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ON ENSURING THE QUALITY OF PRODUCTS IN THE MARKET IS A PARADIGM FOR THE FORMATION OF PRODUCTION OF PRODUCTS THAT MEET THE NEEDS OF THE MARKET

***Abstract**: in the article by the authors considered the issues of a significant improvement in the quality of domestic products, filling them with the following properties: quality ideology, quality management, fashion and technical regulation, quality system, market quality, advertising, excursion into the past - as a guarantee of quality ... In the future, all these criteria will provide a revolution in quality, guaranteeing the manufacturer stable success in the market, and the consumers of their products - high quality and demand.*

***Key words**: quality, import substitution, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TPP, attractiveness, assortment, assortment policy, demand, sales. paradigm, economic policy, economic analysis, team, success.*

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Introduction

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Analysis of the results of studies to assess the competitive potential of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District confirmed the importance of marketing services in the formation of sustainable demand for domestic products within the framework of its import substitution. And the more often these services interact with producers and consumers, the more effective the results of these enterprises will be in ensuring they have sustainable demand for their products, obtaining stable technical and economic indicators of their activities, shaping the image and social security of the population of small and medium-sized cities as city-forming enterprises, whose success is also interested in manufacturers, regional and municipal branches of government, and luck today is more than ever necessary for all participants in the survey to assess the competitive potential of shoe enterprises,

The nature of the new competition in the modern world economy, caused by the processes of globalization, sets high demands on manufacturers to increase the competitiveness of goods and enterprises. Increasing the competitiveness of enterprises and industries is one of the most important areas of real economic growth, both in Russia and in the regions of the Southern Federal District and the North Caucasus Federal District, which is reflected in the program document, namely, in the strategy for the development of light industry in Russia for the period up to 2025.

In this regard, the problem of the competitiveness of domestic footwear requires the development of conceptual foundations of theoretical, methodological and practical recommendations adequate to the forthcoming changes in the organizational and economic mechanism of the functioning of the entire industrial complex of the country.

In modern conditions of market relations, a competitive environment and direct interaction of Russian and foreign manufacturers, solving the problem of combining state and market mechanisms for managing competitiveness is becoming a strategic resource for the economy of the regions of the Southern Federal District and the North Caucasus Federal District. In the world economy, the place of price competitiveness was taken by the competitiveness of quality levels, which will increase its relevance with Russia's entry into the WTO. An increase in the quality factor of the results of the production of domestic footwear in the strategy of competition in world markets is a long-term trend.

The task of increasing competitiveness is especially urgent for shoe enterprises, which, 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. In response to negative processes in the external environment, the processes of regionalization and the creation of various network structures are intensified, one of which is the union of commodity producers and the state.

There are three main options for the concept of an enterprise in a developed economy: neoclassical, agency (stock) and the concept of partnerships.

The concept of partnerships, or stakeholder theory, examines the dependence of a firm's actions on the interests of a wide variety of stakeholders, including consumers, suppliers, shareholders, managers, employees, etc. Moreover, each of the partners has certain rights to control the enterprise, therefore, the concept implies the need to make decisions taking into account their interests.

The theory of strategic management is one of the most difficult areas of management science. For a fairly short period of its existence, characterized by the rapid development of a number of concepts, it managed to turn into an independent scientific discipline with its own academic infrastructure. The most important question that theory must answer is the identification of the sources of long-term competitiveness of enterprises. These sources are determined by the strategy of the enterprise and, accordingly, raise the question of its nature.

The systemic concept of the enterprise can be considered as a starting point for the strategic description of enterprises at the present time, since none of the above concepts "in its pure form represents a scheme for analysis, relevant to the real situation and role of the enterprise in any economy."

Insufficient adequacy of the concept of partner relations of an enterprise follows from the fact that the behavior of industrial enterprises is determined to the greatest extent by the interests of only internal top management and large owners.

However, it should be noted that this situation was typical for the 90s of the last century, but recent years have been characterized by changes in this area. Evidence of this is the gradual development and spread of the corporate governance system in the country, one of the principles of which directly emphasizes the role of stakeholders in enterprise management. One cannot fail to note the recent increase in attention to the concept of social responsibility of business.

The simultaneous coexistence of several concepts that describe the decision-making mechanism in enterprise management is due to the fact that different enterprises have specific tasks at different stages of their activities.

In particular, not all enterprises are the main consumers of stakeholder theory, but only those that are interested in maintaining relationships with a wide range of partners and in managing them. For such enterprises, stakeholder theory can offer non-standard approaches to address their specific challenges.

There are certain relationships between the enterprise and partners, they can be different, both competitive and collaborative. Partners can exist independently of each other, or they can interact. The set of partners, which the adherents of this theory call "a coalition of business participants" or "a coalition of influence", is a force that continuously influences the organization, forcing it to evolve, change and adjust.

In the modern interpretation of stakeholder theory, partners are considered not just as groups and persons affected by the organization's activities, but as contributors of a certain type of resource. Stakeholders provide the enterprise with the resources necessary for its activities, because its activities allow satisfying its needs. At the same time, the satisfaction of the partner's requests is nothing more than the receipt by him of resources from the organization. Thus, the relationship between the enterprise and its partners is built around the resource exchange, since each seeks to create its own resource base, which would best suit the goals of the partners.

Main part

The partners of the enterprise can be divided into two groups: external and internal. External partners include: buyers, suppliers, competitors, government agencies and organizations, municipal, regional and federal authorities, financial intermediaries.

Buyers. Strategies and tactics for working with important customers include joint meetings to identify the drivers of business change, mutual efforts to develop products and the market, increase communication, use common space, and joint training and service programs. Strengthening customer relationships often provides significant benefits.

Suppliers. Many businesses involve strategically important suppliers in the product development and manufacturing process. Most businesses that use the "just-in-time" method, when components produced by suppliers are delivered directly to assembly shops, bypassing the warehouse, include suppliers in their internal processes.

Competitors. Competitors are a difficult problem because it often happens that it is in the best interest of one competitor to flinch another.

However, competitors are joining forces to tackle the threat of innovative third-party products, to successfully navigate life cycles and to leap ahead with new technologies. Competing organizations form alliances to accelerate technological progress and new product development, to enter new or foreign markets, to search for a wide range of new opportunities. Sometimes cooperation is determined by the need to develop common standards, create a common service system, etc.

Government agencies and organizations. Innovation centers, public-private enterprises and government bodies have many common goals, including the creation of favorable conditions for international trade, stable market conditions, inflation control, a successful economy, and the production of necessary goods and services. Government-business partnerships (public-private partnerships) are widely practiced in foreign countries, where governments often play a more active role in the country's economic development.

Regional and municipal authorities. Good relationships with local and regional branches of government can lead to beneficial local regulations for businesses or reduced local taxes. Therefore, the most far-sighted business leaders spend some funds to help regional and municipal branches of government in their efforts to solve local problems. Sponsorship to support local social programs, assistance to general education schools, cultural institutions, health care, law enforcement, etc. allow reaching mutual understanding and support from such influential partners for small and medium-sized businesses as regional and municipal authorities.

Financial intermediaries are a collection of many organizations, which include, but are not limited to, banks, law firms, brokerage firms, investment advisors, pension funds, mutual fund companies, and other organizations or individuals who may be interested in investing. to the enterprise. Trust is especially important when dealing with creditors. Financial disclosure helps build trust, as does timely payments. In an effort to build relationships with creditors and establish relationships of trust, many businesses invite their representatives to their boards of directors.

