress, which, in turn, has been and will remain the main factor in the development of people. The economy must have a human face. All its other characteristics are derived from its humanitarian vector. But only in the liberal - economic dimension, economic planning is consistently moving away from the satisfaction of personal development needs. It would not be so, it would not make sense to "teach speculation". They persistently try to present speculation as a necessary link in scientific thinking, and this is done in the interests of the minority that controls the distribution, and does not produce a real product. Within the framework of artificially constructed relations in the superstructure over production, speculation has long been legally flourishing, but it is unnatural within the framework of the regularity of the formed system of production itself, where everyone, regardless of their position, is a participant and has the right to count on their legal share in the product produced. The order of distribution is determined mainly by property, and only then by the shares of participation in the production of goods. The gap between two realities - labor and property, the direct creator of a real product and its real owner - formed in connection with the regularity of the development of production and social superstructure, opens up a real opportunity to supplement objectively natural reality, a conditionally existing reality, virtual or speculative. It is she who is considered as the path of movement towards property. the direct creator of a real product and its real owner opens up a real opportunity to supplement objectively natural reality, a conditionally existing reality, virtual or speculative. It is she who is considered as the path of movement towards property. the direct creator of a

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Speculation is a roadmap to capital that can be sufficient to start a real business. And in this version, speculation has real meaning, it can be a conditional fact of scientific research. But under the dominance of financial, in essence, speculative capital, speculation has become a stably autonomous type of activity, divorced from the production of a real product. Market speculation is an excessive form of intermediary activity. It has already become an obstacle to the development of production. And so the costs of the social movement began to concentrate in it. By and large, speculation has matured, blossomed and outgrew the limits of a law-enforced reality.

It is a typical phenomenon of the form of reality that impedes progress, having squandered the rationality of its action, is subject to denial. However, everything will remain the same, because speculation has a reliable "roof" protecting it from political control, financial capital on a transnational scale.

So, historical logic requires that the planning of economic activity be carried out in a systemic form of expression, create optimal conditions for socio-cultural development and be steadily focused on the humanitarian result. Economic planning is conditioned by the solution of socio-cultural problems, therefore, the models of economic planning should be complicated, not simplified. Economic analysis of the situation, prior to planning, should be based on special scientific research, be conceptual. Deepening the epistemological and methodological equipment of economic reflection involves the active use of the requirements of dialectical thinking - the comprehensiveness of the involvement of historical dialectics and a sufficient completeness of the analysis of the relevance of the involvement of historical dialectics, as well as the advantages of a systematic approach. Domestic specialists should bear in mind that foreign researchers also criticize liberal innovations, opposing them with an objective analysis of production development trends. We have something to be interested in. Let us take, for illustration, the reasoning of the authoritative American specialist J. Galbraith. In his famous book "The New Industrial Society", he critically traced the history of the modern industrial system of the 20th century, which subordinated the formation of social relations and the human personality itself. As a result, J. Galbraith came to the conclusion about the need for radical changes in it, but not those that liberals advertise. We have something to be interested in. Let us take, for illustration, the reasoning of the authoritative American specialist J. Galbraith. In his famous book "The New Industrial Society", he critically traced the history of the modern industrial

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J. Galbraith compared the development of industrial systems according to two significantly different scenarios, planned, which liberals - economists identify with socialist management, and market, regulated through competition. Liberals always cite the latter as an example, as the ideal embodiment of economic freedom. Based on the experience of the economic history of two-thirds of the twentieth century, which absorbed both the rise and the "Great Depression", peacetime and wartime, the American scientist showed that economic progress does not contradict the planned activities of the state. Thanks to the analysis of economic processes in the format of social and personal changes. J. Galbraith convincingly demonstrated the limitations of the liberal concept of economic freedom.

J. Galbraith's conclusions are relevant for a correct understanding of what was happening at the end of the 20th century and in the early decades of the 21st in Russian society, on the one hand, and for an adequate assessment of the futility in the scientific and practical aspects of the ideas of Russian liberals who turned into conservatives. The industrial system is dangerous by the high level of its organization, it is increasingly turning into a gigantic mechanism, acting according to its own order, functionally tightening the personality, subordinating it to the freedom of its organization. The industrial order, so important and beneficial for the development of production, becomes a trap for the progress of the individual - the formation of a technical man. The "specialist" displaces the personality from the goals of social development. Economists need a specialist sharpened for the technology and organization of production, the personal development of liberals - economists seems transcendental for the purposes of production. Production requires not a person for its development, but a specialist who knows and knows how to work. They build the functions of culture and education for the training of a specialist. You don't have to go far for arguments, there is no need to immerse yourself in the history of the United States, you just need to turn towards the modernization of domestic special education - secondary and higher, ousting from the

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programs everything that contributes to personal development in order to emphasize the process of training a specialist in the direction. The personal model of education has given way to a competence-based one. Production requires not a person for its development, but a specialist who knows and knows how to work. They build the functions of culture and education for the training of a specialist. You don't have to go far for arguments, there is no need to immerse yourself in the history of the United States, you just need to turn towards the modernization of domestic special education - secondary and higher, ousting from the programs everything that contributes to personal development in order to emphasize the process of training a specialist in the direction. The personal model of education has given way to a competency-based one. Production requires not a person for its development, but a specialist who knows and knows how to work. They build the functions of culture and education for the training of a specialist. You don't have to go far for arguments, there is no need to immerse yourself in the history of the United States, you just need to turn towards the modernization of domestic special education - secondary and higher, ousting from the programs everything that contributes to personal development in order to emphasize the process of training a specialist in the direction. The personal model of education has given way to a competency-based one. you just need to turn towards the modernization of domestic special education - secondary and higher, which is pushing out of the programs everything that contributes to the development of the individual in order to focus the process on training a specialist in the direction. The personal model of education has given way to a competency-based one. you just need to turn towards the modernization of domestic special education - secondary and higher, which is pushing out of the programs everything that contributes to the development of the individual in order to focus the process on training a specialist in the direction. The personal model of education has given way to a competency-based one.

The USA survived this reform back in the 1960s and, according to J. Galbraith, became disillusioned with the idea of coaching education for training in a specialty. Both in the field of foreign and domestic economic policy, wrote G. Galbraith, everything that is considered - and not without reason - as an automatically accepted or taken on faith position of people now called the "establishment" is being questioned. These mindsets need political guidance. This process of reassessment of tasks arose because the idea of liberal reform is no longer quoted. In the past, liberals have acted like economic liberals; reform meant economic reform. The task of this reform has invariably been repeated in hundreds of programs, speeches and manifestos. Production must grow; income should grow; income distribution should be

improved; unemployment must be reduced. This is what the program of liberal reformism boiled down to for decades. Even the ten biblical commandments are less well-known and certainly much less practiced than these requirements. The role of a liberal reformer does not require effort, it is not associated with any violent disputes, scandalous strife, no one has to be persuaded and persuaded. All that is required is to stand still and bow when the Gross National Product increases again. At the end of his book, J. Galbraith concludes: "The progress we are talking about today (recall that the book was published in 1967) will be much more difficult to measure than the progress that is associated with the percentage of growth of the gross national product or with unemployment rate. This is due to the fact that the tasks, which the industrial system sets for itself are so narrow that they lend themselves to accurate statistical measurement. But life is hard. The definition of the concept of the prosperity of society should be the subject of discussion." We would like to complete the study of the methodology of planning the development of production by listing the monographs of J. Galbraith: "American Capitalism" (1952), "The Great Crash" (1955), "The Society of Plenty" (1958), "The Time of Liberalism" (1960 .), "New Industrial Society" (1967). It seemed that the author had found a name for modern society, perhaps it was so, but when J. Galbraith revealed the essence of the "new industrial society", he realized that this society, despite its novelty, was outdated. What the future society should be like, the scientist did not know, so he accurately defined the emerging society as a "society of prosperity",

J. Galbraith corrected the status of economic science with the dynamics of welfare in society. As wealth rises, the role of economic research changes. When people are malnourished, poorly dressed, do not have decent housing and die of disease, the priorities are those that improve their material living conditions, it is necessary to look for economic ways to increase income - "people are most diligently looking for ways to save their souls with a full stomach." With a high level of income, problems other than physiological ones arise, and society is obliged to help its citizens in solving them. The advantages of a comprehensive analysis of changes are significant, J. Galbraith argued. "Also great - and growing over time - are the benefits of an analysis of change that goes beyond economics. This is because

J. Galbraith generally adhered to the "general line" of the modern interpretation of the subject and functions of economic science in the West. He distinguished scientific economic research from political problems, beliefs that their solution goes beyond the competence of economic science, are the prerogative of the authorities themselves. We will not judge how fair his position is. Let us only recall: there was a post-war period of obvious successes in

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capitalist construction, economic science was not relevant to an expanded interpretation of the subject of its research, to be a political economy, to explain economic inconsistencies by political relations; secondly, we note that J. Galbraith felt very uncomfortable, realizing that limiting, like liberals, economic analysis is a simple study of the dynamics of the economic characteristics of production, it drives itself into a dead end. To understand the system requires a systematic approach.

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

National economic development projects are more and more loaded and adjusted not in the national interests, which we have to put up with as the costs of globalization. At the same time, it should be borne in mind that there is no alternative to integration. Homo sapiens exists as a universal species. The earth is his common home, development is a common interest, synthesizing biological evolution and socio-cultural arrangement.

When planning, it is necessary to proceed from the dialectical requirement of comprehensiveness of objective analysis of reality, once and the need to act together in common interests, two. States have something to share, but history cannot be tested for strength, humanity has no other and will not have another. Dialectics has opened up to us a range of opposition, both practical and theoretical. The struggle is reasonable exclusively within the boundaries of unity, therefore, contradictions should be filtered through the need to obtain a common result corresponding to the laws of motion of the human reality of being.

Scientific knowledge comes with a cost. Scientists' understanding of what is happening does not always take the form of true knowledge; delusion is a natural movement of any knowledge, it is important to have a critical attitude. A scientist must not believe, he must doubt. J. Galbright is an honest scientist, aware of the limitations of his scientific potential, he logically addresses the discussion, in scientific disputes he sees a way out of deadlocks and dubious judgments.

K. Marx was careful about the mistakes of those who served science, believing that not politicians, but scientists are called upon to determine the path of economic development. Politicians should create the

political conditions for resolving economic problems, following the recommendations of scientists. J. Galbraith is absolutely right when he speaks of the complication of social development and the need, in this connection, to consider economic knowledge and planning in a new, broad sociocultural format. An American scientist with a similar methodological attitude did not come to the court of domestic reformers - liberals at the end of the last century, when the time of economic reforms was compressed, then there was already a train of vices of their actions. Soros turned out to be the idol of our liberals - a typical financial and political speculator. Speculators without ideas have found a speculator with ideas.

In the division of quality attributes into "primary" and "secondary" there was a rational principle associated with the specifics of the "second nature" - things transformed from the natural state by human labor. The "primary" qualities of a product or its raw materials are determined by natural reality and are fully independent of man. "Secondary" features, on the other hand, are dependent on human labor. It is labor that reveals them or creates them, therefore the quality of objects transformed by labor should be determined with a human assessment. The inclusion of a person as a factor in the production of the quality of goods enhances the influence of the subject of labor on the quality of production and the quality of the goods produced. In this connection, the load on the control process increases.

Management is subordinate to the solution of the problem of sustainable production of a quality product. As in any task, it is necessary here:

- clearly define what is "quality" ?;
- understand what is specific to the quality of the product ?;
- to understand how the "quality" of commodity production and its mass production are related, to trace the mechanism of interaction of qualitative changes with quantitative ones .;
- to reveal the systemic position of the problem of the quality of mass production in the context of a developing economy.

Only after receiving answers to the listed questions, we will be able to productively investigate the problem: "How realistic is our desire to give a mass producer the need for quality product results", in other words, "is it possible to sufficiently motivate obtaining a quality product from within mass production?" So far, unfortunately, quality management is carried out by introducing ideas into production that were developed not in it, but in "pure" management theory.

Comparison of QMS with SK allows us to consider the trend of movement - the desire, while developing a new approach to quality management, to overcome a narrowly technological view of quality as a kind of standard limited by the production process outside the conditions of consumption.

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The interpretation of the quality of a product that has developed under the influence of economic rationality does not reflect the socio-cultural status of a product, at least of a consumer product. It is advisable to look for a qualitative characteristic of a product intended for mass consumption at the junction of its production, economic, household and socio-cultural merits. Moreover, it is desirable that the product not only satisfy existing needs, but also stimulate their cultural development, serve as a tool for the development of the consumer's personality. Human capital participates in the creation of a product of production, and production is designed to contribute to the improvement of the individual. There is no other way to overcome alienation in conditions of the absolutization of private property and its disproportionate distribution to labor. Only imparting creativity to work and a reward corresponding to creativity can be "removed", expressed in terms of Hegelian philosophy, the tension of alienation. The quality of a product in a broad sense can be viewed as a factor of social progress and as a test of socio-cultural achievements of social development.

In defining quality, the most common flaw is the lack of consistency. Quality is defined as a set of essential properties. The usual method of selecting such is the method of pyramidal arrangement of the properties of an object. Important, but not defining, remain at the base, and as you ascend to the top, a hierarchy of the remaining properties is formed. At the top, we get the sum of the main properties, which are included in the definition of the quality of the object. G. Hegel in his time cleverly defined quality from the opposite - "quality is that, losing that, the object ceases to be itself".

Following the example of the great thinker, let us define "shoes" as "clothes for the feet." How correct is this definition? For shoes, probably yes. For the quality of the shoe it is unlikely. If you deprive the shoes of the ability to be "clothes for the feet," then they really will not be shoes. If the shoe only retains its inherent ability, then the required quality of the product will be uncertain. "Footwear" can be dangerous due to the toxicity of the material, the means of fastening, and the structure that is inconvenient for movement. The formally built requirement for an item does not coincide with the quality of the item. It is significant as a prerequisite for the qualitative determination of a product. The definition of the quality of a product should be based on its functional purpose.

The legs, for which clothes are made in the form of shoes, represent a part of a living organism. These are not pads or limbs of a corpse, also designed for specific clothing. Clothes for the feet will not be shoes until they receive sufficient evidence of their safety - hygienic, ergonomic, industrial, household and household. Quality is not a set of essential properties of a product; it is their system, the system-forming

feature of which is indeed the ability to perform some formally most significant function. It is laid down in the basis for determining the quality of a product by "growing" then the system itself, as a pearl in a shell is grown from a random grain of sand or the Periodic Table of Chemical Elements from atomic weight.

G. Hegel was right in his definition of quality, it is always better to start with what is "in sight", then to build up the definition. There is an electron shell around the nucleus of an atom, and together they define an atom. We put quality in the definition, revealing it later in the aggregate of concretizing properties.

From a philosophical point of view, the quality of an object, reflecting the diversity of the world, reproduces in itself this objectively existing object difference. The quality of a product, especially for mass direct consumption by humans, requires additional clarification associated with the manufacturer's responsibility for the safety of using the product. The quality of consumer goods is more complexly structured. Its definition includes the systemic arrangement of the main competencies of technical and humanitarian significance.

By its definition, footwear should ensure the interaction of two fundamental competencies - safety and comfort during operation. The aesthetic properties of shoes are subordinated to them and are packed in them. With their help, the producer "lures" the consumer, like the flowers of plants that call on insects, which, through consumption, produce the work of pollination.

It is wrong to simplify the cultural assessment of a product to the level of the aesthetic value of the product. The cultural status of a product synthesizes in itself both the culture of performance and the culture of consciousness of the manufacturer, who decides what materials to use, in whose interests to act - the profitability of production or the needs of the consumer who trusts the manufacturer. Ascending, we can easily rise to the very top - the culture of social consciousness. In some countries they do not steal, they consider deception to be meanness, but in others everything is built on these vices, they are legalized, because they have grown into the national mentality.

The replacement of the philosophical understanding of the quality of a product with an economic one is natural for an economy aimed primarily at making a profit, increasing capital in private interests. The economic dominant in the quality characteristic has an ideological basis. The striving to separate the economy from socio-cultural development should be considered in the same context. The idea that the economic movement should be absolutely independent of political oversight and humanitarian functions, everything non-economic is provided by taxes from the economy, is gaining strength, and most importantly it is supported by the authorities.

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Attempts to oppose this logic, the common sense of social development as the progress of the individual and interpersonal relations within the framework of the social organization of the historical process are ineffective. They are assigned the role of local public opinion, which has never been distinguished by special solidarity. A philosophical systematic analysis of quality and defects in its interpretation remains the domain of professional reflection.

It would seem that we are faced with a purely theoretical problem: what to call the actual quality of the product and what does the system of qualitative properties look like in the characteristics of the product? In fact, when applied in practice, it grows into an ideological problem: how it is permissible to see the quality of a product in the contemporary concrete historical circumstances of social cultural development.

Simplifying the understanding of the quality of a product by reducing it to its properties, ensuring the profitability of production, makes production, and not the consumer, a system-forming factor in obtaining the "quality" of the product, which contradicts the quality of the developed economy of the "post-industrial", "new industrial" and even "industrial" society. At the dawn of humanity, the consumer rejoiced at everything that he could produce. Manufacturing was the defining aspect of the relationship with the consumer. Today the market is considered the driving force behind the development of production. In the market, the initiative belongs to the buyer. Transition to the principle: "The buyer is always right!" assumes that the quality of the product is determined by its consumer.

The economic dominant in the characteristics of the quality of the goods is clearly not modern in the philosophical sense, but it expresses the essence of the bourgeois basis of the existing economy, therefore, both politically and ideologically it will be defended. Moreover, in a certain sense it is interesting, in particular, for solving the problem of mobilizing production potential for obtaining a demanded product in significant volumes, although the very quality of such a product will be conditional, "economic". The concept of "economy class" was officially recognized as a development of the concept "produced for sale in Russia."

We have already emphasized that for 130 years bourgeois economists have been creating models for the efficient production of quality goods in demand by the market, focusing on the economic content of quality. Having driven the movement of production into a dead end with economic models of quality, top managers, together with theorists - economists, who separated the profile of their scientific interest from the socio-cultural goals of the production of material goods, were forced to recognize the consumer not as a market anti-subject, but as a partner, an accomplice of the production process.

Recognizing a consumer as a companion is tantamount to including him in the production policy development team, however, formally, because he remains in the same position as a counterparty. To change the understanding of quality, it is necessary to start improving production with the interests of the consumer, reflect them in the properties of the product, and then think about how to optimize the organization of its mass production.

Ultimately, in the beginning, a compromise solution is also acceptable, justified by the capabilities of production and the need to move by expanding these capabilities. Now the buyer basically remains a slave with the manufacturer - the master and the political protectorate of the interests of big business. The interests of the mass consumer are promoted by the footsteps of Japanese women, while the dominance in production of the interests of enterprises is propelled by the parade of the winners. The pace of movement is not comparable, there is no noticeable advantage in promoting consumer interests and is not yet expected.

The consumer with his interest in the quality of the product is not theoretically excluded from the development of strategy, tactics and advertising. Let's refer to B.S. Aleshina et al: "For the quality strategy to be successful, both internal and external consumers must not only be satisfied and involved in the process that ensures this satisfaction, but also take a direct part in the continuous improvement of the quality of this process." To this end, the Kaizyo system has been improved; replacing it with a new edition of Kaizen. Changes in the organization of quality management revealed the advantages of those countries where the mass consumer - he and the production worker - feels more comfortable, feels his complicity in the development of production. In the second half of the 1980s, Japanese enterprises received 40 times more proposals for improving the production process from their employees than US enterprises (40 million versus 1 million). It is also significant that over 90 percent of the proposals, one way or another, were used.