Currently, there is no generally accepted methodology for assessing the competitiveness of an enterprise. A review of existing approaches to assessing the competitiveness of an enterprise made it possible to combine them into the following groups.

The first group of scientific economists includes an approach to determining the competitiveness of enterprises based on the identification of competitive advantages. This approach arose with the emergence of strategic planning and the development of competition theory. It allows you to analyze the achieved competitive advantages of an enterprise, but does not provide an accurate quantitative expression of the assessment results and therefore cannot be used for a comparative analysis of the competitiveness of enterprises, analysis of the implementation of the plan to increase competitiveness, the dynamics of the competitiveness of enterprises.

The second group of economists proposes an assessment of competitiveness using polygonal profiles. It is based on the construction of vectors of competitiveness by factors: concept, quality, price, finance, trade, after-sales service, foreign policy, pre-sales preparation. However, the authors do not specify how such factors as concept, foreign policy, pre-sale preparation, etc. can be assessed by combining them into one whole.

The third group of economic scientists - offer a rating assessment of the competitiveness of an enterprise based on the following factors: product, assortment, price, image, service, packaging (design), sales volumes, market segment, supply and sales policy, advertising and demand stimulation, that is, with calculation of the coefficient of efficiency of innovative technological solutions. The advantage of this approach is that it, in fact, evaluates not only the marketing activities of the enterprise, but also takes into account other important resources of the enterprise's potential (innovation, management, finance, etc.). In the approach proposed by the authors, a more significant sum of factors is obtained, the mutual weight of which is taken into account in partnership relations.

The fourth group of economists proposes to assess the competitiveness of an enterprise on the basis of the product of an index for the mass of goods and an index of the efficiency of an object. The advantage of this approach is the fact that it is a more weighty approach to assessment, since it takes into account such important factors that determine the competitive advantages of an enterprise as the level of organization and implementation of marketing at the enterprise, finance, and export potential. In addition, most authors consider it important to develop a methodology for determining a manufacturer's efficiency factor, its competitiveness, which will form the effectiveness of these very partnerships.

The fourth approach includes a method that proposes to assess the competitiveness of an enterprise as a weighted sum of the competitiveness of the main products of an enterprise in various markets, taking into account the importance of markets. But this approach is not entirely fair, since firstly, the competitiveness of an organization is identified with the competitiveness of a product (these are different concepts); secondly, he proposes to introduce the importance of foreign markets twice as large as the importance of national markets. Thirdly, the assessment method does not take into account other important factors influencing competitiveness - marketing, finance, innovation, management, personnel.

The fifth group of economists proposes an approach based on a balanced assessment of the factors of enterprise competitiveness. The integral indicator of the competitiveness of the enterprise is determined according to the rules of linear convolution (the assessment of the factors of the competitiveness of individual aspects of the activity of the enterprise is multiplied by the weight of individual factors in the total amount), that is, something close to what is proposed by the authors of this article, namely, the calculation of the efficiency coefficient of innovative technological solutions ...

So, the analysis of the theoretical and methodological aspects of the competitiveness of enterprises revealed many methods for assessing this very competitiveness of enterprises.

In this regard, the successful activity of the enterprise will be determined by the degree of satisfaction of the interests of stakeholders, therefore, in order to increase the competitiveness and efficiency of the enterprise, the enterprise must take into account not only its interests, but also the interests of interested parties, its business partners.

In the theory of interested parties, the term partnership is used, which forms the conditions for ensuring the effectiveness of the results of the enterprise's activities.

Developing small and medium-sized enterprises, as a tool of competition, need to form a system of marketing relationships with partners, a system based on mutually beneficial long-term cooperation, which allows to reduce the time for making effective commercial decisions.

Therefore, taking into account the considered methodological foundations of enterprise competitiveness, a methodology for assessing and analyzing the competitiveness of shoe enterprises operating in the regions of the Southern Federal District and the North Caucasus Federal District is proposed, based on the theory of stakeholders.

There are two periods in the history of the quality problem. During the first, serious interest in what is quality was mainly limited to professional theory. Philosophers tried to define quality and its systemic position, however, and in numerous philosophical disputes the concept of "quality" was not among the main problems.

The actualization of the theory of quality turned out to depend on the degree of elaboration of the system-forming philosophical concept “being” in the context of the basic concepts derived from it, ie. of those concepts that help to make the ascent from an extremely abstract statement of existence with the only distinguishing property of being, to exist, to a concrete understanding with an established content, thanks to answers to derived questions such as "What is everything from?", "How does everything exist? ? "," Is there non-being? "," In what systemic forms does being acquire its definiteness? "

Apparently, it was the last of the listed questions that led philosophy to the “path” of that interpretation of quality, which “hooked” not only those who “equipped” a type of worldview that was fundamentally new in human history.

It is logical to assume that the problem of the substance of being, as the first step towards the theory of quality, hardly worried anyone outside the limited community of philosophers. Everything indicates that it was interesting for those whose gaze was turned to the Cosmos, to the depths of its construction, and the overwhelming majority of the philosophers' fellow countrymen were in the grip of earthly problems.

For the masses, the variety and the choice of goods were essentially not available. The plebeians demanded: "Bread and circuses!" The celebration of life in all its diversity was enjoyed by a small aristocracy. The problem of the quality of life was solved in accordance with the socio-cultural architecture of society. This problem undoubtedly took place, but could not mature into an actual one for society. The reason is simple - the lack of a sufficient level of mass demand for a quality product.

The problem of quality has acquired a scale of social relevance in the context of the transition to an economy of mass production, the democratization of social relations, the development of education, the availability of education and other cultural values. For the issue of quality to become one of the most important for society, it was necessary that it became relevant for the majority of those who form this society. Without the right to freedom and purchasing power to make choices, “quality” cannot be among the priorities of the mass consciousness. Elite quality requests are developed in exclusive, unconventional theories, the main goal of which is not the achievement of the truth, but the satisfaction of the customers' needs.

Of course, they knew about the qualitative and quantitative characteristics of phenomena of natural and artificial origin long before these signs were actualized in social being and the consciousness reflecting its development, but, in the light of our research, the existence of knowledge of quality is de facto not so significant. The subject of the research is not awareness of quality, but the development of understanding of quality at different horizons of social history.

Development is a universal state of everything that exists, from the simplest material substrates to the highest forms of thinking. Both the quality and its quantitative expression improved, the dependence of qualitative and quantitative changes became clear. The emphasis shifted from quantity to quality. Having proved its evolutionary strength, humanity switched to the principle: "take not by number, but by skill." The struggle for survival was replaced by the desire for a quality standard of living in a wide range of interpretations. The struggle for a decent quality life has begun.

As history shows, moving away from savagery and barbarism, laying the foundations of civilization, people have noticeably changed in the external forms of their manifestation, but civilization penetrates into the depths of human nature slowly and hard. Biological history has laid an active principle in human nature, combined with a developed ability of thinking, which is noticeably superior to all other types of reflection. But this whole superstructure was formed over a rather rigid animal frame, subordinated to the systemic goal of surviving in the struggle. The conditions of the struggle were transformed, making adjustments to the means and forms, but the natural base itself turned out to be very inertial.

The transition from natural egoism of the biological level to intelligently active egoism, despite the well-known civilizational means of cultivation, did not meet the forecasts of either romantics or realist optimists. Civilization was marked by non-civilizational forms of relations in the movement towards a quality life, which further actualized the interest in quality. To be in line with the most important problems, quality had to appear in several functions: as a goal, as a means, as a condition for the development of all social subjects at all levels of life.

History for historians is events and participants, lined up in time sequence, a kind of chronology of significant facts of social and, in part, personal life. The philosopher and the non-historian specialist see their own interests in history. Philosophical and special interest in history is dictated by the need to understand the dialectics of the process in relation to human activity. The specialist seeks to discover in the past tendencies of ways to solve his problem, sometimes far from private.

Intuitively, at the dawn of civilization, the term history (historia) was interpreted in the sense of studying the sought process as opposed to chronological description. The Ionians called the story, the story of the past, the logos (logos). Only after a while, already in the works of the founders of philosophy, the logos acquired its modern meaning - a thought, an idea. Both Herodotus and Thucydides understood history as a comprehension of the course of events of the past, necessary for "instruction in the way of life" to those who live in the present. Having passed the test of time, historicism has strengthened its position, has become the ideological base of cultural memory. ON. Berdyaev asserted: “From the first days of Creation ... man is in the historical, and the historical is in man. Immersion into the depths of time is immersion within oneself. "

The past dissolves in time, leaving us, along with the memory of the past, thoughts about the present and responsibility for the future. New is always relative. Goethe was right in saying that everything clever is already known, you just need to think it over again.

History is a treasure of ideas, a goldmine for a thinking person, no matter what he does. A different attitude to history is the cumulative result of the action of two causes: the first is the interpretation of time, the second is oneself in time. In the pre-Christian period of history, time was interpreted cyclically, presenting it as the sum of repeating cycles closed on themselves. With Christianity, the view of time has changed. Time appeared as an ascent to the infinite, dividing into the finite terrestrial and infinite extraterrestrial. The opposition of cyclical and extracyclical consideration of time is characteristic of theological theory. We are not interested in it, however, as well as the properties of time in their abstract form.

After Hegel and Karl Marx, it is not the idea of something in general that is actual, but immersion in the concrete-objective or concrete-historical state of what is the object of research. In the case of time, it is important to analyze not so much its universal properties, to determine where and how it moves. The important thing is that everything that exists in time can only take place if it conforms to these objective characteristics of time. To exist in time means to have the properties of time. This provision is universal both for the infinite variety of individual phenomena, and for the sign of being inherent in them, to which "quality" and "quantity" belong.

The standard understanding of the law of transition of quantitative changes into qualitative ones simplifies the look at their connection. Both G. Hegel and F. Engels were far from the meaning that was spread under the cover of the dialectical theory of development. Quantity does not go directly into quality. A new quality, a qualitative state, arises as a transition from the previous quality. In the changed quantitative conditions, the measure exhausts the stability reserve of functioning.

The measure is "qualitative quantity", it indicates the limits of the quantity change without significant consequences for the given quality of the phenomenon. The exit of quantitative indicators necessary for the achieved quality beyond the limits of the measure inevitably entails qualitative transformations. Simultaneously with the loss of the previous quality, there is a process of birth from it, on its basis, a new quality commensurate with the changed quantity. Measure occupies a key position in the relationship between quality and quantity. On the other hand, quality experts prefer not to think seriously about measure, reducing the measure to quantitative standards. As if a measure is some kind of passing state of the "quality-quantity" system. It is necessary to clearly understand the objective and functional role of the measure in the management of both quality and quantity.

"Measure" does not belong to either quality or quantity. It expresses the systemic way of relations between quality and quantity, connects them. So, first: quantity and quality interact through measure, measure mediates their connection. What “benefit” will the practitioner gain from this conclusion? Mass production, including its "zealous" variety, requires a measured characterization, otherwise a fairy tale story about a pot of porridge or a "flower - seven-flower" has a chance of real continuation. Chinese consumer goods are a classic example of the destruction of dialectical unity in the "quantity-quality" system.

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

The state behaves in the market like a kindergarten teacher. It puts the interests of the market ahead of the interests of manufacturers and the mass consumer. Under the "roof" of the general idea - the market pulls production, the market and the state are growing together. Quality quantitative assessments are imprinted in the zone of subjective arbitrariness.

As long as the theory of quality is not systematically built, the theory of quality management will be based on empirical principles that are not able to cover the subject of management as a whole, and are relatively significant in the limited specifics of production. In the absence of anything better, they are used, extrapolating local experience to other conditions, and the effect is obtained due to the added adaptation measures, unfortunately, again, temporary and partial.

In the kaleidoscope of the history of changing quality management methods, a certain logic can be discerned. Life, on the other hand, requires not a “definite” logic, but logical certainty in the form of a holistic, systemically grounded theory of quality as a methodological support for the construction of universal principles of the theory of quality management. The starting point here should be the idea of a systematic quality-quantity relationship within the framework of the measure of their coexistence.

Quantity helps the quality to fully unfold. A quality item can be created in one copy, but in order to reveal the qualitative potential of a manufacturer, a single copy (or work) is clearly not enough. The Faberge firm gained fame with the first branded product, but it became a brand due to subsequent successes in creating a collection.

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

A mass domestic manufacturer is hardly interested in the theory of quality. It is not relevant to him. If, nevertheless, by chance someone stumbles upon our reasoning, then, most likely, their naivety will smile. Trying to rebuild the Russian market with the help of theory, to give it a civilized look is classic quixoticism. First, it is necessary to organize the market space by means of political will, legislative initiatives and effective, not fake, control over the legal order, return the manufacturer of the goods to the market, removing an unmeasured number of intermediaries - speculators.

The real manufacturer is not interested in speculative operations. For sustainable development, he needs his own consumer, who, by the way, in turn, is not at all opposed to having his own definite and accessible producer within the framework of moral and legal relations.

A sense of national dignity is nurtured by history and existing reality. You can study at school according to the best history textbooks, but besides school history lessons, there is a current life that is more impressive than historical excursions. In the East they say: "How many times do not repeat halva, it will not be sweet in your mouth." Theory has always been considered the best practical guide, albeit in normalized conditions of activity. Going into an illegal and semi-legal position, the manufacturer is alienated from quality and, naturally, from the theory of quality. Further, the substitution of quality with pseudo quality occurs and the cost of advertising props grows.

Quality does involve serious costs, but it guarantees a stable market position. Working for quality, the manufacturer creates confidence in his own and national future. Correctly built understanding of quality guarantees the future even in the conditions of the domestic market floor.

We will try, in the order of introduction to the theory of quality, to formulate practically significant fundamental provisions:

– Quality is not limited to the sum of properties that are important for the existence of a product; it is their kind of combination, built on the basis of usually two features - more general and more specific. For example. Shoes - "clothes for the feet", hat - "clothes for the head", mufflers - "clothes for the nose and neck", etc. Therefore, the focus should be on them.

– Quality allows for changes that do not lead to a loss of quality, but reduce or increase its consumer value; quality - a set of qualitative states that satisfy, to varying degrees, system-forming characteristics. "Backlash" of quality allows you to maneuver in the process of creating a product with a given quality, depending on the specific capabilities of the manufacturer and the consumer.

– Quality does not exist outside of quantity, they are dialectical opposites, their opposition is valid only within the framework of unity, from which it follows that, creating quality, it is necessary to put quantitative expressions in qualitative characteristics both in relation to individual properties of the product and the quantity of commodity products. A.K. Savrasov, finding himself in a difficult life situation, made several copies of his famous painting "The Rooks Have Arrived". As a rule, copyright copies have a high level of craftsmanship and are well paid for. The artist was also paid. When asked a question to P. Tretyakov: he would buy copies of paintings by the artist A.K. Savrasova, what happened to the original? P. Tretyakov's answer turned out to be categorically predictable - no! Quality requires not only skill but also inspiration. Inspiration burns out with repetitions.