The ideology of quality is being rebuilt to a new one - consumer orientation is extremely reluctant and half-hearted. The quality management system ISO 9000 (in the Russian Federation - GOST R ISO 9000-2015) was introduced into world practice 30 years ago. Its initial position (No. 1): "Product quality is a characteristic controlled object" sets the general direction in the understanding of quality. Quality is a product of production. Clause 2 specifies the places of the participants influencing the quality of the product: "the purpose of quality management is to create products of such a level of quality that meets certain established requirements and needs." To make it clear whose requirements and needs we are talking about, at the end of the paragraph we read, separated by commas - "consumer requests".

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The interests of the consumer are taken into account, but on a leftover basis. They are remembered last of all, "if production reserves allow." In scientific and popular sources, one can find an explanation for this alignment of interests - technically complex products and their improvement are the lot of specialists. One gets the impression that specialists are not consumers.

In ISO 9000-2015, for the first time, the consumer appears at the very top of the list. The first principle of the QMS states: "Customer orientation". It is the consumer who declares the properties of quality. The status of the enterprise depends on how the quality of the offered product meets the quality demands of the buyers. The company must understand their current and future needs, fulfill their requirements and strive to exceed their expectations.

But one should not rush to rejoice at the changes that have taken place. The quality management mechanism is still set to develop the quality of production technology, rather than to obtain a quality product. The quality of the enterprise, as before, is tested to maintain the quality of the organization of production. The interests of the consumer remain "for later." All leading international quality management quality registrars are represented in the Russian Federation: Veritas, British Standards Institute, Lloyd's Registrar, Supervision Society (TUV). In addition to them, numerous home-grown and joint ventures related to the certification of the quality of production and products offer their services on the quality management market. The problem is not finding the organization you are looking for, but how

The dialectic of the market that unites the producer and the consumer is simple - they are opposites that exist exclusively in unity, therefore, it is necessary to seek a balance of interests of both subjects in order to give the production of quality goods a stable character that serves as protection against recessions and crises. Overproduction crises - classic for capitalism in the 19th and first half of the 20th centuries - have become history. They were replaced by financial systemic shocks. Experts are looking for a panacea in high-quality, smart, lean production in the economy. "Historical experience shows that with an increase in attention to quality, a way out of crisis situations began in many countries. The large-scale crises in Japan and Germany in the late 1940s were overcome with the help of government policies aimed at improving quality.

In solidarity with the above analysis of the economic history of the second half of the XX - first two decades of the XXI centuries, we express our surprise how it happened that when defining the latest social development through quality, the very approach to understanding quality was not radically modernized. The totality of the meaning of quality presupposes a revision of the content of the concept of "quality" and a new look at the factors that ensure the

actual quality of activity and its product. The system-forming position of the quality factor in social progress also determines a new political attitude to quality. An orientation of the development of production towards internal - not introduced messages is required.

Quality management must come from need. It is in it, and not in rewarding for quality work in the form of rewards, that the true beginning of a new economic policy. Promotion, of course, no one is going to cancel, they are swapped with motivation. Today, encouragement encourages the required quality of action, tomorrow the culture of a professional attitude to work will be completed with incentives. Movement is most productive precisely in the form of self-movement. External motivation is less effective. The remuneration should correspond to the quality of work and sustainably motivate work.

The change in the qualitative strategy of economic policy from the incentive for high-quality production to the formation of the need for a quality product is not another attempt to revive economic romanticism and not communist nostalgia for the need of a cultured person for work, as it might seem to those specialists who have reorganized from political economy to economics, reducing dialectical analysis to statistical, adapted to the volatility of modern production. We are talking about the solution of the system-forming problem of history - about the attitude of the individual to society and society to the individual, to whom which side of the given contradiction impresses more, but in principle this is just a double spiral of social progress. A developed society is tested as a condition for personality development.

The formal and logical conclusion from the interdependence of the individual and society is obvious: it is necessary to build their relations in harmony, on the basis of an awareness of mutual interest, bringing interests to the degree of a naturally necessary need (according to Epicurus' classification) in each other. Now we are going through the historical stage of a formally abstract awareness of the basic contradiction of development by the individual and the subjects that determine the policy. The individual and society seem to rub themselves in motion, looking for points of mutual growth. Partly successful, there are many examples - mass production, freedom of access to education, sources of cultural development, political democracy, promotion of a culture of environmental management, solidarity in the fight against extremist aspirations, joint use of scientific and technological achievements, strengthening the authority of the idea of tolerance.

A special place in this list should be taken by striving for a high-quality economy. The bottom line is this: opposites, by definition, are mutually alienated. Dialectical opposites, to which the individual and society belong, are distinguished

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favorably by the fact that the unity in their relations is laid down at the origin. It only needs to be brought to its general position by ascending from a formally necessary stage to an absolutely necessary one, loading the process with real content, demonstrating the advantages of interaction in detail. There is no other way of overcoming alienation, objectively inherent in the relationship between the opposites of the individual and society. Through the quality of activity - to the quality of social improvement. It is unnatural to alienate what is the real condition of your development. Under the conditions of classical capitalism, alienation was a prerequisite for achieving the power of capital, and the very political organization of society was openly adapted to the provision of the bourgeois state. Democracy has been adapted to the bourgeois social order.

The revolution of 1917 in Russia and the subsequent history of the USSR should be assessed not so much as national achievements, but as a turning point in the history of classical capitalism, the transition to post-classical. The domination of private property and the advantages of capital remained intact, but significant changes took place in the social superstructure. Class antagonism gave way to social partnership. Access to capital has led to the emergence of various forms of associative use of it in production. Cultural progress was accompanied by an interest in the quality of life, a change in this very concept. World cataclysms, no doubt, did not just frighten the peoples of Europe and Asia. They pushed the consciousness away from the abyss of extreme interests in resolving contradictions.

The alienation of the individual in labor has not been overcome, but development objectively (society) and subjectively (personality) was carried out through interaction. There are certain conditions for the removal of alienation. And the new approach to quality - consumer-production - is a milestone on the way of bringing the main subjects of social life closer together. It will force you to make adjustments to economic policy, return a systemic understanding of society, limiting the desire to decompose public life "on the shelves."

The qualitative vector of economic development, of course, will require additional costs, but that is what the state with its economic instruments will need to try to compensate for them. And the market will surely react positively to a quality product with its activity.

In our view, the very existence of private property in the variety of forms of its implementation is not a sufficient basis for alienation in the work of the individual. K. Marx, developing the idea of alienation of G. Hegel, apparently had in mind a certain way of organizing labor associated with the absolutization of the domination of private property. Private property serves as a potential economic base for exploitation. But exploitation is not an immanent

feature of it. Private property alone is not enough for exploitation. As for the opposite public (public) private property, which is controlled by the state and serves as a real subject of ownership, then it does not contain economic guarantees for overcoming alienation, which is not difficult to be convinced of by the experience of domestic state monopolists.

One gets the impression that the economic grounds for alienation should be sought not in property, but in distribution. Economic contradictions are insurmountable, but they allow for management, the task of which is to control the nature of contradictions, to keep them within the limits of insignificant, acceptable differences that do not test the existing unity of production for historical expediency.

It is appropriate to recall one more observation of G. Hegel, recognized by F. Engels as the most important in understanding the dialectics of development: "Everything that is rational is real, everything that is real is rational." G. Hegel was able to discover the grounds for the need for systemic transformations of social relations, including economic ones.

In development, there are two states that are perceived in the form of existence, but differ within the general status of their manifestation - "real existence" - "reality" and "real existence" - "reality". These forms of existence are fundamentally different in basis. "Really existing" is based on the need to be in its form, it represents an evolving reality. "Really existing" has passed the stage of its necessity, has ceased to be a factor of development, has lost its relevance. It slows down the development process. Since Hegel understood the development of thinking and society in the form of a movement towards absolute rationality, he identified the necessity of the real with reality.

You can, of course, squeeze every last ruble out of the developed assortment and well-established production technology. The question is: do I need to do this? Time moves forward in a certain mode, "in its own way", objectively tailored to the "schedule". You will not get into the rhythm, you will lag behind, you will no longer meet the changed requirements. The art of management - production management is no exception, it consists in the ability not to "fall out" of the present, then you will always do it in accordance with rationality. Reasonableness will protect you from most problems. E. Deming's "seven deadly diseases" will fit into one - not to fall out of the time cycle with the definition of goods and the organization of production.

This can only be done by those who are able to mobilize human capital, to correctly focus financial and technical resources on solving this problem. Without the ability to control the "pulse" of time - to understand the specific economic and socio-cultural situation, the state of consumer interests, the real

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possibilities of production, there is no chance of gaining stability in the face of increasing competition in the market. Let us add one more addition - to the qualitative orientation of the development of production and the general conclusion will become clear: the path of economic rationality lies through the creation of actual conditions for the formation of the demand for quality products. This need should be tested by the responsibility to the consumer as to himself. Ancient wisdom of Confucius: Treat others the way you wanted them to treat you,

The concreteness of achieving rationality in modern quality-oriented production is in the solidarity of human capital:

- internal solidarity of producers, their need for quality;
- external solidarity with the consumer, taking into account the interests of the latter;
- solidarity in understanding quality based on a combination of economic and sociocultural approaches;
- consistency and balance of economic policy of the state on the orientation of the market, the induction of quality interests in the development of the market by the tools of the economic mechanism.

We have tried to define and summarize the basic conditions for achieving solidarity. As far as the analysis of literature data allows us, this is being done for the first time, therefore, clarifications and additions will be perceived positively.

So, what should be considered as necessary conditions for achieving a radical change in relation to the quality of production of a really high-quality product - the transition from the stage of external audit to the stage of internal guarantee, which is formed through the formation of the need to create a product of the required quality by the consumer.

1. The presence of competition in the market of high-quality professional labor, so that there is a clear understanding of the need to work in accordance with the needs of the product market. In another way, the market will not allow to take a stable place on it.

2. Significant increase in purchasing power. Reaching the level that allows you to choose the right product. A quality product cannot be cheap by definition, but it can be made available through market mechanisms.

3. A high level of professional training of manufacturers, provided on the basis of the formation of a professional culture and national identity. The main thing should be the education of an attitude towards work as a matter that has dedicated its life. Expanded education of consumers, their perception as subjects of a common cause.

4. Overcoming the feeling of conscious and unconscious alienation of the ability of the individual in work and its products with the help of the following tools:

❖ achieving symmetry between the quality of work and remuneration;

❖ reduction to a reasonable ratio of the difference in the amount of remuneration of managers and performers, clarity of the grounds for such proportionality;

❖ dependence of remuneration on the dynamics of advanced training and on participation in the improvement of the production process;

❖ all-round involvement of socio-cultural mechanisms for stimulating the individual to general corporate movement, entering the command forms of movement;

❖ sustainability of corporate activities;

❖ the formation of relationships of the type: "One for all, all for one." Active promotion of the command form of responsibility for labor results;

❖ organization of systematic competition for the quality of labor;

❖ striving for national and international recognition of the quality and range of products manufactured;

❖ the formation of labor dynasties, participation in the distribution of profits;

❖ understanding the quality of the product as a comprehensive assessment of the product;

❖ awareness of the fact that it is the "little things" that reveal the perfection of quality, therefore, the little things should be treated as a building material of quality;

The internal life of an enterprise consists of a large number of different actions, sub-processes and processes. Depending on the type of enterprise, its size and type of activity, certain processes and actions may take a leading place in it, while some processes widely carried out in other enterprises may either be absent or be carried out in a very small size. However, despite the huge variety of actions and processes, five groups of functional processes can be distinguished, which cover the activities of any enterprise and which are the object of management by management. These functional groups of processes are the following production; marketing; finance; work with personnel; accounting (accounting and analysis of economic activity).

The 21st century has sharpened the scientific, philosophical and practical interest in competition by improving the quality of manufactured products. The scale, content, forms and significance of competition put it in a number of global problems of human development with one important clarification: it is not humanity itself that benefits from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the performer and the head of the enterprise, and up to those states in whose interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and

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political consciousness, bearing in mind, of course, economic policy.

We all wish ourselves and our neighbors success in life, and we associate this with happiness. We explain this condition more often - by external factors: luck, luck, support. Less often - internal - personal qualities.

Judging by the interest in different types of testing, expert assessments, the question generally remains open: what determines success in life?

Often, subconsciously, we feel our inefficiency, but, not understanding the origins, we react to it in different ways: some with even more frenzy pounce on disgusting work, others, with no less zeal, begin to conflict with others, blaming them for their failures. Success is usually associated with the fact that the more you produce, the more you do, the higher your efficiency, your success. They are very often confused (and sometimes even deliberately) with performance, forgetting or not knowing that any result will be effective if it is not measured against costs.

The production of thoughts and things, with a positive interaction of a person with the world, obeys the general law of Nature: existence is possible only under the condition: the arrival of energy must be greater than its consumption. True efficiency is a function of its two constituent elements: the result achieved (P), as well as the resources and means (PC) that allow it to be obtained: recall the fable about the peasant and the goose that lays the golden eggs. Efficiency lies in the balance of its components, ie "P / PC = MEASURE". Indeed, if you adopt a behavior that focuses only on the golden eggs and neglects the goose, then you will soon be left without the resources that produce these golden eggs. On the other hand, if you only care about the goose, forgetting about the golden eggs, then soon you will not be able to feed yourself and the goose.

So, the effectiveness of the activity lies in the proportionality of the result with resources and means: "R / PC = MEASURE".

The resource of an enterprising person is the whole world around him, but first of all he himself.

A person's personal resources are in his mind and character, in the skills and abilities of interacting with the world.

There is a Pareto rule: 20/80. If you try to use it in our case, you get the following. In relation to an individual, this is: 20% of actions and thoughts give 80% of a positive result. It is striking the persistence with which a person, having been unsatisfied with the result for decades, repeats monotonous actions, but at the same time he never once has the thought: "But I'm doing something wrong !? Or - is there something wrong !? " It is very easy for a person to get used to doing stupid, hard physical or monotonous intellectual work and it is very difficult for him to look at himself through the eyes of a researcher, through the eyes of a Master.

They say: "they change a person - situations", but only the Master in them deeply experiences what is happening, is their active participant. The situation for the Master is filled not only with novelty, but also with meaning, in it he finds differences, changes, points of growth. He sees his goal in her. The problem evokes in him a sense of rivalry, a sense of readiness and mobilizes all his forces, which, with such a mood, only multiply with each positive decision. We learn from mistakes, but he has no mistakes, there is only experience, positive experience.

It is the Masters who make up those 20% of people who account for 80% of success. And therefore, our eternal problem has the form of a dilemma: either you become a Master, or all your life you chase in the "collective" of an eighty percent crowd after the ghost of twenty percent success. And the question is justified, will we become the master of our destiny with the inner resource of the Master?

The strategies and behaviors developed can be assessed as productive or unproductive, depending on their relevance to the situation: let us recall the tale of a fool, a man and a goose that lays the golden eggs.

The technical term for thinking styles is query modes. Query modes represent a basic set of targeted worldview techniques. They are built on previously acquired preferences, learned values and views of the world - concepts of the world and the nature of reality, which are related to the map as a system of landmarks used when moving.

To succeed in learning, you just need to start working with the material, try it without any prejudice, and consolidate its assimilation with appropriate exercises.

In any "masterful" skill or action, we can find a certain "strategy". His Master strategy includes a series of thoughts and actions that lead relentlessly to success.

Cherished goals serve as a measure of success. Choosing and achieving goals (these include dreams, hopes, desires and specific goals) can be considered the most important components of human experience. In addition to the satisfaction of success achieved, choosing the right goal can literally change our lives. Usually the desired is achieved through personal qualities. It is individuals who turn clear goals into motivation, self-confidence, perseverance and other human qualities that steadily lead to success. Ambition is undoubtedly considered one of these qualities.

The activity of imagination and the development of will, undoubtedly, is of much greater benefit than overtime work.

Behavior has a purpose, because it must lead to a particular result, and we interpret our actions as aimed at a certain outcome. We ourselves attach importance to them, although sometimes we do it only afterwards, "in hindsight".

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Even in cases where we act without realizing, we still have a fundamental motivation - an unspoken goal.

Consciously and accurately formulating your own goals, that is, a "well-defined outcome", increases the chances of transforming our desires into appropriate actions on the path to success.

Let us analyze this in the context of the general movement towards perfection, namely:

- ❖ decide what you want (formulate and set a goal for yourself);
- ❖ do something;
- ❖ see what happens;
- ❖ if necessary, change the approach until you achieve what you want;
- ❖ setting the right goals means being able to "correctly formulate the result."

The main principles of the formation and selection of their goals are:

- ❖ choosing goals that deserve to be achieved;
- ❖ choosing a goal that you can achieve on your own;
- ❖ state your goal in affirmative terms;
- ❖ express your goal accurately, in sensory categories;
- ❖ relate your goal to the situation;
- ❖ soberly assess the consequences of achieving your goal.

Perhaps we began to understand that if we want to change something, then we must start the change with ourselves. And in order to change ourselves effectively, we must first of all change our perception.

Our personal resources and means (PC) can be described using four dimensions of human nature: physical - volitional, spiritual, intellectual and socio-emotional.

Physical - volitional:

- ❖ physical exercises,
- ❖ food,
- ❖ management of stressful situations.

intellectual:

- ❖ imagination,
- ❖ reading,
- ❖ planning,
- ❖ letter.

social-emotional:

- ❖ internal security,
- ❖ empathy,
- ❖ service,
- ❖ synergy.

spiritual dimension:

- ❖ clarification of values,
- ❖ commitment to them,
- ❖ study and meditation

Effective skills are well-learned principles and behaviors. To turn something in your life into a skill, you need three components: knowledge, skill, desire.

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

If one day we command that from now on our behavior depends on our decisions, and not on the surrounding conditions, then the very first skill necessary for the beginning of personal self-development is proactivity. Proactivity should be understood, comprehending it as a fact that, initiating what is happening, subordinating our feelings to our values, we are responsible for our actions and, above all, in front of ourselves. The behavior of a proactive person is a product of his own choice; he does not look for the "guilty" for his actions and for their results. In this case, he asks himself, and looks for the answer in himself. Stephen R. Covey believes that in order to achieve personal victory over oneself, a person needs at least two more skills, besides - "Be proactive" (1): these are - "Start by imagining the ultimate goal" (2), and "First do what must be done first" (3). If we have already quite clearly defined the meaning of the goal in our activity, then we still need to figure it out with the third skill. In this case, we mean the need to manage your time, clearly understanding the degree of importance and urgency of those things that we are planning to do.

Digressing from individual private aspects, we can say that the main components of any enterprise are the people included in this enterprise, the tasks for the solution of which this enterprise exists, and the management that forms, mobilizes and sets in motion the potential of the enterprise to solve the problems it faces ...

Based on this understanding of the main components of the enterprise, it can be defined as a systematized, conscious association of people's actions, pursuing the achievement of certain goals. In the event that there are established boundaries of the enterprise, if its place in society is determined, the enterprise takes the form of a social cell and acts as a social institution. Such enterprises are both private and state enterprises, state institutions, public associations, cultural, educational institutions, etc. If the enterprise is not institutionalized, then in this case we are talking about organization as a process. For example, it can be organizing a meeting. In this view, the organization rather acts as a separate management function.

Any enterprise can be viewed as an open system embedded in the outside world. At the entrance, the enterprise receives resources from the external environment, at the exit, it gives it the product created at the enterprise.

Therefore, the life of an enterprise consists of three fundamental processes:

- obtaining raw materials or resources from the external environment;
- product manufacturing;

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- transfer of the product to the external environment.

All three of these processes are vital to the enterprise. Management plays a key role in maintaining a balance between these processes, as well as in mobilizing enterprise resources for its implementation.

When we say that an enterprise is functioning, we mean that within its framework, people carry out certain actions aimed both at interacting with the external environment and at internal organizational interaction. The first type of interaction is the role-based functioning of the enterprise. Here the function appears in its social interpretation and is part of the general role that any enterprise performs in the system of society, i.e. in a higher-level enterprise system.

A special place in this struggle, you cannot call it otherwise, is occupied by the attitude of self-awareness, the system-forming factor of which is professional culture. Which must be brought up by the head of the enterprise. If human capital determines the growth of production, then the quality of education lays the foundation for human capital. Competencies are not effective in and of themselves, they are valid when they are formed as the needs of an individual, developed in many ways and in harmony with his own, national and universal interests.

The formula for the harmony of personal interests is extremely simple. It was discovered 2500 years ago by Confucius, and I. Kant clarified it, giving a rational look "another person should not be a means for you". Summing up the thoughts of our great ancestors, let's say: the only, reliable, effective means of sustainable development of all manifestations of human life will be the achievement of mutually interested coexistence of people. With regard to production in general and consumer goods, in particular, the conclusion is even more simplified to the creation in a specific production of technical, economic and humanitarian (socio-cultural and psychological) conditions aimed at a high-quality, demanded and affordable product. The organization of production can be considered reasonable only if it is subordinated to the sole purpose of producing products demanded by consumers.

Where are the reasons for this abnormality, what? Is this connected with objective factors, we have not yet been able to overcome the resistance of whose forces, or are the braking forces of an inertial nature, have we inherited, introduced in the order of modernization and we are able to fight them, and not with the consumer in the market? What are our reserves?

The answers to these questions must be sought in systems analysis, which requires an appeal to scientific and philosophical theory. One should not be afraid of the tension of thought-creation. The famous naturalist D. Dan, following Charles Darwin, analyzed the meaning of competition, came to the

conclusion that competition in the struggle for existence is not limited to greater and better adaptation to circumstances, it strengthens the nervous system and develops the brain. So let's start with philosophical reflection.

In economics and politics, many phenomena are known that contradict the nature and functions of these spheres of public life. Practical development does not always coincide with historical logic. History, in spite of its reasonable basis, does not always coincide with the history of the implementation of the activity of a Homo sapiens, often drives the reflection of reason into a dead end. In this connection, the problem arises, if the history of the socio-cultural activity of a "reasonable man" should be, at least, no less reasonable and logical than the individual mind of a person who is subject to randomness incomparably more than the socialized mind of mankind, then how to explain the presence of social anomalies, a kind of "jams"?

They are historical dead ends from which we must regularly get out, or the product of the costs of the underdevelopment of the organization of social relations and management, including here a limited knowledge of historical laws. In other words, we have before us the riddle of history and we should determine where to look for the keys to its solution - in consciousness, or in objective reality? What exactly should you focus on? We do not have an answer that could be reasoned enough. Moreover, it seems to us that it would be more legitimate to study the nature of this problem in parallel - both in social life and in public consciousness.

The reasonableness of the history of human activity could not fail to lay down a logically expressed picture, but the absence of extra-logical processes in real history would look as if the scenario of history had been written in advance by someone and the one who invented it continues to orchestrate the course of the historical movement. N.G. Chernyshevsky compared history with Nevsky Prospekt, laid along a ruler. He did this to emphasize that historical consistency requires specific awareness. History is comparable to the order of movement in the physical space of being, but it is located in it nonlinearly.

There are no straight lines in nature - they are conditional and exist as intervals of movement. The same is in the development of society, it is reasonable to the extent of historical concreteness. And each historical concreteness carries both something new and unresolved or limitedly resolved problems left as a legacy to the coming generations. Historical logic stumbles upon the imperfection of historical concreteness and will be better understood as a sequence of concrete historical rationality built from the contradictions of the rationality of human activity, in fact, the relative logic of the historical specifics that

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accompanies the historical ascent of the socialized Homo sapiens.

The twentieth century has confirmed the idea of historical materialism in its Marxist interpretation. The development of social life is based on the movement of material production, the connecting element of which was originally a rational-active person. Human history grew out of labor, but the current state of labor became possible only at the stage of homo sapiens, which means the following: production serves as the basis of social progress when it finds its expression in human rationality. To be a real force, production must correspond to the needs of people, the need to manifest itself in thoughts, while thoughts capture feelings, become convinced.

The improvement of production is due to the transformation of science into a direct productive force, technical progress, however, in no less dependence, the productivity and quality of productive activity depends on the moral factor - the attitude of a person to work. In this light, the Japanese mentality, developed by the original economic policy, linking the interests of owners and employees, is indicative. Its core is a national tradition dating back to the history of Confucianism. Confucius taught: "When governing a state, constant attention to affairs and sincerity in relation to people, moderation in spending and love for the people are necessary. And it is equally important to encourage people to work. "

In Japan, China and other countries of the East, you can find examples of moral disorder, but they do not so much indicate a sociocultural reorientation in the national format, as about the historical costs of the development of national culture. There, the overwhelming majority of the population continues to listen to the words and reasoning of teachers. "Wealth and nobility, explained Confucius, are the subject of human desires, but a noble husband does not use them if they got it illegally ..." How can a noble man bear such a high name if he has lost his philanthropy? A noble man does not part with philanthropy for an hour, it is sure to be with him: both in trouble and in worldly vanity. "

To maintain the prestige of the enterprise in Japan, the main phenomenon of the social form of life is actively used - the family, family traditions, which accumulate the strength of morality. the company is served by the family. Each family member, traditionally associated with the history of production, perceives the enterprise and his work in it through the prism of the family tradition, relieving the burden of labor alienation, which is inevitable in the conditions of exploitation. Exploitation itself drapes into the form of social partnership. The essential contradictions of bourgeois production remain, but the form of their perception by consciousness changes. In modern Russia, the term "exploitation" is not used to characterize production, which is not surprising given the existing practical attitude towards national culture,

especially towards education, which is officially aimed at developing competencies by politics.

The quality of production and the quality of the product of production depend on technical conditions - technology, technical means, organization of production, professional qualifications of organizers and performers and attitude to work. The last two components form the content of the concept of "subjective factor" or "human capital". Relying on the achievements of the scientific and technological revolution, entrepreneurs are trying to minimize the complicity of the "subjective factor" due to its volatility. Without advertising, the "subjective factor" refers to the conditions of uncertainty and risk.

The problem here is that all attempts to limit the presence of the subjective factor in production and, mainly, in its technological component, inevitably lead to the absolutization of the technical component. It becomes a total means of increasing labor productivity, production safety and profitability. Thus, the management of the organization of production development is delegated to artificial intelligence, built on the laws and rules of formal logic, expressing one of the sides of development - conservatism.

The original law, and, in essence, the principle of this logic is the law of identity. The subject and the subject, their connection are recognized as unchanged. Movement is reduced to its relative moment - rest. Peace replaces movement and, along with it, change as the essence of any movement.

Charles Darwin said: nature does not like jumps and explained, because everything consists of them. J. Cuvier, on the other hand, tried to understand the variability of species as a result of terrestrial cataclysms. The life of nature tells us that we should be afraid of logical linearity in thinking. It is effective when something is actual to bring to perfection in its traditional manifestation. For example, in the case of improving the existing assortment, achieving a rational balance of customer requirements for a well-known attractive product, its quality and price. But everything comes to an edge, improvement is no exception, therefore, you need to look in advance for options for an interesting perspective development of the product line, think not about what, in principle, already exist, improve what is available, but try to fantasize systematically, outstripping demand with innovations.

Our thinking in that part, which is called creative, creative, is spacious enough for innovative actions. It is only important to understand that beyond the horizon of the known, Aristotelian logic suffers its heuristic potential. Forward thinking is thinking trying to "grasp" the direction of change in commodity production. It is dominated by the possibility in thinking of anticipatory reflection of reality - a property discovered by P. Anokhin. There are physiological grounds to foresee changes, mental

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prerequisites in the form of will, needs, emotions are also natural. It remains to look for logical tools. The arrow of movement should be transferred from the Aristotelian formal logic to the Hegelian dialectic, based on the principle of the development of the content of concepts and changes in the concepts themselves. Representing the peculiarity of dialectical logic, its fundamental difference from the logic of Aristotle, G. Hegel wrote: "In rational logic, the concept is usually considered as a simple form of thinking and, more precisely, as a general idea that the concept as such is something dead, empty, abstract." And he clarified: "Of course, the concept should be considered as a form, but as an infinite, creative form."

It is no coincidence that Karl Marx's associates noted that the founder of the universal understanding of dialectics did not leave the textbook to the heirs, since they were supposed to be the logic of analyzing the movement of production in Capital. K. Marx showed how the logical limited thinking of production managers reduces the process to capital management and brings production not only to a crisis provoked by overproduction, but also to social and political tension. The development of political economy after Karl Marx was expected, subordinated to the historical rehabilitation of capitalism. Intellectual and political forces concentrated on identifying the perfection of commodity production with its bourgeois form of organization.

This is where the features of Aristotelian logic, aimed at the invariability of the conditions of inference, came in handy. If commodity production is the only universal reality of the objective historical process in a developed society, then history itself is destined to be carried out with dignity, exclusively in the form of a bourgeois organization. Thus, the consumer's thinking, also tuned in general to a formally logical type of action, leads to the final conclusion: the period preceding capitalism was prehistoric, just becoming. The true history of commodity production is taking place in bourgeois form. Objective reality was embodied in an absolute, that is, ahistorical form.

The power of logic lies in the ability to build an internally consistent theory, but the truth of any theory is verified by more than one of its sequences. Here the correspondence of the consequences of the theory to the realities of life is of particular importance. Economic theory is being tested on a massive scale, because its results affect everyone directly. People may or may not be producers, but everyone consumes products and everyone wants to make consumption consistently of high quality and consistent with their ability to pay.

Beginning with handicraft work and the guild form of its organization, the quality of the goods pushed all other signs of production into the background. While the division of labor wore a guild form, and inside the guild, everyone produced goods

up to the final marketable form and fully guaranteed quality with their brand, the quality of production and the quality of the goods remained in the unity of existence, and the problem of the quality of the goods was simplified, boiling down to the observance of the technological standard of production. Production was a way of life support for the manufacturer, therefore the relevance of the quality of the goods was removed by the specifics of his attitude to production.

On the market, the goods were of high quality, the only thing to be feared was falsification, which did not have the current scale and was resolutely suppressed both by the state and by the self-regulation of trade. For mass production, which was the main consequence of the industrial revolution, the problem of the manufacturer's interest in the quality of goods among the socially significant was not noted. It undoubtedly existed, but the nature of production did not allow it to leave the sphere of private consciousness and materialize in the assortment of goods.

Potentially, this problem appeared even before commodity production, but at that time it was in the form of an abstract possibility, because the reality was the relevance of the quantity of the product produced. Manufacturing was only gaining momentum as a source of human vitality. First, the problem of quantity was born, the increase in quantity raised the question of quality, since it became possible to compare the product produced, specialization of production was outlined depending on the originality of the natural environment.

Production management assumes that the relevant management services manage the process of processing raw materials, materials and semi-finished products entering the enterprise into the product that the enterprise offers to the external environment. For this, the management carries out the following operations: management of product development and design; selection of a technological process, placement of personnel and technology in the process in order to optimize manufacturing costs and selection of methods for manufacturing a product; management of the purchase of raw materials, materials and semi-finished products; inventory management in warehouses, which includes storage management of purchased goods, home-made semi-finished products for internal use and final products; quality control.

Marketing management is designed to integrate the satisfaction of the company's customers and the achievement of the company's goals into a single consistent process through marketing activities for the implementation of the product created by the enterprise. For this, the management of such processes and actions as: market research; advertising; pricing; creation of sales systems; distribution of created products; sales.

An emerging market required a variety of products. We needed goods within the framework of

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the differences in the purchasing power of consumers. Factory - factory production, based on a technical base, opened up the prospect of varying the quality of goods. The harsh production restrictions that characterized the shop floor have receded. Products of different quality appeared on the market. In the British philosophy of the Enlightenment, the very concept of quality was actively discussed. J. Locke proposed a version of the combination in determining the quality of the objective properties of an object and their subjective perception by consciousness.

Financial management consists in the fact that management manages the process of the movement of funds in the enterprise. To do this, it is carried out:

- drawing up a budget and financial plan;
- formation of monetary resources;
- distribution of money between the various parties that determine the life of the enterprise;
- assessment of the financial potential of the enterprise.

Personnel management is associated with using the capabilities of employees to achieve the goals of the enterprise. HR work includes the following elements:

- selection and placement of personnel;
- training and development of personnel;
- compensation for work performed;
- creating conditions in the workplace;
- maintaining relations with trade unions and resolving labor disputes.

Accounting management involves managing the process of processing and analyzing financial information about the operation of an enterprise in order to compare the actual activities of the enterprise with its capabilities, as well as with the activities of other enterprises. This allows the company to uncover problems that it should pay close attention to, and choose the best ways to carry out its activities, so as not to provoke bankruptcy.

To implement the above conditions, filling the market with goods in demand, it is advisable to form a territory of advanced social and economic development on the basis of the mining towns of the Rostov region "Shakhty".

Infrastructure of the territory of advanced socio-economic development - a set of land plots with buildings, structures located on them, including objects of transport, energy, utilities, engineering, social, innovation and other infrastructures located in the territory of advanced socio-economic development, as well as the specified infrastructure facilities located outside such territory, but ensuring its functioning.

Resident of the territory of advanced socio-economic development - an individual entrepreneur or a commercial organization, a legal entity, the state registration of which was carried out in the territory of advanced socio-economic development in accordance with the legislation of the Russian Federation (with

the exception of state and municipal unitary enterprises), which entered into in accordance with this Federal Law an agreement on the implementation of activities in the territory of advanced social and economic development (hereinafter - the agreement on the implementation of activities) and are included in the register of residents of the territory of advanced social and economic development (hereinafter - the register of residents).

The territory of advanced socio-economic development is a part of the territory of a constituent entity of the Russian Federation, including a closed administrative-territorial entity, where, in accordance with the decision of the Government of the Russian Federation, a special legal regime for carrying out entrepreneurial and other activities has been established in order to create favorable conditions for attracting investments, ensuring accelerated social - economic development and creation of comfortable conditions for ensuring the life of the population.

An authorized federal body is a federal executive body authorized by the Government of the Russian Federation in the field of creating territories of advanced social and economic development in the territory of a federal district, territories of federal districts.

Management company - a joint-stock company, which is determined by the Government of the Russian Federation in order to perform functions of managing the territory of advanced socio-economic development and one hundred percent of the shares of which belongs to the Russian Federation, and (or) a subsidiary business company, which was created with the participation of such a joint-stock company (hereinafter - subsidiary of the management company).

The territory of advanced social and economic development is created for seventy years by the decision of the Government of the Russian Federation on the basis of the proposal of the authorized federal body. The period of existence of the territory of advanced social and economic development may be extended by decision of the Government of the Russian Federation.

The decision of the Government of the Russian Federation on the creation of a territory of advanced socio-economic development is adopted in the form of a resolution that provides.

The list of types of economic activity, in the implementation of which a special legal regime for carrying out entrepreneurial activity, provided for by this Federal Law, is in effect.

The minimum amount of capital investments of residents of the territory of advanced socio-economic development in the implementation of relevant types of economic activity in the territory of advanced socio-economic development.

The proposal to create a territory of advanced socio-economic development is submitted to the

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Government of the Russian Federation by the authorized federal body in agreement with the relevant supreme executive body of state power of the constituent entity of the Russian Federation and the local self-government body or local self-government bodies with the application of the information specified in part 2 of this article as well.

Predictive analysis of the socio-economic consequences of the creation of a territory of advanced socio-economic development, including a predictive assessment of the dynamics of growth in the volume of additional revenues coming to the respective budgets in connection with the creation of a territory of advanced socio-economic development.

Economic and geographical characteristics of the territory of advanced social and economic development.

Assessment of the need to attract foreign workers, including by professional qualification groups, taking into account the situation on the labor market of the constituent entity of the Russian Federation, within the boundaries of which it is planned to create a territory of advanced socio-economic development, taking into account the political, economic, social and demographic situation in this subject of the Russian Federation.

Information on the availability of investors who have concluded preliminary agreements with the authorized federal body that determine the type of planned economic activity, the amount of investment, the number of jobs created.

The territory of advanced socio-economic development is created on the territory of a municipal formation or the territories of several municipalities within the boundaries of one constituent entity of the Russian Federation.

Within thirty days from the date of the adoption by the Government of the Russian Federation of the decision specified in part 2 of this article, the authorized federal body, the supreme executive body of state power of the constituent entity of the Russian Federation and the executive and administrative body of the municipal formation or the executive and administrative bodies of municipalities, in whose territories a territory of advanced socio-economic development is created, conclude an agreement on the creation of a territory of advanced socio-economic development that can be installed.

Obligations of the supreme executive body of state power of a constituent entity of the Russian Federation, obligations of the executive and administrative body of a municipal formation or executive and administrative bodies of municipalities to transfer the management company to the ownership or lease of land plots and other real estate objects that are state or municipal property and located in the territory of the socio-economic development.

The procedure for financing the construction, reconstruction and (or) operation (hereinafter -

placement) of infrastructure facilities of the territory of advanced socio-economic development at the expense of the federal budget, the budget of the constituent entity of the Russian Federation, the local budget, extra-budgetary sources of funding.

The procedure for the operation of infrastructure facilities of the territory of advanced socio-economic development, created at the expense of the federal budget, the budget of the constituent entity of the Russian Federation, the local budget, non-budgetary sources of financing and located in the territory of advanced socio-economic development.

The procedure for the ownership, use and disposal of property created at the expense of the federal budget, the budget of the constituent entity of the Russian Federation, the local budget, non-budgetary sources of funding and located in the territory of advanced socio-economic development, after the termination of the existence of the territory of advanced socio-economic development.

Conditions for granting residents of the territory of priority socio-economic development tax benefits for the payment of taxes on the property of organizations, land tax, including the timing of these benefits.

The list of land plots located in the territory of advanced socio-economic development, or in the absence of land plots formed on such a territory or part of it, the obligations of the relevant party to the agreement on the creation of a territory of advanced socio-economic development by their formation.

Additional terms of the agreement on the creation of a territory of advanced social and economic development may be determined by the Government of the Russian Federation.

The decision to change the boundaries of the territory of advanced socio-economic development is made by the Government of the Russian Federation at the proposal of the authorized federal body, agreed with the relevant supreme executive body of state power of the constituent entity of the Russian Federation and the local government or local government bodies.

The territory of advanced socio-economic development cannot be created within the boundaries of a special economic zone or a zone of territorial development. The territory of advanced socio-economic development cannot include a special economic zone or a zone of territorial development.

On the territory of advanced social and economic development, objects that form industrial (industrial) parks can be created.

Financial support for the placement of infrastructure facilities in the territory of advanced socio-economic development is carried out at the expense of the federal budget, the budget of the constituent entity of the Russian Federation and local budgets, as well as extra-budgetary sources of funding.

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The obligations of the Russian Federation to finance the placement of infrastructure facilities in the territory of advanced socio-economic development can be fulfilled by means of.

Making a contribution to the authorized capital of a management company, one hundred percent of the shares of which belongs to the Russian Federation and which finances the placement of infrastructure facilities in the territory of advanced socio-economic development.

Granting subsidies to reimburse the interest rate on loans attracted by investors for the construction of infrastructure facilities, in the amount of up to one hundred percent of the refinancing rate.

Using other mechanisms for project financing.

Use of other methods provided for by the legislation of the Russian Federation.