– Quality and quantity are linked by the most often forgotten measure. Meanwhile, when defining quality, one must simultaneously think about its dimension, both from the position of the market conjuncture, and from the point of view of the very signs of quality. “Quality” is concretized in the concept of “quality”. “Quality” is a concept that reflects the model image of a product, “quality” - defines the quantitative limits of reality and reasonableness of quality (physical and moral status of the product).

– Quality and quality perception are stable phenomena, but time changes them too. Originally, quality was equated with meaning. The quality criteria were the usefulness and size of the object, the relationship. With the development of consciousness and practical possibilities, the foundations of comparison and choice were formed. Quality is relatively separate from quantity. Utility differentiation takes place, participation is rethought as quantitative features. The evolution of the understanding of quality is directly due to the embodiment of creative potential in activity. The discrepancy in the intensity of advancement of individual skill, the interests of those who are called upon to clear the path of talent and mass consciousness complicates the understanding of quality and the process of quality management. Of particular importance is the concreteness of the interpretation of quality, in particular, such a basic feature of it as objectivity. The social theory of being is built on a natural historical basis - its outline was laid by nature, and the historical drawing was created by man. In the natural environment, all signs, including such synthetic ones as quality, are products of a spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are being actualized: as quality - products of spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are being actualized: as quality - products of spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are being actualized:

– in what status and to what extent is consciousness included in what is traditionally called the quality of things (with more clarity services)?

The answers to both questions must be sought in the philosophical theory of alienation. The theory of alienation is not directly related to the theory of quality. It contains the keys to the methodology for constructing a theory of quality.

From the above considerations, it is clear that the authors are not idealists, but rather balancing on the verge of pessimism and optimism. They are critical of the modern, progmatized approach of market liberals to scientific and philosophically sound theory. A light version of the theory, when a fragment torn from the general theory is turned into a theory itself and adjusted to the construction of a market perverted to please speculators, theoretical economists and suppliers of a high-quality surrogate for domestic counters suits. How long the Russian economy will maintain such a configuration is not given to us (and not only to us) to know, however, the world experience of economic development at various stages of economic relations testifies that transition periods pass and over time economic life comes to a normal state.

The trajectory of the process of alienation of human creativity into what exists outside of it must necessarily preserve and activate the ability to create. Unlike the being of nature, the being of a person is not substantial. It is not self-sufficient and can take place exclusively due to interchange, initially with nature, and subsequently with society, through which human relations to each other and interaction with nature are built. The tool that ensures the existence of a person is labor, the highest quality of labor is manifested in activity.

The quality of activity, on the one hand, is an indicator of the quality of a person's life (it should be so!), On the other hand, quality activity is built into the quality of what he transforms. The quality of the "first" (natural) nature is formed by itself as a set of objectively related natural features, spontaneously. The quality of the “second” nature (reconstructed, adapted by man to suit his interests) is synthetic. It appears to be a double helix formed by natural features of natural material (possibly in relations between people, knowledge expressed indirectly) and qualitative characteristics of human activity - knowledge, emotions, will, value orientation, and skill. As a result, the quality of the product, in contrast to the product itself, embodies the quality of the person.

Personality is alienated in quality and therefore, in principle, alienation is natural and does not oppress personality. The negative consequence of alienation is caused by the disproportionate replacement of the lost energy of activity. Finding out the poor quality of the goods, the hidden production defects, the deceitful actions of the seller, the normal buyer gets upset, first of all, because of his own poor-quality decision. Other transaction losses are most often reimbursed. The feeling of imperfection of one's own taste and knowledge remains.

The quality of everything that is created by activity includes the properties of activity, both practical and spiritual in an objectified (objective or functional) expression. Hence, the conclusion follows that it is necessary to form and direct the development of the ability of the mass consciousness to qualitatively evaluate goods: a certain experience in Soviet times was and showed its effectiveness: "circles", "schools",

"Universities", including those initiated by television and radio. The place of systemic enlightenment of the mass consumer, professional assistance in the development of a culture of high-quality selectivity, is today flooded with aggressive advertising on the air, the quality of which is not controlled or the control is not commensurate with the size of deception. Who should be the main educator? The manufacturer and only he, because only he fully, according to the logic of the formation of understanding, should know what quality is. Taking on the production of a product without comprehending the specificity of the quality of this product means a professional failure in the market. The release of a product with a fake quality is prosecuted by law, however, formally and ex post facto. Suppliers of pseudo-quality goods hope for the latter.

For the sake of objectivity, let's say: true creators of high-quality products will be outcasts in our market as long as the guardians of order are confident in their own impunity for corruption. Nevertheless, it is necessary to go forward. History is ugly, but still moving towards order.

Accession to the WTO has not yet added quality products to us and has not lowered the prices for quality products. The real perspective is associated with the organization of a single economic space within the Customs Union. Cross-quality control appears, the influence of the national corrupt forces on the market is weakening. As for the possibility of an increase in interethnic criminal opposition, there is a danger, but different conditions for organizing crime and inter-criminal competition should delay the degradation of the market - the main reason for high-quality national goods, and the market itself, whatever it may be, will expand, and access procedures will be simplified. to him.

Let's honestly admit that the quality problem remains theoretically worked out one-sidedly, which is not very noticeable, because there is no normal organization of production and marketing of high-quality commercial products. The current practice is satisfied with this degree of certainty in the theory of quality. The theory of quality management has been simplified to the concept of control over the conditions of quality production. While there is no systematic understanding of what is the quality of a product? The production is run by the market. The market is ruled by speculators - intermediaries. The state strives to minimize its economic function before collecting taxes. There is no real activity aimed at giving the market a civilized form of "purchase and sale" based on the principles of real freedom of competition. Behind the traits that are essential for quality, supervision is limited to the level of practical uselessness. The market dictates order to local and regional governments. The store manager ran the defense department. The culture of the producer and the consumer is of little interest to anyone, not to them. But the external order begins with the internal order, with the awareness of the "political moment" due to the economic situation.

Historically, the understanding of quality and the concreteness of its reality, presented in a product, reflect the economic and cultural development of society. Quality in the days of workshop production was determined by the conservatism of manufacturing techniques, but even at that time, the municipal authorities strictly checked the quality of products, as well as the ability of the candidate for manufacturers, there was an official regulation approved by the authorities of the city or country. The agricultural products were controlled by the consumers themselves.

The Industrial Revolution simplified the production process, created conditions for mass production. Adequate quality control measures were required. With the leveling of social architectonics and greater accessibility to the assortment of goods, ideas about quality changed in the direction of its quality - qualitative components. At the same time, the possibility of falsifying quality was formed. Further, both de facto and de jure, there was only a step to the substitution of brand qualities. Going beyond the border of the measure opens the way for legal violations and moral crisis, up to and including limit.

Were the trends in the interpretation of quality and attitudes towards quality in the economy of mass production inevitable? No, they were generated by a new nature of production, reflected this character and to a certain extent were an objective reflection, but, in addition to the object reflected by consciousness, there is a perspective of reflection, conditioned by the position of the consciousness of the reflecting subject, his interests as a participant in the processes taking place in objective reality.

Objective reality itself, by definition, is located outside and independent of consciousness. Its reflection is subjectified, which, in general, looks in accordance with the theory of reflection. However, it admits, privately, both subjective distortion - involuntary - due to misunderstanding, and deliberate in order to obtain a temporary gain. Competition is always a struggle, unfortunately, the struggle is not always conducted according to the rules.