In order to coordinate activities and monitor the implementation of the agreement on the creation of a territory of advanced socio-economic development, assistance in the implementation of projects of residents of the territory of advanced socio-economic development, projects of other investors, assessment of the efficiency of functioning of the territory of advanced socio-economic development, as well as for the purpose of considering and approval of long-term plans for the development of the territory of advanced socio-economic development, control over the implementation of these plans, a supervisory board of the territory of advanced socio-economic development is created. The powers of the Supervisory Board also include resolving the issue of determining the share of foreign workers attracted by residents of the territory of advanced socio-economic development.

The supervisory board of the territory of advanced socio-economic development includes representatives of the authorized federal body, the highest executive body of state power of the constituent entity of the Russian Federation, other state bodies and the executive and administrative body of the municipality, as well as the management company. The supervisory board also includes representatives of territorial associations (associations) of trade union organizations and territorial associations of employers with the right to take part in deciding the share of foreign workers attracted by a resident of the territory of advanced socio-economic development. Representatives of residents of the territory of advanced social and economic development may be invited to participate in meetings of the supervisory board.

The composition of the supervisory board of the territory of advanced socio-economic development in the amount of no more than ten people is approved by the authorized federal body.

The powers of the supervisory board of the territory of advanced socio-economic development are established by the regulation on the supervisory

council of the territory of advanced socio-economic development, approved by the authorized federal body.

The authorized federal body carries out:

- issuance of construction permits, permits for the commissioning of facilities in the implementation of construction and reconstruction of infrastructure facilities in the territory of advanced socio-economic development;

- approval of the territorial planning scheme of the subject of the Russian Federation in which the territory of advanced socio-economic development is created or operates, approval of documentation on the planning of the territory of advanced socio-economic development for the placement of capital construction objects of regional significance within the boundaries of municipalities in which the territory of advanced socio-economic development is located, implementation of state construction supervision in cases provided for by the Urban Planning Code of the Russian Federation;

- approval of the draft layout of the territory of advanced socio-economic development for its integrated development; approval of the procedure for maintaining the register of residents, the composition of information contained in the register of residents, as well as the procedure for submission to government bodies, including tax authorities, to a local government body or local government bodies, bodies exercising control over the correctness of calculation, completeness and timeliness of payment (transfers) of insurance contributions to state non-budgetary funds (hereinafter referred to as the bodies controlling the payment of insurance contributions), in accordance with their powers, documents confirming the status of a resident of the territory of advanced socio-economic development;

- control over the implementation by a resident of the territory of priority socio-economic development of the agreement on the implementation of activities;

- control over the activities of the management company and its subsidiary;

- coordination of documents for the territorial planning of municipalities, within the boundaries of which the territory of advanced socio-economic development is located, as well as the rules for land use and development;

- the provision of land plots in federal ownership and located in the territory of advanced social and economic development;

- making a decision on land reservation and compulsory alienation of land plots (seizure of land plots) for state needs in order to locate infrastructure facilities in the territory of advanced socio-economic development;

- the establishment of easements in relation to land plots in order to locate infrastructure facilities in

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the territory of advanced socio-economic development;

- other powers stipulated by this Federal Law.
- publishes on its official website in the information and telecommunication network "Internet" information about the availability of land plots and other real estate located in the territory of advanced social and economic development and subject to lease.

The list of types of economic activities in the implementation of which there is a special legal regime for carrying out entrepreneurial activities in the territory of the priority social and economic development of "Shakhty":

- ❖ all types of economic activities included in the shoe industry class;
- ❖ all types of economic activities included in the class "clothing industry";
- ❖ all types of economic activities included in the "knitwear industry" class;
- ❖ all types of economic activities included in the class "leather goods industry";
- ❖ all types of economic activities included in the class "production of leather and fur";

- ❖ all types of economic activities included in the class "chemical industry";
- ❖ all types of economic activities included in the class "textile industry";
- ❖ all types of economic activities included in the class "manufacture of machinery and equipment";
- ❖ all types of economic activities included in the class "advertising activities and market research";
- ❖ all types of economic activities included in the class "rent and leasing";
- ❖ all types of economic activities included in the class "professional scientific and technical activities";
- ❖ all types of economic activities included in the class "employment and recruiting activities";
- ❖ all types of economic activities included in the class "administrative and economic activities, auxiliary activities to ensure the functioning of the organization, activities to provide other support services for business";
- ❖ all types of economic activities included in the class "provision of electricity, gas and steam; air conditioning";

The characteristics of the territories included in or involved in the territory of advanced social and economic development are shown in Figures 1-6.



Figure 1 - Territory of advanced social and economic development within the SFD and NCFD

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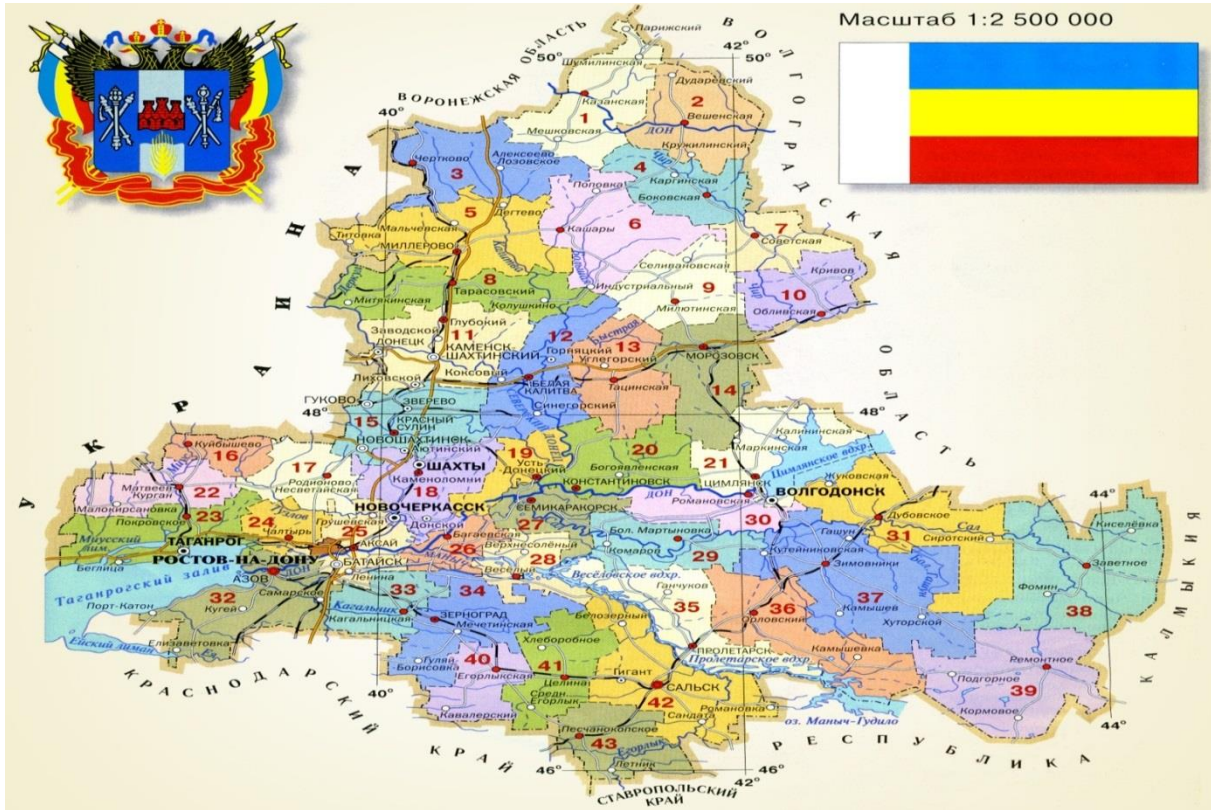


Figure 2 - Characteristics of the territory of the Rostov region within the TOP

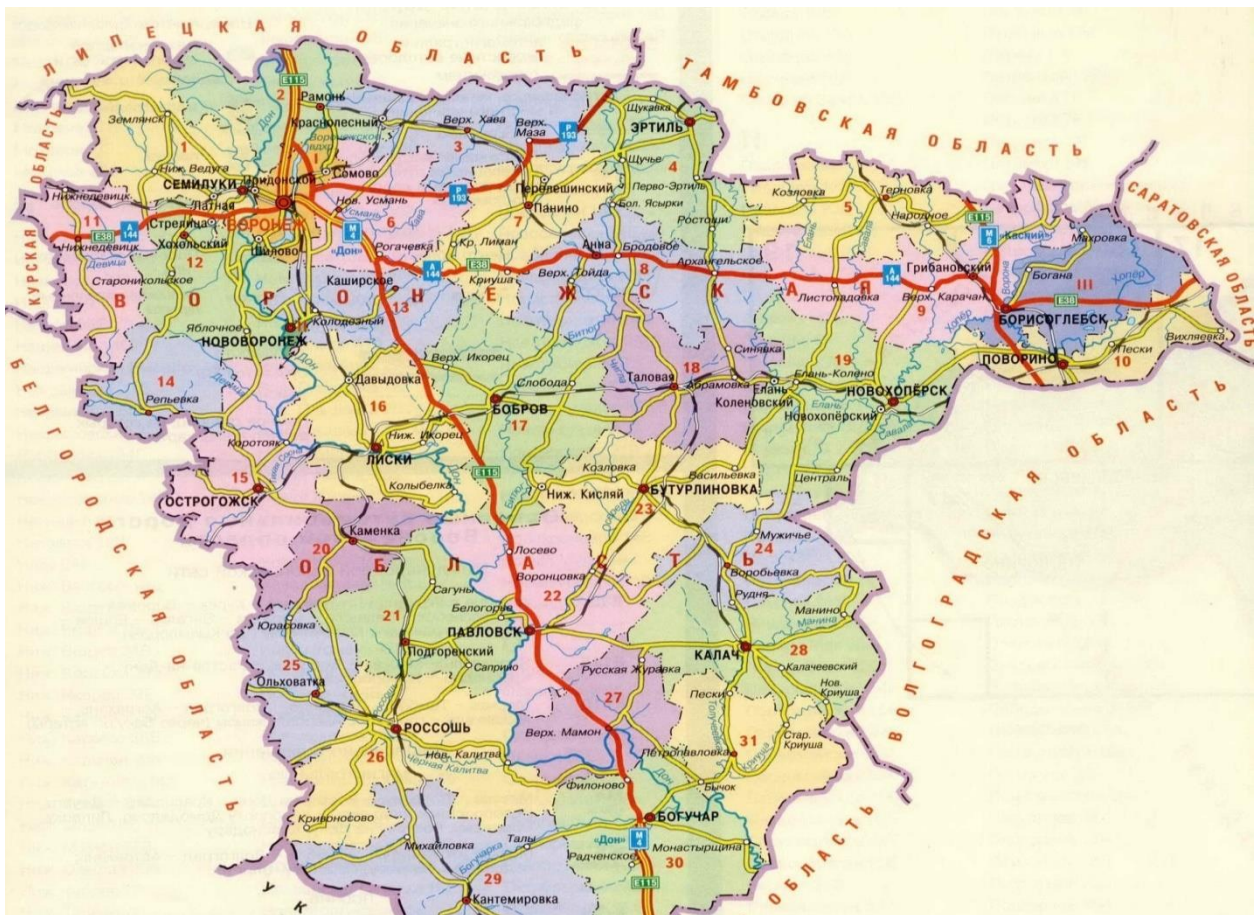


Figure 3 - Characteristics of the territory of the Voronezh region within the ASEZ

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Figure 4 - Characteristics of the territory of the Stavropol Territory within the TOP

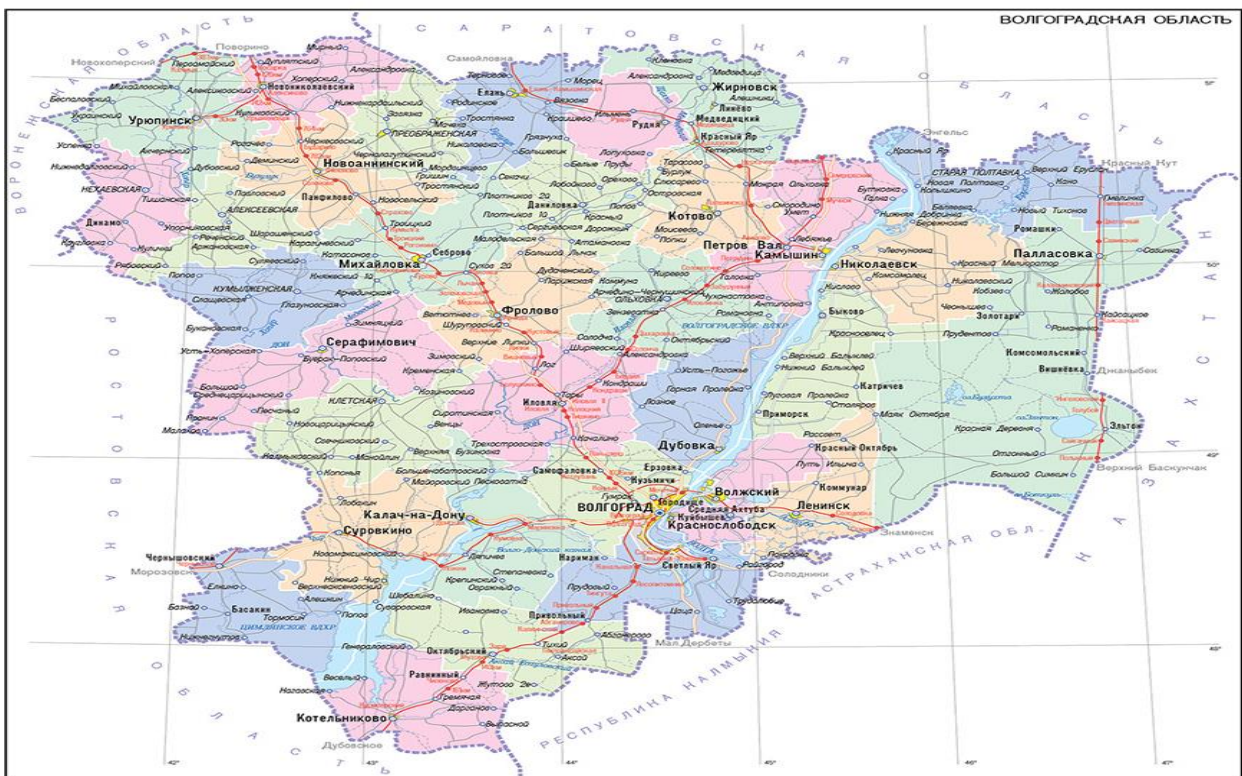


Figure 5 - Characteristics of the territory of the Volgograd region within the ASEZ

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Figure 6 - Characteristics of the territory of the Krasnodar Territory within the ASEP

Conclusion

Thus, it follows that the objective conditionality of the standard makes the standard dependent on the improvement of scientific knowledge, technical progress and the development of economic activity: the organization of production, the state of market relations, changes in the solvency of the mass consumer. The "Standard" is the last technical policy tool. In it, in a "shot" form, the state of social life is concentrated. Along with the normalization of the economy, felt changes in culture, education, education, health care, in relations with the natural environment, the attitude towards consumer standards will change - not only those who go to stores. The political perception of standards will also be forced to rebuild. An understanding of the socio-cultural value of the standard will come as a kind of link connecting scientific and technological progress, the balanced development of production, the natural and logically derived requirements of the people with the interests of politicians. The politicians and their economic advisers have two options: either to reconstruct the economic and socio-cultural, especially in the field of

education, politics, that is, to take the initiative in solving the accumulated problems; or the initiative will be taken by production workers with consumers, and in this case there will be a different policy. In both versions, the end is the same - the history of the standard will take another height, and people will become wiser. Wisdom is the support of life for all times. The politicians and their economic advisers have two options: either to reconstruct the economic and socio-cultural, especially in the field of education, politics, that is, to take the initiative in solving the accumulated problems; or the initiative will be taken by production workers with consumers, and in this case there will be

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To solve all sorts of problems associated with the appearance of defects, equipment malfunctions, an increase in the time from the release of a batch of products to its sale, the presence of unsold products in the warehouse, the receipt of complaints, it is necessary to use the Pareto chart.

The Pareto chart allows you to distribute efforts to resolve emerging problems and establish the main factors with which you need to start to act in order to overcome emerging problems, using the advantages of participatory management, namely: increasing staff motivation; team building; increasing employee loyalty to the company; accelerating the development and implementation of innovations; improving the image of the enterprise; increasing the efficiency of economic activity. And the success of the company staff is guaranteed.

In terms of achievement of the target indicators of the development of the strategy for the production of demanded products in the regions of the Southern Federal District and the North Caucasus Federal District, a set of measures has been developed for priority areas of technological, economic and social development of light industry for the production of popular products, scientifically and economically confirming the objective need to take urgent and concrete actions implementation, including on the part of state bodies within the framework of the Federal Law on Territories of Advanced Social and Economic Development.

The development of measures was carried out taking into account the strategic goals, legislative acts that determine the state policy in the development of light industry in the medium and long term.

Increasing the competitive advantages of the light industry for the production of demanded products, demand and consumer preferences, technical regulation:

— ensuring the compliance of Russian products with international standards in terms of quality, environmental safety and design;

— an increase in the output of competitive products of a new generation that are in demand on the market with qualitatively new output consumer characteristics, functional properties and with a high share of added value;

— outstripping growth of the beneficial effect in comparison with the growth of costs for new and previously developed types of similar and functionally homogeneous products, efficiency in fulfilling orders and customer requirements within the territories of advanced social and economic development based on

mining cities of the Rostov region for the production of products in demand.

Technical re-equipment and modernization of production popular products of light industry:

— modernization of the bulk of the operating technological equipment, allowing to improve its technical, economic and operational characteristics;

— creation of new equipment with a high degree of automation, corresponding to the world competitive level and capable of mastering advanced technologies and ensuring the rapid change of the assortment, development of technical documentation and requirements for its manufacture;

— the use of leasing for the purchase of imported equipment or the implementation of direct purchases of new high-performance imported equipment and spare parts for it that are not produced in our country;

— development of VIP projects (anti-crisis programs) for the financial recovery of the industry, providing for technical re-equipment, modernization, reconstruction and creation of high-tech industries, attracting foreign capital, investments from Russian business and budget funds for their implementation.

Development of innovative activities of enterprises light industry for the production of the demanded industry:

— implementation of structural and technological restructuring, development of proposals for the preservation and development of the intellectual potential of light industry, creation of a state scientific innovation center for light industry;

— development and development of basic industrial technologies (including nanotechnology and nanomaterials, system information technologies of inter-industry level), modular and flexible technological systems for the production of competitive high-tech world-class products used in strategically important areas;

— organization of mass production of an innovative product at the enterprises of the industry, including product and technological process modifications, structural changes in the range of manufactured products, training and retraining of personnel to service equipment operating on new technologies;

— development of international cooperation with foreign countries on the basis of bilateral and multilateral agreements and programs for the development, acquisition and sale of technologies, licenses, holding joint scientific and technical symposia, conferences, exhibitions.