Quality has been and remains a subject of manipulation in the interests of those who run the market. Consensus about the quality of the creator, producer, seller and consumer is the sweetest fairy tale. Agreement is achievable between creator, consumer and producer. This "trinity" embodies the subjective mechanism for resolving the problem of alienation. Creator - the creator of a product finds satisfaction in production and consumption. He realizes his human strength in them. The producer is interested in a sustainable relationship with the creator and the consumer. The consumer is satisfied with the quality and value for money. "Shares" and "sale" do not confuse him or deceive him.

On the way to consensus stands the seller, the subject of relations who, in essence, has nothing to do with the quality of the goods, but it is he who is the key figure in the market economy. We get everything we need from him. He is a monopolist and as such dictates the terms of the relationship through price interest and profit margins. Not a single branded light industry enterprise has appeared in Russia for twenty years, on the contrary, a lot of trade brands have appeared. Shopping rows are multiplying, and the consumer is assured that the production of goods is unprofitable. The culture of the organization of trade is replaced by the concept of "quality of sale". The culture of trade is measured by assortment, price and physical availability of goods, high-quality consultative support, lack of queues, compliance with sanitary and hygienic standards, appearance and behavior of personnel, service maintenance. The "quality of trade" is determined by the proportionality of the price and quality of the goods, the conformity of the goods being sold to its certificate, and the demonstration of the goods. The seller's profit should not exceed the manufacturer's profit. Both need not wait for an increase in purchasing activity only by increasing consumers' salaries, but create a most favored nation treatment for the buyer (without colluding with another predator of the market - banks).

Only in Russia and only the liberals - the market people, at every opportunity, remember how bad it was for the people before the advent of true democracy - they starved, went ragged, lived who knows where and how. Monitoring the quality of life - through quality consumption opportunities - is advisable within the current time frame. There is only one criterion - the consumer basket is growing and how does it grow?

The rate of inflation is a necessary, but not sufficient indicator of the state of the quality of life. The government took inflation reduction as its main reference point. The indicator is actually socially - economically significant, testifies to the culture of the market and, indirectly, to the state of production. The disadvantage of this indicator is the lack of quality in it. The quality of life is determined through the amount of products consumed in monetary terms. The qualitative composition remains constant and one can only speculate about quality, since quality erodes quality. The quality of footwear, clothing, cereals, fish, vegetables, fruits within the general name varies greatly. The reserve for quality manipulation is significant. The main thing is still in understanding quality, not the name, but the system characteristic of the product, reflecting the assortment,

Quality represents a system of properties that are essential for a product - this is commonplace and well-known, which is actively used. By replacing properties or their consistency in a quality product. Essential properties are those that are not simply inherent in the product, they determine its functionality. Such properties, as a rule, are revealed in the process of "work" of the product for its intended purpose, they are hidden from the unprofessional glance of the consumer. In its "pure" form, the market is an intermediary and should not be interested in the quality of products. The task of the market in the theory of the organization of commodity production is the organization of exchange between the producer and the consumer. The development of the market stimulates the increase in production in the interests of the consumer within the framework of the infrastructural status of the market.

The monopolization of production led to the accumulation of financial capital, the autonomy of the latter and control over the market. As a result, the market has turned from an intermediary into a key subject, the indicator function - to show the demand for goods - is trying to replace the role of the organizer of economic activity as a whole, which distorts the system of the economy.

The economy of commodity production was created by the production of a product and the need for a mass product. The system-forming factor here is the production of goods as a product necessary for consumption by others, that is, the process of alienating consumption. In natural production, product quality was hardly a pressing issue. The quality was “dissolved” in the conservatism of technique and technology, in the traditionality of the assortment. The question of quality was raised by the consumer when he got the opportunity to compare at the fair. The market, which grew out of fair gatherings, gradually enriched the representative status with the advertising business, taking control of the relationship between the manufacturer and the consumer. Levers of management - financial policy, directions - the main - two: the impact on the quantity and quality.

Product quality has gained relevance in commercial production. It became clear that in the understanding of quality there are sensory and rational thinking (the latter in the form of calculation). The subjective factor is objectified and fetishized. The market is not able to directly influence the objective properties of a product (using its own mechanisms), but it can very well even objectify subjective ideas. So the manipulation of quality was first included in the functions of the market, then it became an element of economic policy.

A sound and healthy economic policy is designed to work on improving quality in two interrelated directions: technical and technological, completed by a rigid legal block of support, and socio-cultural - to provide comprehensive support for the formation of conditions for subjective perception of quality, to block the negative effect of advertising influence, which has long and thoroughly become an attribute of market speculation. on the importance of quality to the customer. The availability of choice and ability to pay do not serve as the basis for the indisputability of a high-quality acquisition.

In the existing market, price and quality are divorced even at auctions that are famous for the careful organizational culture. The buyer is turned into an expert and this grimace of the market is not as bad as it is illogical. The market forces the consumer to develop as a person. From a layman with a wallet, so as not to be suckers, we involuntarily try to learn more about the subject of interest, improve our "purchasing skills". The term is not new, journalists use it, but for them it is a passing, verbal number, and for us it is no longer a new combination of common words, but the most important concept, without which the modern theory of quality does not have a systemic integral form.

"Purchasing qualifications" include, along with certain knowledge that helps to determine the location of the store, the range of prices for the goods, requires basic information about the manufacturer, the quality characteristics of the goods, the market reputation of the manufacturer, the tradition of the company, the scale of activity. Today, in the consumer market, the naive buyer runs the risk, beyond all reasonable measures, of becoming a victim not only of deception, but also of his own carelessness, therefore, without any rights to compensation.

A buyer in Russia is formally protected. In real life, one has to be guided by the famous rule "rescuing drowning people (" buyers ") is the work of the drowning people themselves, read" buyers ".

Increasing the “purchasing qualifications”, if desired, is a mutually beneficial business for the state, activating the cultural national heritage and the patriotic mood of the mass consumer. Although there is another way, tested under Mao in China - "the worse, the better."

Imported consumer goods - not Chinese - in the 1980s and 90s. was with us with a bang! The assortment, packaging, external features of the product were impressive. And what is the bottom line? After 10 years, the manufacturer returns the Soviet brands, naturally in the absence of effective control, not Soviet quality.

We know how to make quality products and are quite capable of regaining "our" market. The issue is not even the price, the problem is the loss of control over the consumer (and not only the consumer, judging by the failures in rocketry, the operation of aircraft, etc.) market. They explain to us: we need economic measures. Correct, however, this is half-truth. If necessary, then accept. The power should have power that is not nominal. It's time to understand that economics has always been politics, economic theory has always been political economy.

Economic movement is self-movement, but it does not take place in a vacuum. Economy is the basis of social movement. Society provides the conditions for economic movement, and the state has the right to energetically join the mechanisms of economic self-movement, directing the development of the economy in the interests of society.

An amazing thing. When it comes to the future of technological progress, futurologists of all stripes groan that the autonomization of the movement of technology will lead to the dominance of robots over humans, and it is better not to interfere with the development of the economy. For whom is it better? One conclusion suggests itself: not to disrupt the self-movement of the economy in the interests of those who have privatized the economy and whose service is the "border guards" who prohibit the control of economic processes through politics.

None of the convertible currencies is backed by a quality commodity equivalent and the “free” movement of currency continues under the guise of politics. Financial self-movement creates opportunities for chaos in the consumer market. The state sluggishly protects the legitimate interests of the national producer, even when the product is a product of interethnic integration. There is no political aggressiveness, politics is dragged along the wagon train of the economy instead of outstripping its development on the basis of objective socio-economic trends. I would like to believe the explanations of politicians regarding the success of joining the WTO. It is good that they were bargaining, creating a legal "safety cushion" for the domestic producer of consumer goods. Problem: how will they use concessions from the WTO now?

The time for political action - not decisions - is the most favorable. The dope of the nineties and zero seemed to be on the decline. Awareness of the qualitative advantages of many Soviet products of the light and food industries is returning. There is a revival in consumer cooperation, which can stimulate the production of agricultural products in the countryside. Mistrust in consumer imports is growing, including including and because of its massive Chinese production. Migration flows are stabilizing.

A harsh assessment of the socio-economic situation and a direct indication of the government's responsibility for the failure to fulfill the presidential instructions of 2017 in the Address of V.V. Putin, are associated with the determination to "tighten the screws" so that the movement goes on the intended course. A clear activation in interethnic economic relations within the Customs Union, a reboot of strategic relations with an emphasis on China, India, Iran, Latin America. The real possibility of full-scale cooperation with Egypt, Syria and the same Iran - the key states of the Middle East and the African North - all this is a unique international sphere for restoring the balance in the domestic consumer goods market.

Domestic producers need a "coherent" economic policy. By "intelligibility" they mean: clarity, consistency, guarantee support, allowing to cut off the many-sided arbitrariness of administrative authorities and "guardians" of order. Everyone is responsible for quality. Both those who produce and those who are called upon to ensure the rights of producers. The Customs Union has lit the green light on the path of national goods in the markets of the Treaty countries. Thus, an equilibrium real market competition has been created, which makes it possible to evaluate the natural rather than advertising quality. By the way, a wonderful research topic is “real and“ advertising quality ”, that is. created by advertising.

It is no less important to analyze the problem of quality in the coordinate system of national mentality and interethnic integration. Integration is deliberately replaced by globalization, despite the obviousness of the difference between these phenomena. Both trends are objective and characteristic of recent history.

Integration is the interethnic interpenetration of various types of activities of a socio - economic, cultural and humanitarian scale. It can have an interethnic size, for example - “Union State (RF and RB); local - the Customs Union; regional (Shanghai Organization, EEC). Globalization indicates a worldwide scale of the phenomenon. Among the global problems are those that have arisen as a result of general, but not necessarily integration, processes, and require a consolidated solution.

Global problems, in contrast to the problems associated with integration, are potentially relevant and have a strategic meaning. For example, how to protect life on Earth from large meteorites. When the time of the onset of the event is postponed, but it itself is overly relevant in importance, then speculators, including financial oligarchs, are actively rushing into the gap, trying to extract profit from uncertainty.

Quality is associated with globalization, but practically not so relevant. Quality is directly related to integration.

Let's consider the problem of “quality of consumer goods” in the “national” and “international” coordinate system. First of all, it is necessary to find an answer to the question: is integration capable of crowding out the national component of quality?

Integration processes are based on standardization and uniform metrological characteristics of production, which corresponds to the objective reality. Technological progress is based on science, scientific knowledge is imperative in terms of normativity. However, the being of the common is not self-sufficient. General requirements are implemented through special development, due to the specificity of the circumstances of the action. In other words, no matter how standardized the production of a product is, the originality of production conditions will still manifest in it.

The specificity of conditions - regional, national, is immanently present in raw materials, climate, traditions, culture of performers' consciousness. And in all this is the power of production, which determines the nuances of the quality of the goods, which create a special consumer interest in it. Tea is grown in our time all over the world, but the uniqueness of tea plantations in Sri Lanka, the national attitude to tea, ensured the leading position in the quality of the Ceylon product. The same can be said for Kenyan coffee, bell and chilean peppers, French cognacs and champagne, Ukrainian lard, Bavarian and Dutch beer, Scotch whiskey, Russian flax, Egyptian cotton, Chinese silk, Argentine leather, Greek olive oil and much more. The specificity of the environment should be cherished and preferences for its reproduction should be ensured. In fundamental treaties,

The Customs Union consolidates the interethnic division of labor, built in the XX century, promotes the expression of the objective and subjective aspects of the development of production, mutually enriches the market, making it easier for producers to access it. But this is all theory. Theory develops into a rational practice, not only because it is correct. Activity makes theory a practice; moreover, in order to obtain the desired result, activity must be systemic and consistent.

Interest in the quality of a product, in theory, should not start in production. Its initial position in the normalized market, more precisely at the meeting of the manufacturer and the buyer. A normal market is an indicator of the quality of a product. Demand pulls along the production chain. But not the spontaneous demand of abandoned buyers. Demand is a state of consciousness conditioned by purchasing power, however, it cannot be reduced only to the amount of money, especially when lending is stimulated in every possible way by banks. The demand left to the mercy of intermediaries, lobbyists, speculators is a deadly disease for the national producer of Russia. Demand should be taken under control and generated, the buyer should be educated. Consumer education costs a lot. But it's worth it if you look to the future.

Market liberalism corresponded to the flourishing of the first type of mass production economy, focused on ensuring free access and choice of goods. Such production perceives the consumer as an abstract subject of the relationship in the system “producer

– seller buyer". The seller is assigned the role of an active intermediary, but

no more. It culturally provides a meeting point for producer and consumer. The system, however, must be functionally active, which presupposes not the presence of its constituent components, but their complicity. The perfection of a system is not determined by aesthetics, but by a design feature. It manifests itself in the maximum activation of the possibilities of what it acts as a system of relations. The perfection of the system design lies in the maximum realization of the potential of relations that create consistency.

The article "Quality of goods" is necessarily present in every sales contract. In this article, the parties establish the qualitative characteristics of the product, that is, a set of properties that determine its suitability for its intended use. The parties should strive to provide the most complete qualitative description of the subject of the transaction.

In international practice, the following methods of determining quality in contracts are most often used: according to standards, according to technical specifications (description), according to samples and others.

According to standards, the parties can choose and fix in the contract both the national standard of the seller and the international standard, and in some cases the standard of the buying company (it is used relatively rarely).

According to the technical conditions (description), mainly machines and equipment are sold and bought, as well as other goods for which there are no standards or for which special quality requirements are imposed. In this case, a specification is attached to the contract that defines the main quality parameters.

By sample - the seller presents to the buyer samples of the goods, the latter approves them, after which they become the standard. This method of establishing quality is often used in the trade of consumer goods, as well as in the conclusion of transactions at exhibitions and fairs.

According to the description - the method is used when purchasing citrus fruits, vegetables, artistic and decorative products. In the contract and / or in the annex to it, a detailed description of the goods is provided.

On the output of finished products - the method is used for some types of industrial raw materials, industrial crops, and sometimes semi-finished products that are intended for industrial processing in the buying country. The contract stipulates that after processing in the established technological mode, a certain amount of finished products of appropriate quality should be obtained from a unit of raw materials.

By the content of individual substances in the product - the method is mainly used to determine the quality of metals, ores, chemical products, fertilizers, and many food products. With this method of buying and selling, the seller issues to the buyer a certificate of quality analysis carried out when the goods were dispatched. The buyer has the right to check the actual quality at the point of unloading of the goods, for which samples are taken and laboratory analysis is carried out.