Protection of the domestic market from illegal shadow trade of goods and Russian manufacturers, the formation of a civilized market for consumer goods, the creation of fair conditions for competition between Russian and imported products:

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— prompt measures to suppress the channels of the illegal flow of imports and reduce the amount of illegal import into the territory of the Russian Federation of contraband goods (mainly of low quality) and counterfeit products, to destroy counterfeit products by withdrawing illegal industries from the shadows, as well as measures to tighten control over the implementation of current legislation in this domain;

— preparation of a number of amendments to draft laws concerning the improvement of the regulatory framework for the collection of tax payments and duties when importing products using cargo transportation, as well as measures to protect against counterfeit products;

— monitoring the volume of sales and prices for consumer goods in retail markets and, on its basis, the development of a flexible tariff and duty policy that stimulates the production and export of Russian goods and selectively restricts imports, primarily highly competitive finished products;

Improvement of the system of providing light industry with raw materials:

— monitoring of the world and Russian markets of raw materials and the situation in prices for raw materials in order to develop proposals for the purchase of raw materials, dyes and TVB in volumes and assortments necessary to ensure the forecasted volume of light industry products;

— development of requirements for the quality and range of raw materials for the textile and light industry.

Adopting a positive decision to create a territory of advanced social and economic development on the basis of mining towns in the Rostov region will solve three main tasks:

1. Filling the markets for consumers with competitive and demanded products;
2. Creation of new jobs, reducing social tension in these regions;
3. Save small and medium-sized cities from the specified regions from extinction.

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STUDYING THE KINETICS OF THE ACID HYDROLYSIS REACTION AND THE STRUCTURAL CHARACTERISTICS OF LOW-MOLECULAR CHITOSAN BOMBYX MORI

Abstract: This article investigates oligochitosan and low-molecular-weight chitosan, mainly chitosan derivatives that contains bactericidal, growth-stimulating and antifungal properties and are non-toxic to the environment. As these points were considered under world interest, samples of low molecular weight chitosan were obtained by acid hydrolysis of high molecular weight chitosan isolated from *Bombyx mori*. Research pinpoints and makes scrutinize analyzes on the kinetic regularities of the synthesis of oligosaccharides. It also mentions the rate constant for the formation of low molecular weight (oligo) chitosan *Bombyx mori*, which is $K = 4.6 \times 10^{-6} \text{ g mol}^{-1} / \text{min}$, was determined depending on the degree of depolymerization of the process on time and from the slope. In conclusion, Structural and physicochemical properties were studied using AFM and IR spectroscopy.

Key words: *Bombyx mori* chitosan, *Bombyx mori* oligochitosan, acid hydrolysis, rate constant.

Language: English

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Introduction

UDC 678.5, 547.64

Chitosan macromolecules are characterized by different molecular weights (polymerization degree), deacetylation degree, protonation degree (pKa value), solutions viscosity, acetylated and deacetylated residues arrangement in the polymer chain and molecular weight distribution. Most of the aforementioned characteristics affect the chitosan solubility in water, in its turn, the manifestation of biologically active properties by chitosan largely depends on the solubility [1-4]. The work [4-6] investigated the antibacterial activity of narrowly dispersed

oligochitosans samples, differing in molecular weight, at different pH values. It was shown that under acidic conditions a stronger inhibitory effect is characteristic of samples with a higher molecular weight, and under slightly alkaline conditions, chitosan forms close to oligomeric are more active. It is assumed that the antibacterial chitosan activity is determined by its amino groups protonation degree, which is a variable and depends both on the molecular weight of the substance and on the pH environment.

Numerous works analysis shows that water solubility and biological activity of low molecular weight chitosan (oligochitosan), especially antiviral and antibacterial activity, as well as biocompatibility

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improves with decreasing molecular weight compared to high molecular weight chitosan [7-11].

As it's known, until now oligochitosan is obtained on the basis of chitosan from crab sources. For the first time we have obtained oligochitosan on the basis of *Bombyx mori* chitosan.

It determined that oligochitosan effectively inhibits the *Fusarium oxysporum* growth compared to control and standard [12-15]. In order to determine the kinetic laws acid hydrolysis was carried out with varying synthesis conditions.

Research methods.

In this work it was used high molecular weight chitosan samples derived from silkworm pupae *Bombyx mori* with 190 kDa molecular weight, determined by viscometry data. Molecular weight of low molecular weight chitosan determined by viscometry method using an Ubelode viscometer based on the Mark-Kuhn-Houwink equation.

Deacetylation samples determined by conductometric titration method in the Mettler Toledo device. To study the change in particle size of the obtained samples, AFM studies were performed using an Agilent 5500 atomic force microscope (AFM).

It was also studied the structural characteristics of the obtained low-molecular-weight chitosan samples, X-ray structural studies were carried out on a DRON-3M diffractometer using monochromatic $\text{CuK}\alpha$ -radiation with a wavelength $\lambda = 1,54 \text{ \AA}$.

The chitosan samples crystallinity degree is determined based on the formula below:

$$\text{CD} = \frac{S_k}{S_k + S_a} \times 100 \quad (1),$$

where CD—crystallinity degree;

S_k – crystal area;

S_a – amorphous area.

In order to study the acid hydrolysis reaction kinetics of chitosan, the reaction was carried out in 1 M hydrochloric acid solution at 60 °C for 6 hours.

Results and discussion.

Based on the obtained viscometric data, α depolymerization degree and its dependence on the synthesis time were calculated. The depolymerization constant of the initial chitosan was determined and the results are presented in Table 1.

Table 1. Physicochemical properties dependence of low molecular weight chitosan on the synthesis time

Samples	Synthesis time, min.	Nitrogen content *, %	DAD, %	MM	Particle size, AFM	Degree de.p., $\alpha \times 10^{-3}$
CH-init.	-	8,18	76,0	190,0	600 nm to 3 micron	-
CH -1	60	8,25	79,0	103,0	400-500 nm	1,65
CH -2	120	8,34	84,0	96,0	80-200 nm	1,75
CH -3	180	8,49	91,0	82,0	80-150 nm	1,99
CH -4	240	8,49	91,0	71,7	70-100 nm	2,27
CH -5	300	8,49	91,0	63,2	38-100 nm	2,58
CH -6	360	8,49	91,0	51,0	30-100 nm	3,20

* The nitrogen content is determined based on conductometric titration.

The results obtained show that with increasing duration is a significant decrease in the molecular weight of the original chitosan from 190 to 51 kDa. At the same time, there is an increase in the nitrogen content from 8.18% to 8.49%, which is evidence of acetamide groups' deacetylation by means of hydrochloric acid. It was shown that in the acid hydrolysis process, not only the glycosidic bonds cleavage occurs, but at the same time acetamide groups' deacetylation of the initial chitosan is

observed [13-15]. It was found that with an increase in duration to 180 minutes, the deacetylation degree (DAD) increases from 76% to 91%, then, with an increase in the synthesis time, the nitrogen and DAD content of the obtained low-molecular-weight chitosan changes insignificantly.

Also, the AFM results show, that with an increase in the depolymerization degree, the particle size decreases from 3 μm to 30 nm, respectively¹ (Fig. 1.).

¹ The authors are grateful to the junior researcher Kulumbetov A.S. for obtaining data from AFM studies.

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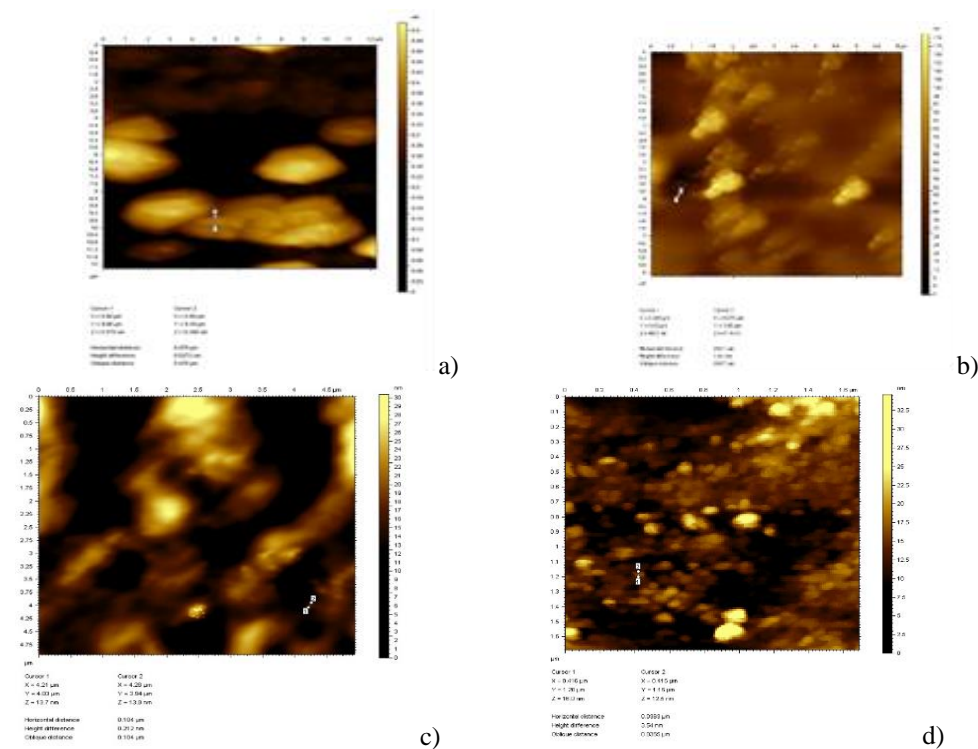


Fig. 1. AFM studies results of oligochitosan samples a, b, c, d.

To estimate the rate constant of the acid hydrolysis reaction, the depolymerization degree dependence of the process on time was plotted and the slope tangent was used to determine the reaction rate constant value for the low molecular weight formation (oligo) chitosan *Bombyx mori*, which is equal to $K=4,6 \times 10^{-6}$ g.mol / min.

The obtained X-ray diffraction chitosan patterns revealed characteristic reflexes in the ranges $2\Theta=9,1-10,3$; $19,9-20,0$, inherent in the functional acetamide, chitosan amine groups, respectively, and indicating a decrease in reflections for the crystal structure of the chitosan crystalline regions². The data obtained are shown in Figure 2.

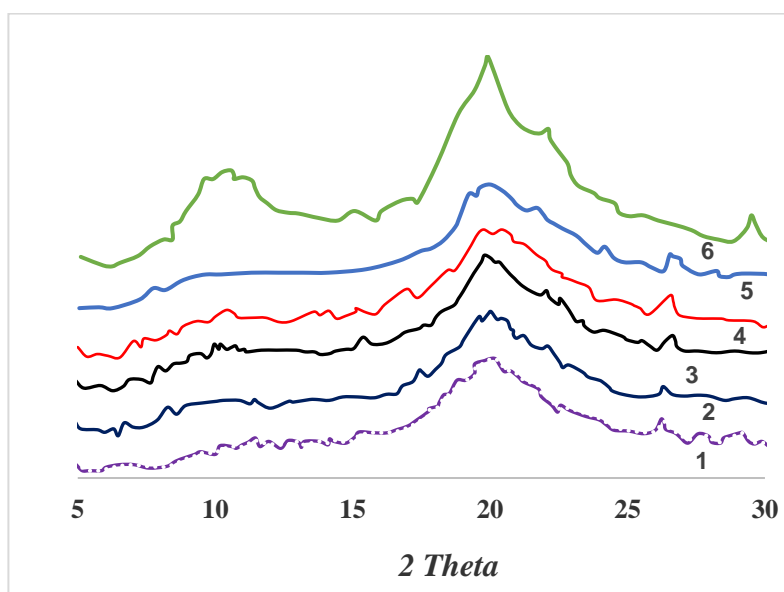


Fig. 2. RSA results of oligochitosan samples 1, 2, 3, 4, 5 and initial chitosan-6.

² The authors are grateful to Ph.D. Ashurov N.Sh. for receiving RSA data

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X-ray structural data confirm weakening of the intermolecular hydrogen bonds and the crystallinity degree, since the acidic hydrolysis of the initial chitosan leads to these bonds cleavage.

RSA results confirm that with the acid hydrolysis, a significant decrease in the crystallinity degree first occurs, which indicates a sharp decrease in the molecular weight of the initial chitosan. Then, with increasing duration, the degree of crystallinity of

the samples increases slightly due to partial recrystallization of the mobile parts of chitosan macromolecules. Changes in the intensity of the identified characteristic reflections in the RSA-spectrum of low-molecular-weight chitosan in comparison with RSA of the initial chitosan indicate the formation of low molecular weight chitosan. The change in the crystallinity degree is presented in table 2.

Table 2. The crystallinity degree of low-molecular-weight chitosan samples

Sample	2θ	D, Å	L, Å	Degre krist. %
CH init.	10,3	8,58	39,9	53.4
	19,9	4,46	80,7	
CH -1	10,3	8,59	79,8	32.7
	19,9	4,46	80,7	
CH -2	10,5	8,59	36,3	43.7
	19,9	4,46	80,7	
CH -3	10,5	8,42	19,96	48,0
	20,0	4,43	44,85	
CH -4	10,3	8,59	26,6	41,0
	20,0	4,43	40,4	
CH -5	9,1	9,12	79,8	30.2
	20,0	4,44	80,7	

The table shows that for all samples obtained by acid hydrolysis of the initial chitosan at different durations, characteristic reflections of the crystal structure CH 2θ — from 10,3° to 20° are observed, associated with interplanar distances (100) - (111). However, there are differences in diffraction angles, crystallinity intensity and degree.

The structure of the samples was confirmed using IR spectroscopy. In order to compare the

structural characteristics the IR spectra of the initial chitosans and oligochitosans have been obtained. The results are shown in Figure 3. In the IR spectrum of chitosan (Fig. 3 a), characteristic absorption bands at 1633 and 1577 cm⁻¹ were found corresponding to the functional groups of acetamide (amide I) and amine. In the range of 1310–1420 cm⁻¹ and at 2900 cm⁻¹, absorption bands of methylene groups were revealed. In the range 3200–3350 cm⁻¹, absorption bands of the hydroxyl group were found.

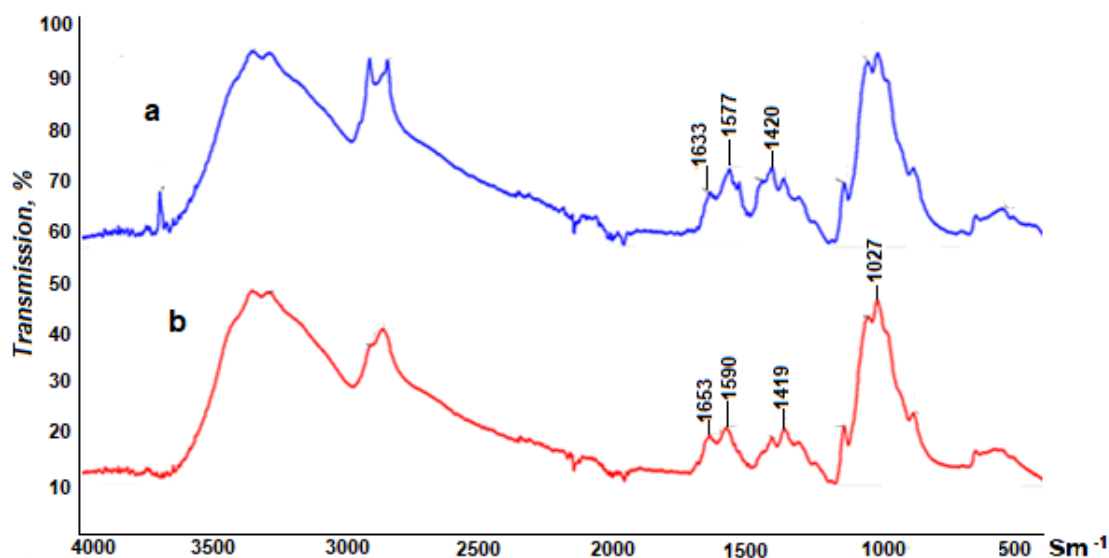


Figure 3. IR-spectra of chitosan-1 (a) and oligochitosan *Bombyx mori* (b)

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In the IR - spectra of chitosan and oligochitosan (Fig. 3, a. and b), characteristic absorption bands corresponding to the amino group and acetamide groups at 1650 and 1590 cm^{-1} were found. In the range of 2900-3000 cm^{-1} , a decrease in the intensity of the absorption band of hydroxyl and methylene groups was revealed, which indicates a decrease in the intermolecular hydrogen bond, taking into account the acidic hydrolysis of the initial chitosan.

Conclusion.

Thus, the acid hydrolysis process of chitosan has been studied in 1M hydrochloric acid solution at

60 °C for 6 hours. It was shown that with an increase in the hydrolysis duration molecular weight of chitosan decreases from 190 kDa to 51 kDa, in this case, a decrease in the particle size of the obtained samples from 3 microns to 30 nanometers is observed, there is also an increase in the resulting products deacetylation degree by deacetylation of acetamide groups with hydrochloric acid. The rate constant of the acid hydrolysis reaction of chitosan *Bombyx mori*, which value is equal to $K=4,6 \times 10^{-6}$ g.mol/min.

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TRENDS USING OF DIGITAL MARKETING METHODS IN THE FIELD OF BANKING AND FINANCIAL SERVICES IN DEVELOPED COUNTRIES

Abstract: This article is a research conducted by the author on the use of digital marketing methods in the field of banking and financial services around the world, and the article highlights the role of digital marketing in the services provided to consumers by the banking and financial services market.

Key words: Digital marketing, finance, banking, financial services, digital advertising, advertising market, advertising costs.

Language: English

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Introduction

The main goal of digital marketing is to ensure the perfect speed in the provision of banking and financial services in every process, from the bank to the customer. The high level of cash flow and sales, the low cost of maintaining financial resources, the ability to meet customer demand in a timely manner and the ability to fully implement it allow you to achieve such a speed.

Scientific literature and Internet sources contain various concepts and definitions of digital marketing, including, according to the American Marketing Association, “digital marketing is the use of personal computers, mobile phones, digital media, the Internet, and other platforms to promote goods and services. is a marketing component that uses digital technology” [1].

According to Peppers and Rodgers, “digital marketing strategies are based on traditional marketing principles, adapting to them using technology and the opportunities offered by digital media” [2], while Mike Nkub argues that “digital marketing strategies meet customer needs. include all online activities you take to achieve your satisfaction and marketing goals” [3].

Digital marketing delivers products and services to a target audience using technologies or platforms such as the internet, websites, email, mobile phones, and social networks. In our opinion, the five main types of digital marketing in the market of banking and financial services - mobile marketing, online advertising, social media marketing (SMM), contextual marketing (content marketing) and search engine optimization. use was found to be appropriate.

Nowadays, digital advertising is becoming more and more important, especially in the transition to the digital economy. Because social life today is unimaginable without advertising. Every business, every person invites a buyer to produce a product, to sell the product. In this process, of course, advertising is used. Social life today is unimaginable without advertising, because advertising has become a daily necessity, or rather, a market demand.

Because in the transition to the digital economy, the number of new services has increased dramatically. Digital advertising is highly developed in the United States, China, Japan, Canada, the United Kingdom, France, Germany, South Korea, Spain, and Switzerland. Because advertising is making a lot of money for big companies.

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"The advertising market is hurting the economy, but we don't think it's because advertisers have stopped investing," said Jonathan Barnard, head of forecasting at Zenit. "On the contrary, we think they are investing in other areas, such as advertising technology, information and e-commerce." [4] "Advertising is the flow of information about the way a product or service type goes from production to sales and to the consumer," explains F. Kotler, one of the founders of modern marketing theory [5]. According to statistics, revenue from digital advertising in 2019 was \$ 22 billion, and by 2022 this figure is projected to increase by 75% [6].

Worldwide, digital advertising spending will reach \$ 333.25 billion in 2019 and is projected to exceed \$ 517 billion by 2023. In the last two years, digital advertising has been growing rapidly, with advertising spending increasing by 17.6% in 2019 compared to 2018, and the share of social media advertising spending in the structure of digital

advertising spending in 2018 will be 45.9%. If so, it is expected to reach 60.5% by 2023 (Figure 1). This means that for the first time, digital advertising accounts for nearly half of the global advertising market.