“As it is” or “as it will be” (telle quelie) - the sale and purchase on such conditions obliges the buyer to accept the product of any quality if its name corresponds to the name specified in the contract. In this case, the buyer cannot make a claim to the seller about the quality of the delivered goods. However, the seller is obliged to ship a good-quality product, which, due to its condition, cannot become unusable during its transportation under normal conditions to the specified place. Citrus fruits, sugarcane, cereals and other goods are usually sold on these terms before the harvest - "in the vineyard".

"Inspected-approved" - the transaction is considered completed if the buyer, after a preliminary inspection, agreed to accept the goods being sold. An example of buying and selling on such terms is selling from warehouses and at auctions.

Sale with a guarantee - the seller guarantees that the goods sold have certain quality indicators. Warranties can be established not only for individual quality indicators, but also for certain warranty periods, within which the seller guarantees the good quality of the supplied goods. Warranty periods are not the service life of the goods, but the time during which the buyer can check the quality of the goods during operation and present their claims to the seller. If defects appear during the warranty period, the seller is liable under the contract. The supplier is released from liability in cases where he proves that the defects arose as a result of the buyer's violation of the rules for installation, operation or storage of products. This is how products of the engineering industry and some consumer goods are sold. Gross weight - the weight of the package and products in it. Packaging can be both internal (inseparable from the product before its consumption), and external - boxes, bags, barrels, etc. This definition is used in customs (gross mass is the total mass of declared goods with all types of packaging materials and packaging containers that ensure their safety during storage and transportation).

Net weight - the weight of the product in a packaging unit. When calculating the customs duty in a number of countries, including Russia, the net weight includes the weight of the package of prepackaged goods, which is inseparable from the goods before their consumption (a box of matches, a pack of cigarettes, a box of chocolates.

The quantity of goods is an independent section of the sales contract. When determining the quantity of goods, the parties must agree on: units of measurement of quantity, a system of measures and weights, the procedure for establishing the quantity. The quantity of goods is indicated in units characteristic of it: measures of mass, volume, length, area, in pieces, in conventional units, in sets. It can also be set in monetary terms. The choice of units of measurement depends on the nature of the product itself and the prevailing practice of international trade.

So, for example, for chemical goods, cereals, coal, ores. Metals are measures of mass. In the timber trade, measures of length and volume (m3) are used; petroleum products - both measures of mass (tons) and volume (barrel); cotton - masses, but the size of commodity deliveries can be expressed by the number of bales of a certain average mass.

In trade in some other goods (mercury, matches, coffee), the unit of measurement is the quantity in a certain package - a bottle, a box, a bag. The quantity of some goods is determined in terms of conventional units - canned food in conventional cans, a number of chemical goods - in terms of 100% of the basic substance (for example, fertilizers). The number of machines, equipment, durable goods and other finished products is set in pieces.

The quantity of goods can be determined either by a fixed figure or within established limits. In the case of deliveries of raw materials and foodstuffs in bulk, in bulk or in bulk, the designation of the quantity is usually supplemented with a clause allowing the deviation of the quantity of goods actually supplied by the exporter from the quantity stipulated in the contract. This clause is called "about" or option and is sometimes based on trading custom. So, for grain it is (+5%), for coffee - (+3%), for rubber - (-2.5%), for timber - (+10%). The option is most often used for sea transportation of goods and, as a rule, does not exceed 10%. The delivery of goods under the contract within the option is paid by the buyer according to the actual quantity and does not constitute a violation of the contract.

The contract also stipulates the method for determining the quantity of goods actually supplied by the exporter and payable by the importer. If the quantity is expressed in mass or volume units, then there are two ways - by the shipped or by the unloaded mass. The shipped mass or quantity is established at the point of departure and indicated by the carrier in the corresponding transport document. These data are considered final and determine the amount of the payment. The unloaded mass or quantity is set at the agreed destination by re-weighing by sworn weighers and recorded in the plumb lines (weight certificates) issued by them.

The category of goods is highlighted, the quantity of which may vary depending on the humidity and temperature of the environment. Among them are grain, sugar, salt, alcohol, wool fibers, cotton, timber, oil products and others. By standards or specifications, the amount of such products is established taking into account certain indicators of humidity and temperature. If, when determining the quantity of goods, its actual moisture content was higher than the conditioned humidity established by the Standards, then the corresponding amendment is applied to determine the conditioned quantity of the goods. If the methodology for determining the quantity of goods is standardized, then the contract indicates the number of the standard, which should be followed when determining the quantity of goods.

If the quantity of goods is influenced by environmental factors, then the contract stipulates the norms for the permissible moisture content of the goods, as well as the temperature and humidity of the environment; at which the determination must be made. The basic unit of measurement for all goods included in the TN VED of Russia is the kilogram. If an additional unit of measurement is provided for this product, its code is entered in column 31 of the customs declaration.

Goods measured in economic units. The largest number of types of goods is measured by the piece:

live animals;

live trees and other plants, bulbs, roots and other similar parts of plants, cut flowers;

primers, fuses, electric detonators, fireworks, rockets and other pyrotechnic items;

films for instant photography and no more than 30m in length;

pneumatic rubber tires;

others.

The list of other goods measured in economic units includes:

one hundred pieces - artificial teeth;

a thousand pieces - bird eggs in shells, cigars, cigarillos, cigarettes, safety razor blades, cartridges, sleeves;

-pairs - gloves, hosiery, shoe uppers, pedals, skis, skates.

Goods measured in units of mass. In grams are measured:

natural or synthesized hormones, their derivatives and steroids used as hormones;

opium alkaloids, their derivatives, salts of these compounds, cocaine and its salts;

natural and cultured pearls, precious or semi-precious stones, artificial or reconstructed; crumb and powder from precious and semi-precious stones; precious metals, products from pearls, precious or semi-precious stones; coins from precious metals.

In grams of fissile isotopes, the following are measured:

uranium enriched in uranium-235 and its compounds;

plutonium and its compounds;

products containing these substances;

processed fuel elements of nuclear reactors.

In carats:

diamonds, grit and diamond powder;

processed precious and semi-precious stones (natural).

In kilograms of chemical:

- natural uranium; products containing natural uranium or natural uranium compounds;

radioactive elements, isotopes and compounds containing these substances;

fertilizers;

other chemical products.

In kilograms of 90% dry substance:

- pulp of wood or other fibrous cellulosic materials.

Examples of goods measured in units of length, area and volume are shown in Table 1.

Table 1. Goods measured in units of length, area and volume.

Meters (m)	Shaped frames for paintings, photographs, mirrors (profiled mouldings).
Square meters (m^2)	Fiberboard slabs, bars, slats and frieze for parquet or wooden flooring, panel parquet, floor coverings based on paper or cardboard.
Liters (l)	Denatured ethyl alcohol, ethyl alcohol with an alcohol concentration of at least 80 vol.%
Liters of 100% alcohol (l of 100% alcohol)	Composite alcohol semi-finished products; non-denatured ethyl alcohol with an alcohol concentration of less than 80 vol.%; alcoholic beverages, liqueurs and other alcoholic beverages.
Thousand liters (1000 liters)	Motor gasoline
Cubic meters (m^3)	Timber, sleepers, sheets of single-layer plywood and veneer, particle boards; glued plywood and veneered wooden panels; pressed wood; wooden products with mosaic and inlay.
Thousand cubic meters (1000 m^3)	Coal gas, petroleum gas, generator gas and similar gases.

Electricity is measured in thousands of kWh.