Canada also pays more attention to mobile advertising, spending \$ 5.25 billion, or 62.1 percent of the cost of digital advertising. It is estimated that advertising generates an average of \$ 700-800 billion a year for the U.S. economy. Even the most expensive advertisements are made by US companies. In the U.S., digital advertising spending grew 19 percent to \$ 129.34 billion in 2020, representing 54.2 percent of total U.S. advertising spending. Digital advertising spending in the U.S. is projected to increase by about 85 percent between 2018 and 2023. During this five-year period, digital advertising spending in the United States is projected to increase from \$ 108 billion to \$ 201 billion.

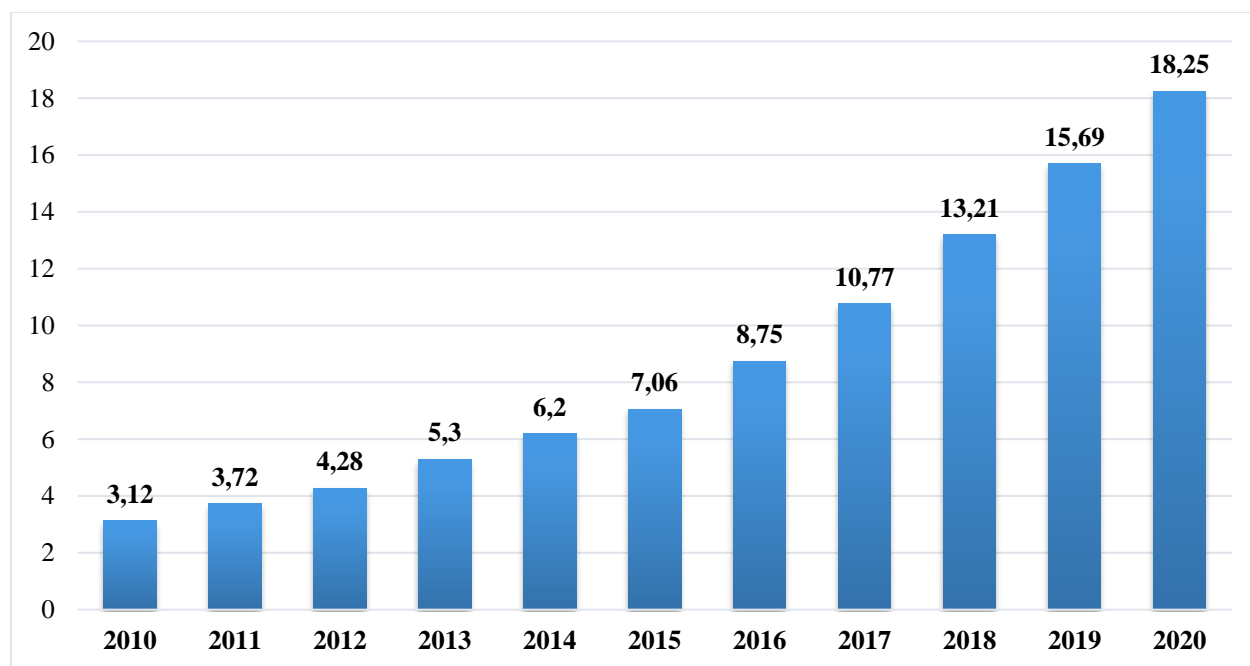


Figure 1. Expenditures on digital advertising for banking and financial services in the United States (2010-2020 billion US dollars) [10].

In the U.S., the cost of digital advertising is dominated by industry and industry, with retail, automotive, financial services, telecommunications, and consumer goods and services dominating. The U.S. financial services industry spent \$ 15.69 billion in 2019, increasing its digital advertising spending by 18.8 percent. As digital advertising budgets grow, financial services advertisers continue to rely more on mobile phones and search. Financial services advertisers are turning to mobile, search and social media advertising to make their products more accessible to younger audiences.

As part of the cost of digital advertising, the cost of mobile phones and video has grown exponentially over the years. The ever-increasing share of digital advertising does not mean that traditional advertising channels will be ignored. Today, advertisers around the world are making plans on how to effectively use traditional and digital advertising tools and deliver them to consumers at the same time. This is part of the convergence trend in the overall marketing and advertising space. Despite China's economic growth slowing due to weak consumption and a trade war with the U.S., media advertising spending increased by 14.6% in 2019. In 2019, digital advertising

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spending grew 22.0 percent to \$ 79.82 billion, accounting for 69.5 percent of media advertising spending. By 2023, digital advertising spending is projected to reach \$ 134 billion. According to an AdMaster survey, social platforms are important for almost seven out of 10 Chinese retailers, and half consider video platforms to be important [11].

The analysis of the advertising market in Uzbekistan shows that in 2012, the number of advertising agencies in the country was 482, and in 2013 this figure reached 494. As of 2013, television was the most popular among advertisers, accounting for 52% of the products advertised in the market. Print publications (19%), outdoor advertising (14%) and radio (12%) followed. Tashkent accounts for 52% of the country's advertising market. Of the two hundred advertising businesses registered in the capital in 2013, 68 were specialized advertising agencies. An average of 35 percent of advertising was broadcast on television, 24 percent on radio, 23 percent in print, and 18 percent on outdoor advertising [12].

The total advertising market in Uzbekistan in 2017 amounted to \$ 25 million. This includes TV, outdoor advertising, and more. According to this indicator, our country can be compared with Armenia, which has a population of 3 million. It is estimated that in 2017, the share of online advertising will be about 7-8 percent. Facebook and Instagram are the leaders, with a combined audience of 1.2 to 1.3 million across the country, and are the fastest growing social networks today [13].

As of 2017, the volume of the television advertising market in Uzbekistan is estimated at \$ 22 million, and the cost of advertising per capita is \$ 0.5-0.7. Only six of the world's 20 largest advertisers operate in the country's media market. For comparison, in Russia and Kazakhstan the figure is 16, and in Ukraine it is 12 [14].

At the end of 2018, the market share of international advertising agencies reached 59%, the

share of international advertisers reached 71%, while the growth of the television advertising market and the growth of television advertising budgets of international advertisers increased by + 61% and + 159%, respectively. formed [15]. According to the International Media Service (IMS), in the first six months of 2018, the volume of the Uzbek television advertising market reached 65 billion soums. Compared to the same period last year, the growth was 29%.

According to statistics, the republic's foreign advertising market is developing and its share in the advertising market is 22-25%, the same figure is about 5-7% in the world market. If as of December 1, 2018, the number of advertising structures in Uzbekistan was 9,605, as of September 1 this year, their number was 10,170. In 2016, the share of outdoor advertising in Russia was 11% (42% - TV, 38% - the Internet, 9% - the press and radio) [16]. As of December 1, 2018, there are more than 9,600 outdoor advertising media outlets in the country, of which 54.2% are located in Tashkent [17]. The state budget received 5.9 billion soums from outdoor advertising in 2016, 6.7 billion soums in 2017, 9.2 billion soums in 2018, and 4.5 billion soums from outdoor advertising this year. Of this, \$ 1.5 billion comes from Tashkent [18]. When analyzing the share of advertising market participants in the Republic of Uzbekistan by industry, 60% of advertising falls on television, 20% on outdoor advertising, the rest (20%) on Internet radio, print media and other media [19].

From the above analysis, we can conclude that developed countries are effectively using digital marketing methods in the development of their banking and financial services market. Among the CIS countries, Kazakhstan and Russia are developing the market of banking and financial services with the effective use of traditional marketing tools.

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VIBRATION DAMPING OF ROD AND TUBULAR STRUCTURES

Abstract: The destabilizing effect of vibration increases significantly during resonant oscillations of elements of machine-building structures. The amplitudes of movement, speed and acceleration at the same time significantly increase and can exceed the amplitudes of disturbing oscillations by tens of times. This article contains numerical methods for calculating rod and tubular structures of mechanical engineering (in particular REA).

Key words: numerical methods, dynamics, edge problems of mechanics, cell method, Galerkin method, algorithm, basic functions, Bubnov-Galerkin method, variation.

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Introduction

1. On Methods of Forming a Resolution System of Differential Equations for a Finite Element

Analytical methods for studying oscillation problems (Fig. 1) are often ineffective, and in other cases they cannot be used at all. The complexity of the tasks, the need to obtain more accurate results forced us to turn to numerical methods of research. Different methods are used to solve dynamic problems. These are, of course, difference circuits, and the method of generalized relaxation, and the method of integral relations, and the method of splitting, and the method of cells. In recent years, one of the most effective numerical methods for solving edge problems of

continuous medium mechanics, the finite element method (MEA), has gained great popularity.

It is characterized by a simple physical interpretation of basic computing operations, as well as the presence of machine programs, which provides a high degree of automation of labor-intensive operations of compiling and solving systems of equations. This method has a number of varieties. The choice of a method is largely determined by the nature of the tasks and to a large extent by the "taste" of the researcher, although some ideas about these methods have already developed.

For example, as indicated in the book [1,2,3], the difference method leads to more loaded machine memory, which is a certain disadvantage when solving large-order systems. But the difference method gives

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the values of functions that are less oscillating. There are other features of this method. Our research is based on the FEM. It should be noted that as the FEM developed, its connection with other approximate methods became obvious. Currently, there is an opinion that all the approximation processes used in solving problems are described by differential equations, in fact, they form a single whole. However, when using certain schemes, various machine algorithms are implemented to form a resolving system of equations [4,5]. In dynamic problems, the initial generalized parameters are functions of coordinates and time. In principle, we can give a discretization of the entire space-time domain [6,7]. That is, we can introduce four-dimensional finite elements. Then the basic functions (functions of the form) can have the form $N_m(x, y, z)T_k(t)$. So, for a linear finite element (Fig.1) and of the two-point pattern we have

$$N_1 = 1 - \frac{x}{e}; N_2 = \frac{x}{e}; T = 1 + \frac{(t_n - t)}{\Delta t}.$$

Then the function of displacements along the x -axis gets the following form

$$M(x, t) = [N_1, N_2] \begin{bmatrix} k_1 & k_2 & 0 & 0 \\ 0 & 0 & k_1 & k_2 \end{bmatrix} \begin{Bmatrix} U_{1,n} \\ U_{1,n+1} \\ U_{2,n} \\ U_{2,n+1} \end{Bmatrix} \quad (1)$$

However, the introduction of such time – space basis functions proved impractical for a number of reasons [8,9]: in the case of a large time domain, the problem becomes excessively cumbersome; the system of equations is generally unsymmetric even when using methods such as the Galerkin method; the geometric prostate of the time domain does not encourage the use of irregular partitioning into space – time elements; when using basis functions of the form (1), the same results will be obtained as with sequential discretization in space and time. Physically more visual and cost-effective from the point of view of machine time costs are the representation based on the splitting of the solution (the method of partial discretization). We consider that the function within the finite element is approximated by interpolation polynomials that depend only on the coordinates and are multiplied by the nodal parameters that are functions of time

$$q(x, y, z) = \sum_{k=1}^n N_k(x, y, z) \phi_k(t). \quad (2)$$

The first stage of FEM research usually consists in obtaining finite element dependencies in the form of ordinary differential equations with respect to time. There are different ways to do this. The nature of the problem largely determines the ways of forming a resolving system of equations for the elements. The most popular are the variational and energy methods, when the energy and work of forces are introduced into consideration, the Bubnov-Galerkin method, in which either dynamic partial differential equations of a continuous medium or equations of state are taken as the initial ones. These methods are based on the

fundamental principles of mechanics, the correct understanding and use of which guarantees correctness in the formulation and solution of mechanical problems.

The problems of mechanics are reduced to the problem of the calculus of variations, if we are talking about a functional and cutting off the necessary conditions for the stationarity of this functional. Usually, if we talk about the variational approach in continuum mechanics, it is called with the Hamilton principle (for stationary connections) or with the Hamilton-Ostrogradsky principle (for stationary connections). Hamilton's principle, as is known [10, 11], states that a certain integral of the Lagrange function $L = T - \Pi$ (T and P are the kinetic and potential energies of the system, respectively), is equal

$$\mathfrak{S} = \int_{t_1}^{t_2} L dt, \quad (3)$$

it takes on a stationary value (the variation of a certain integral $\delta \mathfrak{S} = 0$) with respect to any possible variations of the system in which the initial and final positions remain fixed.

The Hamilton principle is applicable to an arbitrary mechanical system with holonomic connections. It contains only one statement, covering the entire period of time. In this principle, movement is considered as a whole. Consider a variation of a certain integral whose integrand depends on many independent variables, their derivatives, and the argument t :

$$\mathfrak{S} = \int_{t_1}^{t_2} L(q_1, q_2, \dots, q_p, q'_1, q'_2, \dots, q'_p, t) dt, \quad (4)$$

Due to the commutativity property of the variation operation, the variation from a certain integral is equal to a certain integral from the variation:

$$\delta \int_{t_1}^{t_2} L dt = \int_{t_1}^{t_2} \delta L dt.$$

Here L is a given function of variables q_r, q'_r , and t does not change during the variation process.

$$q'_r = \frac{dq_r}{dt}$$

You can write

$$\delta L(q_r, q'_r, t) = L(q_r + \varepsilon \phi_r, q'_r + 2\phi'_r, t) - L(q_r, q'_r, t) = \varepsilon \left[\frac{\partial L}{\partial q_r} \phi_r + \frac{\partial L}{\partial q'_r} \phi'_r \right],$$

where ε is the parameter tending to zero;

ϕ_r - some arbitrary function that satisfies the same general continuity conditions as the function $q_r + \varepsilon \phi_r$. The function ϕ_r must be continuous and differentiable.

With a variable parameter ε , you can make the change in the function L arbitrarily small, aiming at ε zero, and get

$$\delta \int_{t_1}^{t_2} L dt = \varepsilon \sum_{r=1}^p \int_{t_1}^{t_2} \left[\frac{\partial L}{\partial q_r} \phi_r + \frac{\partial L}{\partial q'_r} \phi'_r \right] dt.$$

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An expression in this form is not suitable for further analysis, because although it φ_r is interrelated, this φ_r relationship cannot be written in algebraic form. This difficulty will be circumvented by applying integration in parts

$$\delta \int_{t_1}^{t_2} L dt = \epsilon \sum_{r=1}^n \left\{ \left[\frac{\partial L}{\partial q_r'} \varphi_r' \right]_{t_1}^{t_2} + \int_{t_1}^{t_2} \left[\frac{\partial L}{\partial q_r} - \frac{d}{dt} \left(\frac{\partial L}{\partial q_r'} \right) \right] \varphi_r dt \right\} \quad (5)$$

the expression drops out if we vary $\left[\frac{\partial L}{\partial q_r'} \varphi_r' \right]_{t_1}^{t_2}$ at fixed

boundary values, L and φ_r then vanishes at moments t_1, t_2 . As already noted, a function φ_r is an arbitrary function that satisfies the same general continuity conditions as a function $q_r + \epsilon \varphi_r$. In mechanical systems, their position is determined by a set of generalized coordinates q_r . Therefore, it is quite acceptable to use a private method of variation.

The FEM procedure provides for a transition from differential dependencies for individual finite elements to a global system of equations for the entire array. For linear problems, this global system in matrix form usually has the form:

$$[M]\{q'\} + [C]\{q'\} + [K]\{q\} = \{F\} \quad (6)$$

Here are $[M], [C], [K]$ the matrices of mass, stiffness, and damping matrix, respectively; q - vector of generalized nodal parameters; $\{F\}$ - external load vector.

Analytical methods for solving linear systems of ordinary differential equations are well known. However, due to the high order of the matrices, their practical implementation is possible in most cases only by applied numerical methods. We used in the numerical procedure proposed by [12], the essence of which consists q'' in the assumption that the acceleration variation is linear in the time interval Δt . Using this assumption, we have:

$$\{q'_{n+1}\} = \{q'_n\} + \left(\frac{\Delta t}{2} \right) \{q''_n\} + \left(\frac{\Delta t}{2} \right) \{q''_{n+1}\}; \quad (7)$$

$$\{q_{n+1}\} = \{q_n\} + (\Delta t) \{q'_n\} + \left(\frac{(\Delta t)^2}{3} \right) \{q''_n\} + \left(\frac{(\Delta t)^2}{6} \right) \{q''_{n+1}\}.$$

After substituting (7) into the matrix differential equation

$$[M]\{q''\} + [K]\{q\} = \{P\}$$

we get

$$[H]\{q''_{n+1}\} = \{P_{n+1}\} - [K]\{b_n\} \quad (8)$$

where

$$[H] = [M] + \left[\frac{(\Delta t)^2}{6} \right] [K];$$

$$\{b_n\} = \{q_n\} + \Delta t \cdot \{q'_n\} + \left[\frac{(\Delta t)^2}{3} \right] \{q''_n\}$$

Thus, the starting values (the values that take place at the initial moment of time) are the displacements, velocities, and accelerations.

They are used to determine $\{b_n\}$, and then from

the expression (8), the acceleration $\{q''_n\}$ at the next moment in time. From formulas (7), the displacements and velocities are found at this next moment in time, and the procedure is repeated. The described two-point pattern makes it possible to efficiently solve equations (8) through the Gaussian elimination procedure at each time step Δt .

2. Finite-elementary solution of a system of ordinary differential equations

We consider a second-order matrix differential equation with a dissipative term (6). We study the behavior q_k ($k = 1, 2, \dots, N$) of the function over a time T_A interval. We divide T_A the function into finite sections $2(\Delta t)$ and take an approximation of the function q_k in the form:

$$q_k = a_1 + a_2 t + a_3 t^2. \quad (9)$$

Then you can represent this function like this:

$$q_k = [N]\{q_{k,e}\}$$

$$[N] = \left[1 - \frac{3t}{2(\Delta t)} + \frac{t^2}{2(\Delta t)^2}, \frac{2t}{\Delta t} - \frac{t^2}{(\Delta t)^2}, \frac{t^2}{2(\Delta t)^2} - \frac{t}{2(\Delta t)} \right] \quad (10)$$

form function;

$$\{q_{k,e}\} = \begin{Bmatrix} q_{k,n} \\ q_{k,n+1} \\ q_{k,n+2} \end{Bmatrix}.$$

Here are the time points at the beginning, in the middle, and at the end of the time finite element. For the entire mechanical system with the same duration of all finite time elements, the vector in equation (6) will be equal to:

$$\{q\} = \begin{Bmatrix} q_1 \\ q_2 \\ \vdots \\ q_N \end{Bmatrix} = \begin{Bmatrix} [N] \begin{Bmatrix} q_{1,n} \\ q_{1,n+1} \\ q_{1,n+2} \end{Bmatrix} \\ [N] \begin{Bmatrix} q_{2,n} \\ q_{2,n+1} \\ q_{2,n+2} \end{Bmatrix} \\ \dots \\ [N] \begin{Bmatrix} q_{N,n} \\ q_{N,n+1} \\ q_{N,n+2} \end{Bmatrix} \end{Bmatrix} \quad (11)$$

Substituting the expression $\{q\}$ for from (10) and running the Bubnov-Galerkin procedure, we get

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$$\int_0^{2\Delta t} ([M]N_i \left| \begin{array}{c} \frac{d^2[N]}{dt^2} \begin{Bmatrix} q_{1,n} \\ q_{1,n+1} \\ q_{1,n+2} \end{Bmatrix} \\ \frac{d^2[N]}{dt^2} \begin{Bmatrix} q_{N,n} \\ q_{N,n+1} \\ q_{N,n+2} \end{Bmatrix} \end{array} \right| + [S]N_i \left| \begin{array}{c} \frac{d[N]}{dt} \begin{Bmatrix} q_{1,n+1} \\ q_{1,n+2} \end{Bmatrix} \\ \frac{d[N]}{dt} \begin{Bmatrix} q_{N,n+1} \\ q_{N,n+2} \end{Bmatrix} \end{array} \right| + [K]N_i \left| \begin{array}{c} N \begin{Bmatrix} q_{1,n+1} \\ q_{1,n+2} \end{Bmatrix} \\ N \begin{Bmatrix} q_{N,n+1} \\ q_{N,n+2} \end{Bmatrix} \end{array} \right| - N_i\{F\})dt = 0$$

(i = 1,2,3)

After the corresponding transformations, we have the following system of three matrix equations of a finite time element:

$$[M] \frac{4}{3(\Delta t)} \left| \begin{array}{c} q_{1,N} - 2q_{1,n+1} + q_{1,n+2} \\ q_{N,n} - 2q_{N,n+1} + q_{N,n+2} \end{array} \right| + [S] \left| \begin{array}{c} -\frac{2}{3}q_{1,N} + \frac{2}{3}q_{1,n+1} \\ -\frac{2}{3}q_{N,n} + \frac{2}{3}q_{N,n+1} \end{array} \right| + [K]\Delta t \left| \begin{array}{c} \frac{2}{15}q_{1,N} + \frac{16}{15}q_{1,n+1} + \frac{2}{15}q_{1,n+2} \\ \frac{2}{15}q_{N,n} + \frac{16}{15}q_{N,n+1} + \frac{2}{15}q_{N,n+2} \end{array} \right| = \int_0^{2\Delta t} \left[\frac{2t}{\Delta t} - \frac{t^2}{(\Delta t)^2} \right] \{F\}$$

Such a system of equations is compiled for each time finite element. As a result, we get a system of equations in accordance with the number of time segments - elements into which the total time interval is divided T_A .

Next comes the transition to the global system of equations, from which the values of functions are searched for q_k at all considered time points. Thus, there is no step-by-step solution of the problem, when the previous values of the function are searched for subsequent values. In the method under consideration, ultimately, all the values of functions within the time interval are found from a system of algebraic equations at once T_A . Let us now carry out the transformations in a narrow direction. We will not solve equation (6). About the average components of the functions of the form (10) on $2(\Delta t)$ the segment. Such a system of equations is compiled for each time finite element.

In the elements that the total time interval is divided into T_A . Next comes the transition to the global system of equations, from which the values of the functions are searched for q_k at all considered time points. Thus, there is no step-by-step time solution to the problem. In the method under consideration, all the values of functions within a time interval are eventually found from a system of algebraic equations at once T_A . Let us now carry out the transformations in a narrow direction. We will not solve equation (6). We will average the components of the functions of the form (10) on the segment and where $2(\Delta t)$ and $q' = [R](q_e)$ where

$$[R] = \left[\frac{3t}{2(\Delta t)} + \frac{t}{(\Delta t)^2}, \frac{2}{\Delta t} + \frac{2t}{(\Delta t)^2}, \frac{t}{(\Delta t)^2} + \frac{1}{2(\Delta t)} \right]$$

We will have $2(\Delta t)$

$$N_{1CP} = \frac{\int_0^{2\Delta t} N_1 dt}{2(\Delta t)} = \frac{1}{6}; \quad N_{2CP} = \frac{2}{3}; \quad N_{3CP} = \frac{1}{6}$$

$$R_{1CP} = -\frac{1}{2(\Delta t)}; \quad R_{2CP} = 0; \quad R_{3CP} = \frac{1}{2(\Delta t)}$$

Then we come to the form of Nu Mark difference relations:

$$q = \frac{q_n}{6} + \frac{2q_{n+1}}{3} + \frac{q_{n+2}}{6}; \quad q'_{n+2} = \frac{(q_n - q)}{2(\Delta t)}; \\ q'' = \frac{(q_{n+2} - 2q_{n+1} + q_n)}{2(\Delta t)}$$

The most important problem of numerical implementation is to provide a stable, oscillating solution within acceptable limits. Much attention is paid to this problem in the literature [13,14,15,16]. It is also closely related to the choice of the type and size of the final element. In the guise of a time step, a method of numerical approximation. It is known that an explicit stability criterion for general problems solved by the FEM has not yet been derived due to the following difficulties. As can be seen from the above, at the first stage we obtain a system of inhomogeneous differential equations (linear equations). Such a system of differential equations must be stable. They will be stable if all the roots of the corresponding characteristic equation are less than one in absolute value. Here, in principle, it is possible that the system will be stable at some time steps, and unstable at others. The choice of the time integration step Δt is crucial for ensuring the stability of the solution. The integration step must be directly related to the dimensions of the final element.

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The practice of computing allowed us to develop certain criteria. It is known that the simultaneous reduction in the size of the element and the time step usually significantly reduces the range of oscillations.

In practice, it usually turns out that in order to get acceptable results and ensure the stability of the account, it is necessary to ensure this stability not Δt^* at any (unconditional stability), but only in the case when the step does not exceed a certain critical value (conditional stability). It is usually defined as

$$\Delta t^* = \frac{k}{\omega_{\max}}$$

where ω_{\max} is the highest natural frequency.

For example, for the value of Bernoulli-Euler beams on impulse loads, good results are obtained if, for the length of the finite element $l = 7,62$ sm of the cross-sectional area of the beam $\rho = 1,61$ sm², the moment of inertia of the cross-section $T = 0,217$ sm⁴

is $\Delta t = 10^{-6}$ s taken. With $l = 1,9$ sm, you have to apply $\Delta t = 10^{-7}$ s, and with $l = 0,782$ sm, $\Delta t = 5 \cdot 10^{-8}$ s

3. Damping of resonant vibrations of rod and tube vibrations.

To reduce resonant vibrations (Fig. 1), layers of vibration-absorbing materials are used. At the same time, the resonant vibrations can be reduced in a wide frequency range with a slight increase in the mass and overall dimensions of the structures. The effectiveness of the use of vibration-absorbing materials is illustrated in Fig. 1. The use of a board consisting of three layers of fiberglass with thin layers of vibration-absorbing (VP) material drawn between them reduced the resonant vibrations by 3 times. Figure 2 shows examples of using vibration-absorbing materials to suppress resonant vibrations in structures. The solution of the boundary value problem (6) is found in the form:

$$q_*(t) = \theta_k(x)e^{-k\alpha t}, \quad (12)$$

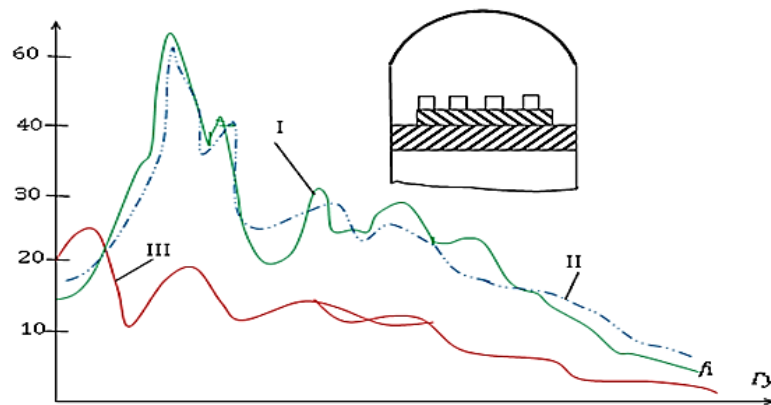


Figure 1. Change of vertical movement from time to time. 1-without taking into account the viscosity, 2-taking into account the viscosity of the base, 3 - with vibration-absorbing layers where $q_k(x)$ is the complex waveform, and $\omega = \omega_R + i\omega_I$ is the desired complex frequency.

The problem is reduced to solving homogeneous algebraic equation

$$|\Delta(\omega_R, \omega_I) = 0|, \quad (13)$$

The solution of the eigenvalue problem is carried out by the Muller method without explicitly allocating the complex parameter.

These examples fully reflect the fundamental possibilities of using multilayer damping structures. These examples fully reflect the fundamental possibilities of using multilayer vibration-absorbing coatings to reduce resonant vibrations of radio engineering structures

Conclusions

With a rigid mount, the dynamic gain $\mu = 42$ at a resonant frequency of about 33 Hz. Installing the panel in plastic guides reduces the dynamic gain to $\mu = 17$. The use of damping leads to an even greater reduction $\mu = 5$ in the dynamic gain. The integrated use of plastic guides and damping allows you to $\mu = 4,2$ reduce the dynamic gain to, and high frequencies (up to 200 Hz and above) $\mu = 1$ to (with $\mu \approx 3$ a rigid mount).

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APPLYING ELEMENTS OF THE CLIL METHOD IN ENGLISH LESSONS

Abstract: In modern society, priority is given to issues socialization of a modern person in an interethnic and intercultural space, while proficiency in a foreign language is considered as one of the tools for expanding professional knowledge and capabilities. In this regard, new educational technologies for teaching foreign languages. One of these technologies is CLIL (Content and Language Integrated Learning). This paper aims to discuss the role of CLIL technology in modern curriculum and in English classes in particular. As well as it focuses on effectiveness of this method will be demonstrated by analyzing.

Key words: CLIL, Content and Language Integrated Learning, approach, 4 "C", classroom, activity.

Language: English

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Introduction

CLIL (Content and Language Integrated Learning) is one of the most interesting and widespread approaches to teaching a foreign (English) language. CLIL as a term was formulated by David Marshall in 1994, although in fact this method has been used since ancient times, and at the moment many teachers use it without even suspecting that this method received its official name. Every year CLIL is popularized by an increasing number of schools in the world, and this is facilitated by its advantages over other methods, as well as the demand for such an approach in modern learning conditions.

The key principles of the subject-language integrated learning approach are based on two basic concepts - "language" and "integration". CLIL is conventionally divided into hard CLIL and soft CLIL. Hard CLIL means that any school subject can be taught in English (provided it is L2 for students). During such a lesson, students explore geography, literature, biology, physics, or even sports games through a foreign language. English teachers use soft CLIL, their task is the opposite: to learn a foreign

language using topics and materials from other subjects.

There are some CLIL principles in the following:

- CLIL is primarily teaching general knowledge, not multilingualism, so the latter is only an additional function;
- training takes place based on the main 4 "C": content, communication, cognition and culture. All these components are in continuous communication with each other;
- requires building a safe psychological climate in the classroom;
- implies the use of only one (foreign) language, one and the same teacher and audience;
- for a better understanding of the material, the teacher can connect facial expressions, gestures, pictures, presentation sound, etc.

In recent years, the CLIL method (Content and Language Integrated Learning) or subject-language integrated learning is gaining more and more popularity in teaching English. This approach to learning and teaching foreign languages is not new. In

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the 1990s, two transnational institutions in Europe, namely the Council of Europe and the European Commission, initiated the emergence of CLIL as a concept that determined the European approach to bilingual education [3, p. 15].

For several years, such world-famous scientists and linguists as: Coyle Do, Hood Philip, Marsh David, Dalton Puffer, Fernandez Fontecha A., Gierlinger E., Koopman G., Anikina Y., Westhoff G. language integrated learning. In addition, researchers in foreign countries are engaged in the development and improvement of methods and forms in CLIL education: David Lasagabaster, Yolanda Ruiz de Zarobe (Spain), Dieter Wolff, Stephan Breidbach and Britta Viebrock (German), Movchan Larysa (Sweden), Kari Nieminen (Finland) Moreover, most of them associate the technology of this method exclusively with teaching and learning a foreign language (mainly English).

Moreover, the CLIL method, significantly increases the motivation of children to learn a language, in a preschool organization, since language is not a goal, but a means of learning another subject. The idea is to study a subject through a foreign language, that is, teaching any subject “using language”. This approach has a number of important characteristics that allow achieving significant positive results, despite the complexity of CLIL implementation, and has convinced a number of Western educational systems to use this method in their work.

- First of all, the CLIL method has two important qualities, such as portability and flexibility, it is applicable to almost any class.

- Secondly, CLIL meets all the requirements of modern society in terms of enabling the young generation to effectively learn languages and develop critical and flexible thinking, which makes it possible to actively participate in global dialogue.

When teaching foreign languages to preschoolers, only the components of the CLIL method are used. The actions of children are commented on by the teacher in a foreign language, thereby each child, immersed in the language environment, receives new knowledge. There are many topics where this method can be successfully used: animals, nature, seasons, food and drinks, colors and many others. The main goal is for children to acquire a positive attitude towards a foreign language, in the concept of all the usefulness of the language and in the desire for independent study. The CLIL method applies knowledge of grammatical structures used in a functional language, but it does not test knowledge on specific vocabulary topics, in addition, CLIL gives students the opportunity to develop language abilities during classes, and makes it possible to acquire vocabulary and grammar. Nevertheless, the focus of educational activities using this method is understanding the subject content, and not the

grammatical structure of the language. CLIL studies show that most teachers do not learn grammar in the process of teaching content, since content and language in this case are integrated [10, p. nine].

Most of the teaching methods in preschool education are based on various games, competitions and just an interesting pastime for children. It is often difficult for children to understand the need to learn English. They certainly know it will come in handy sometime in the future, but it’s such a vaguely distant prospect that it’s not always motivating enough to put in the effort to learn the language right now.

In turn, in the classroom where the CLIL method is applied, the pupils see that with the help of the English language they can learn new and interesting information. Children quickly and easily perceive information when it is presented in an interesting way for them. If children learn naturally and something new is presented to them in a playful way, their attitude to the discovery and learning of new things is positive. And most importantly, they will not be closed the way to language and the creation of a positive attitude towards learning as such.

An analysis of the results of applying this method in practice allowed us to conclude that the CLIL method allows not only easy and interesting teaching of a foreign language, but also:

- helps to form the necessary knowledge, abilities and skills in children;
- allows you to use all channels of the child's perception;
- enables children to learn the language in accordance with their individual development;
- promotes the development of emotional, creative, social and cognitive abilities;
- instills love for a foreign language and foreign culture.

The use of CLIL technology in teaching in English lessons can be very successful due to the fact that the methodology allows you to simultaneously teach material for students with different levels of English, from Elementary (A1-2) to Advanced (C1-C2). Even within the framework of the same topic, students learn the subject using the vocabulary and grammar of their level, but the quality of understanding of the material will not suffer. At the initial level, the English lesson can be integrated with the lessons of mathematics, art, technology, the world around and music. In the middle link, integrated lessons are possible with the entire natural science cycle of subjects, with the exact sciences. Teaching biology, physics or geography can be easily combined with English, and CLIL technology makes this integration smooth and fun.

Additionally, CLIL technology helps to develop fine and gross motor skills, especially if an English lesson is combined with lessons from the creative cycle (art, technology). Working with interactive notebooks, creating lapbooks, postcards, handicrafts

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and project activities involves the possession of scissors, glue, drawing and measuring tools. In turn, such work develops the fine and gross motor skills of students, which has a beneficial effect on the development of the speech of children.

Another important aspect of CLIL is that children use language actively with each other during lessons, they learn from each other. And so all learners can benefit from CLIL, not just those with good language ability. It is important that parents are also involved in the process of subject-language integrated learning. CLIL method possesses plus and minus sides and in the following they will be described:

Advantages of utilizing this methodology model:

1. The student assimilates a large amount of linguistic material, which is a full-fledged immersion in the natural linguistic environment;

2. Working on various topics allows you to learn specific terms, certain linguistic constructions, which contributes to the replenishment of the student's vocabulary with subject terminology and prepares him for further study and application of the acquired knowledge and skills.

3. The method of language integration allows you to move away from the standard presentation of the material and get more extensive knowledge, which will undoubtedly be useful for future professional and everyday communication. Students get the opportunity to show not only their linguistic abilities, but also knowledge in various areas of life: medicine, art, business and others.

Disadvantages of using this model of the technique:

The two main ones are the lack of sufficient knowledge of foreign language teachers in a particular subject and insufficient knowledge of the language of the subject teacher. The negative aspects include the imperfection of some textbooks of the English language, and the insufficient number of training sessions according to the educational program.

The application of the methodology also makes it difficult for students to have different levels of proficiency in a foreign language, which can lead to

an increase in the teaching load and, accordingly, to a number of psychological and psychosomatic problems. The teacher, in turn, also has to face certain requirements, such as: to use various forms and methods of presentation of educational material and organization of educational activities, to take into account the individual abilities of students and to be in constant creative search.

In conclusion, it should be noted to say that despite all the listed difficulties of using CLIL, this technique is an extraordinary approach to teaching foreign languages to children in primary and secondary schools, which allows solving many problems of the educational process. With proper consideration of all factors, the application of the methodology of subject-language integration will allow: to significantly increase the motivation of students to learn foreign languages, teach children to consciously and freely use a foreign language in everyday communication; expand children's horizons, knowledge and acceptance of other cultures and values; prepare students for continuing education in the chosen specialty; develop and improve linguistic and communicative competencies through the study of a foreign language.

The introduction of various forms of communication using innovative technologies, the expansion of the creative and scientific potential of students ensure the formation of a linguistic personality capable of realizing himself in modern society.

However, it is important to note that, in the opinion of the authors of the idea, CLIL should mainly be used by teachers of specialized disciplines, and not a foreign language. In universities and schools, this is still difficult to achieve, since the level of foreign language proficiency among the majority of teachers of specialized disciplines is low or very low. Innovative methods are smoothly developing into innovative education, aimed at the fact that innovation is new in the educational environment, allowing to raise new competitive teachers of the modern generation.

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SOME COMMENTS ON THE INTERPRETATION AND CONTRAST ASPECTS OF THE TERMS “PARAPHRASE” AND “PERIPHRASE”

Abstract: The article defines the terms of paraphrase and periphrase, which for many years have been studied in linguistics as one and the same phenomenon, and proves that these are two radically different phenomena.

Key words: paraphrase, periphrase, broad explanation, figurative expression, attractiveness, indicators of paraphrasing, musical paraphrase, artistic paraphrase, linguistic paraphrase, phase-in, antonomasia.

Language: English

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Introduction

In the science of each period, there have been and will continue to be the differences of opinion and views on theories as well as the ideas of these analyzes discussed by the scientists. As in other areas of science, linguistics is the basis of development and perfection, as well as the diversity of thoughts. This phenomenon is not uncommon for the representatives of the field of linguistics. Years might be consumed on comprehending a particular term and the essence and interpretation of the meaning of the concept.

The aim of this article is to discuss on the interpretation and analysis of the terms “paraphrase” and “periphrase”, which have so far been recognized as close comprehending and even 2 different views of the same content. Most sources define both terms that were borrowed from the Greek language [1-3].

Materials and Methods

The term paraphrase is used in Uzbek linguistics today in the same sense as periphrasis, and all definitions of periphrasis are common to paraphrases. For example, a phrase that describes an object without specifying its name is called a figurative expression (or paraphrase): *qushlar - qanotli do'stlar; fazogirlar - samo lochinlari; makkajo'xori - dala malikasi; paxta - oq oltin, rassomlar - mo'yqalam sohiblari.* (Meaning: birds are winged friends; astronauts -

celestial falcons; corn - the queen of the field; cotton - white gold, artists – owners of brushes. Descriptive expressions are the second name of things and events.

A single word in a figurative expression always has a meaning and different from a phrase [4]. Periphrase, periphrasis (Greek: periphrasis - metaphor; allegory, allegory) - to express things and events in an indirect way, in various words or descriptive expressions, without naming them directly; one of the figurative expressions (e.g. "king of animals" instead of "lion"; "white gold" instead of "cotton", "founder of the Uzbek literary language" instead of Alisher Navoi). In addition, periphrasis is a detailed, broad explanation of compressed speech, which is also defined as the expression of a word in another word, the substitution of words for the interpretation of one word [5].

The scholar Umirov, investigated on the term “paraphrase” in his PhD dissertation entitled “Paraphrases in the Uzbek language” and noted that the “para” part of the term means a pair or companion [6]. In addition, in a scientific article published by Berdakh Yusuf defines that “paraphrases are descriptive names of things, person, and events as an important methodological tool which makes the speech inspiring happiness, attractiveness and increases its effectiveness” [7]. According to Akhmanova, periphrases and paraphrases are similar

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in content and are called differently only in different languages. For instance, *paraphrase*, *periphrasis* (English), *periphrase* (French), *periphrase* (German), *perifrasis* (Spanish) - a figurative expression, i.e. the replacement of a simple word (object) with a figurative expression. In general, this term is referred to in linguistic sources by terms such as *perifraza* (*periphrase*), *perifraz* (*periphrase*), *parafraza* (*paraphrase*), *qayta nomlash* (*renaming*), *tasviriy ifoda* (*figurative expression*), *tasviriy ibora* (*figurative expression*). The same definitions can be observed in the Dahl's explanatory dictionary on the terms *periphrase* and *paraphrase* [8].

According to Sinelnikova, *periphrasis* is a descriptive combination to emphasize the characteristic features of an object or event. Scholar Hodzhiev defines it as a movement consisting of the replacement of a word (simple expression of some objects by words) with a figurative expression. According to the Linguist Normuradov, "the movement that occurs by renaming, based on the process of description, without expressing the names of objects and people and the name of a particular event, is called *periphrasis*" [9].

The definitions and explanations determine that a concept is called by two terms (*periphrase* and *paraphrase*) derived from the same language. It would be logical to introduce a new concept based on the translation of a term from a foreign language into Uzbek. However, definitions such as artistic expression, figurative expression, and figurative movement must be either a *paraphrase* or a *paraphrase*. There is no need to use both.

Based on the data of world linguistics, we try to interpret the *paraphrase*, *periphrase* phenomena on the basis of Uzbek and Russian, English, German and French sources and summarize.

The term *paraphrase* in Russian sources was defined as a simple explanation of difficult texts to comprehend, the reprocessing of a certain piece of music, the term *periphrasis* refers to the expression of the character on the basis of descriptive ones [10]. Renarration in sources, a detailed interpretation of a short text in the literature, a shortening (adaptation) of a large text, a simplified presentation of a difficult text to comprehend with brief explanations, translating a prose text into a poem, translating a poem into a prose transfer; partial retelling of the text; events such as conveying complex texts to the listener on the basis of plain language text are referred to as *paraphrase* terms. In fact, taking into consideration of the age of the readers, many masterpieces of literature are presented in the form of short texts that serve to illuminate the content of the work is an example of a *paraphrase*. Similar sources also use the term of musical *paraphrase*, which refers to the *paraphrase* of free-form music and folk melodies written on a musical theme (s) from the work of a particular composer.

In most cases, the *paraphrase* is modified to make the original easier to comprehend and presented in a easy style through using a number of changes, additions or abbreviations. In classical and academic music, *paraphrases* place a specific theme in a new genre or style setting. The *paraphrase* is often used as a piano genre in 19th-century music [11].

Indirectly, the definition of a descriptor based on the selection of any properties of an object is called a *periphrasis* phenomenon. For example, "blue planet" instead of "earth", "one-armed bandit" instead of "slot machine" and so on [12]. Russian-language dictionaries define a *paraphrase* as the expression of an idea, the definition of an action or event by linguistic means that are different from the original, retelling, an abbreviated form of a major work of literature, the phenomenon of converting prose into poetry or poetry into prose. A *paraphrase* is interpreted as a repetition in which the statement is not copied in its entirety, but is supplemented or abbreviated to make it clear.

There is an interesting example of the translation of a prose text into poetry in the history of Russian literature related to the three poets such as V.K. Trediakovskiy, M.V. Lomonosov and A.P. Sumarokov. In order to clarify the question of which of the poetic dimensions is best suited for high degree of "calmness", Sumarokov and Lomonosov copied iambic and Trediakovskiy copied choir with 143 Psalm in 1743. "The Three *Paraphrastic* Chambers of 143Psalm, each composed by three poets, each folded separately" is one of the rarest cases of the use of the term "*paraphrase*" in the literature which was published in St. Petersburg in 1744 [13]. *Periphrasis* is a methodical term that describes a descriptive expression of an object with any properties or attributes (e.g., "animal king" instead of lion; "pea coat" instead of detective), rotational speech, short speech, or even a the word is replaced by complex compounds and explained by broader communicative sentences.

A *paraphrase* conveys that a person forms someone's ideas in his or her own words in English sources. To *paraphrase* a source, you must rewrite the passage without changing the meaning of the original text. It is important to refer to the source literally every time. Also, avoid using words that are too similar to the original in order to prevent plagiarism. The phenomenon of *periphrasis* is defined as the replacement of a short expression with a more complex expression, the basic meaning of which is combined under the lexeme "phrase-in", and this lexical unit includes the terms *phrase* and *periphrase*. The origin of the *periphrasis* dates back to the beginning of the 16th century (1533). Another generation of "phrase-in" is the lesser-known word *holofrazis*, which means "to express a set of ideas in a single word or phrase [14-15].

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German scientific sources state that a paraphrase is the first step in text analysis and is a simple method of generative grammar used to determine the semantic specificity of various sentences. These expressions formed for analytical purposes are called linguistic paraphrases. Communicative paraphrases are formed in the practice of the communication process. This classification of a paraphrase is called a paraphrase index. It should also be noted that the paraphrase is also used from a linguistic point of view as a short means of explaining certain conditions and situations. Due to the diversity of translation possibilities (literal translation, philological translation, communicative translation, editorial translation), the paraphrase often becomes the center of discussion in translation studies. Paraphrases are also used in texts to avoid mispronunciation and to improve the content with other words or phrases. In music and the visual arts, it is understood to present one author's work in another style without separating it from the original content.

Results and Discussions

Periphrasis (Greek "peri" - around and "fryzein, frazein" - communication) is a description that expands a concept, person or fact. Periphrases are used to prevent repetition in the context as well as to give a euphemistic meaning to the speech that corresponds to the speech situation [16]. French sources provide information about paraphrase and periphrasis. The phenomenon of paraphrase is the reconstruction of a text in a different form, the creation of short or complex texts that make it easier to comprehend the text, the literary or legal interpretation of a particular text [17]. Paraphrase is an additional explanation that is necessary to fully comprehend the event [18]. For example, a text or oral commentary provided by experts in the field to

comprehend the content of a presidential speech or religious books.

Periphrasis is the Greek word that conveys the meaning of transforming the structure. Replacing one speech with another is a form of speech (in both cases, a linguistic phenomenon in the form of a word or compound can make a claim of authenticity), which also reflects the positive or negative relationship between the addressees. This word is a part of a theophrastus dictionary in Dialectics. Periphrasis is the linguistic mechanism of decoration when naming new words, especially when borrowing from one language to another. For example, the word "lift" is translated from the German "fahrstuhl", the function of which is defined by a periphrasis: "a driving chair" [18]. In linguistics, there is another term, antonomasy, which is similar to the phenomenon of periphrasis, the main semantic difference being that the movement or phrase used is formed on the basis of a famous person and popular events that are unfamiliar to the communicators. For example, Philosopher (Aristotle), Führer (Adolf Hitler), Minneapolis genius (Price), Asian giant (China), Magician (Zinedine Zidane), The flea (Leo Messi), King of Hollywood (Clark Gable), Dynamic duet (Batman and Robin), Becks, Spice Boy (David Beckham) South American Athens (Bogota) [19]. Antonomasia can even serve as a nickname and a description can consist of a single word. In periphrasis, a description or a literary letter must be expressed in at least a simple compound. For example, green money - the dollar, fire in the sky - lightning, the country of cheese - France, the king of the sun - Louis XIV [19] and others.

Now, we analyze the specific features of these two phenomena: paraphrase and periphrasis based on the above mentioned explanations and definitions in the following comparative table 1.

Table 1.

Paraphrase	Periphrasis
- used to explain a large or short text to the listener;	- used as an expression of artistic, aesthetic impact, attracting the attention of the audience and publicity;
- It is also used in languages where the gender category exists;	- There are forms of the gender category (<i>jensky rod-periphraza and mujskoy rod-periphraz</i>) female-periphrasis and male-periphrasis;
- a term specific to music, literature and linguistics;	-The term periphrasis is used only in linguistics, does not exist in the literature as a literary term;
- used to comprehend short or complex texts that are formed as additional commentary in a situation where the comprehension or content is abstract or difficult for the reader and listener;	- interpretation of the concept of one word on the basis of simple or complex combinations;
-music can also be paraphrased for improvisation purposes;	-it is used in publicistics for the purpose of rapid exposure, avoiding simplicity
In linguistics, in a pragmatic situation, to achieve a concise speech (for example, there is a car on the road, to use the combination of "red light" instead of a life-threatening phrase; to express hunger, using the phrase	- used for the emergence of the puzzle genre in the literature.

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"Where is the sweet smell coming from?; express by sentence; for example, to the person who is calling the phone of the driver "I can not speak now as I am driving", it is enough to use the word "I am driving" for the purpose.	
-Emotion is not observed at all in the paraphrasing.	Most of the paraphrases are full of solemnity and excitement.

Conclusion

In this regard, it is worth noting that when translating some other language sources or information into Uzbek through the translation

program, the term periphraze appears in the form of a paraphrase. The terms paraphrase and periphraze have been used in the same sense in Uzbek linguistics.

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ETHNOCULTURAL SITUATION OF UZBEK PEOPLE IN NORTHERN AFGHANISTAN

Abstract: This article is about the life of Uzbeks in northern Afghanistan, their history and information on today's ethno cultural status, habitats, and customs given. Also, the historical formation and ethnicity of the Uzbeks of Northern Afghanistan development, culturally ascending processes are described. Territory focuses on the analysis of ethnic traditions.

Key words: Northern Afghanistan, Ethnocultural Situation, Turknajot, Faryab, Juvjan.

Language: English

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Introduction

Northern Afghanistan, which was considered a part of Greater Turkestan separate and special study of life, way of life and literature of Uzbeks requires. It is said that Uzbeks in Afghanistan and other Turks living in the country. The folklore and ethnographic lexicon of the tribes have not been fully explored yet. Islamic Republic of Afghanistan, is a landlocked country at the crossroads of Central and South Asia. Afghanistan is bordered by Pakistan to the east and south; Iran to the west; Turkmenistan, Uzbekistan, and Tajikistan to the north; and China to the northeast. Occupying 652,000 square kilometers (252,000 sq mi), it is a mountainous country with plains in the north and southwest. Kabul is the capital and largest city. Its population is around 32 million, composed mostly of ethnic Pashtuns, Tajiks and Uzbeks. The official languages are Pashto and Dari. Uzbek languages are recognized as official languages in their densely populated areas are given. On October 21, 2019, the state for the development of the Uzbek language and culture by President Mr. Ashraf Ghani, 21- October is included in the calendar as the national day of the Uzbek language and in Kabul, A center for the development of the Uzbek and Turkmen languages was opened under the auspices of the state.

Literature review

In Afghanistan, Uzbeks live mainly in northern Afghanistan. North Afghanistan consists of two regions - Turkestan and Qataghin. To the Turkestan region Faryab, Juvuzjan, Sari Pul, Balkh and Samangon provinces; Baglon to the repressed region, These include Kunduz, Tahor and Badakhshan provinces. In Afghanistan, Uzbeks live in the northern and eastern regions of Afghanistan does. The majority of Uzbek Turks and Turkmen Turks are engaged in agriculture, animal husbandry, is engaged in carpet weaving and entrepreneurship. Starting from the border province of Herat Territories up to the border of Uzbekistan Balkh, Samangan, Herat, Badgiz, Faryab, Uzbeks live in Javuzjan, Sari Pul and Balkh regions. In general, the Turkic nations in Afghanistan are in different parts of the country live.

Northern Afghanistan, part of an old settlement called Turkestan has been one of the crossroads of civilization for centuries. Afghanistan from the beginning of history this country has long been the homeland of the Turks. It has a historical and cultural heritage there are deep traces. Saks, Kushans, Ghaznavids, Seljuks, From the reign of Khorezmshahs, Timurids and later Babur dynasties In later times, Turkic tribes also lived in this country and

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called it their homeland known as. Even today, in northern Afghanistan, mainly Uzbeks, Turkmens, Kazakh, Karakalpak, Kyrgyz, Kyzylbash, Afshar, Aimak, Uyghur Turks in solidarity has been living.

Afghanistan is a multilingual country with many different languages and unexplored mysteries full dialects and dialects apply. Uzbeks in the north and north-east of the country Turks speak Uzbek. They belong mainly to the Indo-Iranian, raw-som, Altaic language family communicate in appropriate languages. There are three main official languages in Afghanistan in circulation: Dari Pashto and Uzbek languages. Pashto and Persian constitutional recognized as the state language. Article 16 of the 2003 state constitution, In general, Turkish, the Uzbek language, has been given the status of the third official language in the region. However this status has not yet been fully implemented. To non-Pashtun tribes of Afghan or Pashtun rulers and especially assimilative and discriminatory against Turkic peoples (Uzbeks and Turkmens) His policy was very difficult at the time. However, in 1963 a new democracy was established in Afghanistan, Although the norms are regulated, the Uzbek Turks are still political, social, failed to achieve cultural development. Here the Turkic peoples have their own literary, historical, who have been trying to maintain their cultural status. In other words, Lutfi, The general human ideas of Navoi, Babur, Makhtumkuli (Firogiy) and others are reflected He studied his works, examples of poetry and artistic creation, and their magnificent continue their traditions with dignity [1, -p.351]. Coverage of Uzbek and Turkmen Turks in the Turkic regions. It was also revived in 1983 during the reign of Babrak Karmal. Of the University. The department of "Uzbek language and literature" was opened at the faculties of language and literature. However, in 1992 they began to close for more than a year. Since 1993, this department in Balkh University continued his work again, But the Taliban government closed again by. This section has been published by Uzbeks since 2003 began to operate. Juvuzjon University "Uzbek and English", then 2006-2007 The departments of "Uzbek language and literature" were opened at Tahkar University. Unfortunately, this divisions are still underdeveloped and inefficient; due to the lack of qualified teachers and textbooks in these departments is not able to operate at a high level.

An article by the name "Chi gunagi ejodi kishvari ba nome Afg'oniston" (how the country called Afghanistan was created) released in London in September 2008. "The name of Afghanistan is a small one on the slopes of Mount Solomon two hundred years ago used in relation to the region, then the Pashtuns invaded other areas. The term Afghanistan refers to a large area due to the acquisition and British assistance notes that it has been used" [2]. Nowadays ethnic image of Afghanistan does show its peculiarities and individualities of the

people in the country. Afghanistan is a polytheistic country with a population of more than twenty ethnic group of people.

In Afghanistan Turkic-speaking peoples are also called Turknajot, Turkabor [3, -p.14]. One of the main reasons for this is that the word Tabor was a term that combined ancient ethnic names. In fact, the term Turkish Tabor has been used since ancient times to refer to Turkic peoples. The origin is mentioned in the scientific literature [4; -b.170]. Also in northern Afghanistan not to divide the nation during the civil war in the country, ie. Turkmen, Uzbek and It is common to call other nations by the common name of turktabor. For centuries, the Timurids and the Babur dynasty ruled Afghanistan, Pakistan and India They ruled over a vast geography, and as a result, the Turkic Uzbeks The number has been steadily increasing. Uzbeks live in Afghanistan, mainly in Faryab, they lives in Juvzjan, Sari Pul, Samangon, Balkh, Takhar, Badakhshan, Baghlan, provinces. The dialect of these regions belongs more to the Kipchak dialect [5, -p.187]. The ethnocultural situation in Afghanistan is closely intertwined with ethnographic events in the region connected. Here are some of them. Twenty or thirty years ago, pregnant women in Afghanistan gave birth at home. In every village were experienced midwives who were responsible for this work. The umbilical cord of a newborn baby cut by a midwife or one of the experienced women involved in the process. The grandmother who cut the umbilical cord was given a dress. Afghan Uzbeks there is a tradition of holding an "Aqeeqah" wedding for a baby, and this tradition is held from the time the baby is one week old until the baby is born. It is a birthday party or a ceremony. Two sheep are slaughtered for a boy and one for a girl, and the flesh of the slaughtered sheep is broken into pieces. Boiled soups or stews are often prepared during the ceremony. The child who performs the Aqeeqah ceremony will be loyal to his parents and will be righteous. In Uzbeks, naming a baby one week after birth, in the presence of close relatives, the adhan was said in the baby's ear, "his name is so-and-so Let it be. Then dry in bowls to neighbors and uninvited relatives fruits and sweets will be sent and the name will be announced. Baburi rulers to babies It has become a tradition to give names and Islamic names. The baby is three months old then placed in the cradle.

In particular, in Sari Pul and Shiberghan the child was three months old then cradling was a tradition. He saw a lot in the cradle, a child, It is performed by women, all of whom grow up in cradles. The circumcision ceremony lasted from four to twelve years, depending on financial means during the period. Palav (rice) will is spread to people and ulak (kupkari) or kurash is given. In some areas it is limited to the distribution of Palav to people. In the process of making Palav. The child will be given new clothes,

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gifts and greetings. He is presented with various gifts by his uncles and relatives.

The ethnocultural situation of the Uzbeks in northern Afghanistan wedding process in illumination also has a special process. The young man's wife before sending the groom to the girls' house. Relatives meet with the girl's mother and express their intentions. Towards the girl. If the young man agrees, he says, "He knows his destiny".

If they do not agree, they just refuse with the answers "our daughter is still young" or "our relatives need it" reach These expressions testify to the high ethno cultural level and culture of the people will give. If there is a sign of consent, the village elders and the young man's relatives agree they go.

The Uzbeks in Afghanistan, especially in the Andhuy district of Faryab province, will have to pay between five and fifteen thousand US dollars, and at least 50 or 100 grams of gold jewelry for the bride. As is the case all over the world, getting a higher education for young people, building a house or buying a house to start a family, making a car, making furniture are the necessary stages in the life of every young man, and, of course, a lot of money for them. There is a need for. It is easy to achieve these goals for people whose fathers are rich and wealthy, but young men from low-income families must work to meet these conditions. In a country like Afghanistan, work

is not easy, so young men go to work in foreign countries such as Saudi Arabia, Turkey, Iran and Pakistan, and work hard for years to earn a lot of money and wedding expenses. Therefore, the age of the men are becoem 30-40 years before marriage. [3; -b.61]. From the Fatiha wedding ceremony between the wedding ceremony of the marriage can take time at least three months up to two years. During this period, by the groom on the holidays of Eid al-Fitr, Eid al-Adha and Navruz Eid and Navruz gifts will be sent to the bride. Preparations for the wedding will be made, Mahar and other expenses will be paid by the groom on the wedding day. Palov is going to be distributed to the people. Girl selects a representative, that will be appointed. The bride is wanted as a representative has the right to appoint a person. After agreeing with the representative, the Prophet (PBUH) will address by the mullah. The Khutbah is recited as a sunnah performed. After the Khutbah is read, the bride is considered to be fully married to the groom.

Conclusion

In general, the ethnic situation of the Uzbeks in northern Afghanistan has existed for centuries formed and developed along with the way of life of the people. People for centuries faithful to their traditions and values, their ancestors are the successors of traditions. As such, these habits are passed on to their children.

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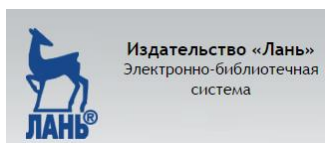
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