The units of measurement specified in the contract and payment documents for the goods can be established by agreement of the parties, however, in the cargo customs declaration, these units must be expressed in net and gross kilograms and, if required, in additional units.

Commodity information - information about a product intended for users - subjects of commercial activity. In the context of intensive development of international trade, commodity information is an important factor in ensuring the quality and safety of goods. For the first time in our country, the right of consumers to complete and reliable information about a product was established by the Law of the Russian Federation "On Protection of Consumer Rights" dated 07.02.1992 No. 2300-1. Providing false information about a product (service, work) is information falsification, misleading consumers and therefore is prosecuted by law. Depending on the purpose, commodity information is divided into three types: basic commodity information, commercial and consumer.

Fundamental commodity information - basic information about a commodity that is crucial for identification and intended for all subjects of market relations. Fundamental information includes the name of the product, grade, net weight, name of the manufacturer, date of issue, shelf life or expiration date.

Commercial product information - information about a product that supplements the basic information and is intended for manufacturers, suppliers and sellers, but is not easily understood by the consumer. These are data on intermediary enterprises, regulatory documents on the quality of goods (standards, certificates), classification codes (according to OKP, TN VED of Russia). A typical example of commercial information is a bar code.

Consumer product information - information about a product intended mainly for consumers in order to create consumer preferences in them, showing the benefits due to the use of a specific product. This information contains information about the most attractive consumer properties of goods: nutritional value, composition, functionality, methods of use and operation, safety, reliability, etc. Colorful images on goods and packaging are also intended to enhance the emotional perception of consumers.

Verbal information is most accessible to the literate population if it is given in the appropriate language.

The disadvantages of verbal information include cumbersomeness: to place it requires a significant area on the package or product. It takes time to perceive such information, and with an excessive saturation of verbal information, the consumer cannot and does not want to spend a lot of time on its comprehension.

Digital information is used to supplement verbal information (serial numbers of products, enterprises, weight, volume, length, dates, terms).

Digital information is distinguished by conciseness, clarity, uniformity, but in some cases it is available only to specialists and is incomprehensible to consumers.

Visual information provides visual and emotional perception of information about goods using artistic and graphic images of goods or reproductions from paintings, photographs, postcards.

The advantages of pictorial information are visibility, accessibility of perception, aesthetics, emotionality. At the same time, the possibilities of this form for sufficient information about the product are limited, therefore it only supplements verbal or digital information.

Symbolic information is information about a product transmitted using information signs. Symbol (from the Greek symbolon - a sign, an identifying sign).

The advantages of this information are brevity, unambiguity, but the perception of symbols requires a certain professional training to decipher the information. The basic requirements for commodity information are the following basic requirements: availability, sufficiency, reliability.

These requirements can be referred to as "Three Ds".

The first "D" - reliability - implies the truthfulness and objectivity of information about the product, the absence of misinformation. Unreliability of information is information falsification.

The second "D" - availability - is associated with the principle of information openness of information about the product for all users. The Federal Law "On Protection of Consumer Rights" states that information about a product must be in Russian.

The third "D" - sufficiency - is interpreted as a rational information saturation, i.e. both incomplete and redundant information should be excluded. Incomplete information, for example, the expiration date of a dairy product is not specified, can lead to harm to the health of the consumer. Too much information is useless information about a product; it can irritate the consumer and prompt them to abandon a purchase.

Means of commodity information are: labeling, technical documents; regulations; reference, educational and scientific literature; advertising and propaganda. Next, we will consider the types of markings and their importance in international trade.

Marking is a text, symbols or a drawing applied to packaging and (or) a product, intended to identify a product, bring to the consumer information about manufacturers, quantitative and qualitative characteristics of the product.

The structure of the marking can include three elements: text (can occupy 50-100% of the area of the marking); drawing (0-50%); information signs (0-30%).

The main functions of marking: informational, identifying, motivational, emotional. It is also accepted to distinguish between commodity, shipping, transport and special markings. Product labeling is usually applied to the product or to its consumer or industrial packaging. Varieties of product markings are production markings made by the manufacturer of the goods) and trade markings (applied by the seller: price tags, sales and cash receipts).

The carriers of production markings can be labels, necklaces, inserts, labels, tags, control tapes, stamps, stamps, etc.

Label - any colorful or descriptive characteristic of a product applied to a product or packaging using a typographic or other method (in the form of a stencil, stamp, relief on a packaging unit). Of all the labeling media, the label contains the most complete information about the product.

Collier - a kind of labels, have a special shape, are glued to the neck of bottles. The main purpose is the aesthetic design of drinks. The name of the drink, manufacturer, year of manufacture can be indicated. Sometimes there is no information on the necklaces at all.

An insert is a type of label inserted into consumer packaging, such as packaging for cosmetic products. The insert may contain a brief description of the consumer properties of goods (primarily, functional purpose) or advertising information.

Tags and tags are marking media that are glued, applied or hung to the product. They can be made of various materials - leather, wood, plastic, paper and contain brief information about the product and the manufacturer (brand and trade marks, product name, manufacturer's address, etc.).

Packing label - used for marking a group of products packed in consumer containers, plastic bags, paper or bundled in a pack without packaging. Packing label details: manufacturer's trademark; name and location of the manufacturer; product name; product article and price list number; model number; designation of a standard or technical specification for a product; sizes; grade; the number of products in the package; color, Packer number.

A control tape is a carrier of brief duplicate information carried out on a small textile tape and designed to control or restore information about a product in the event of a loss of a label, tag or tag. More often with. changes for clothing and footwear.

The requisites of the control tape are: the trademark of the manufacturer; composition of raw materials; care symbols; product dimensions). The location of the ribbons is normalized by the standard, for example, for clothes - this is the left side seam, for top shirts - the middle of the collar, etc.

Brands and stamps are information carriers intended for applying identifying symbols on goods using special devices: indelible paint (fabric, leather): burning out an electric stamp; extrusion of stamps (relief marking); indentation of plastic numbers, letters into goods (cars, goods of complex technical purpose).

Currently, the requirements for production labeling are regulated by consumer information standards. In total, four such standards have been developed: GOST R 51074-2003 “Food products. Information for consumers "; GOST R 51087-97 “Tobacco products. Information for consumers "; GOST R 51121-97 “Non-food products. Information for consumers "; GOST R 51391-99 “Perfumery and cosmetic products. Information for consumers ".

In accordance with these standards, production marking must contain the following information:

- the name of the product, which should be clear to the consumer, specifically and reliably characterize the product, its distinctive features (for example, food product "dry", "ground", "sterilized", "reconstituted", "genetically modified");

the name and location of the manufacturer, including the country, legal address, if necessary, the organization authorized to accept claims from consumers;

the manufacturer's trademark (if any), approved or accepted by the manufacturer in the prescribed manner;

-quantitative characteristics of goods (net weight, or volume, or quantity, or size);

- purpose and conditions for use (for individual food products: for baby or dietary food of biologically active additives, perfumery and cosmetic-some goods, etc.); shelf life or storage (for food products and certain types of perfumery and cosmetic products);

date of manufacture and date of packaging (for certain groups and types of goods);

designation of the document in accordance with which the product was manufactured and can be identified;

information on confirmation of conformity in the form of a conformity mark or a mark of circulation on the market;

contraindications or restrictions (for certain groups and types of food products, perfumery and cosmetic products, as well as for all tobacco products).

In addition, the requirements for production labeling are regulated by the relevant standards for specific groups and types of food and non-food products.

Identification marks discourage theft and make it harder to sell stolen property. It performs the following functions:

preventive - informational impact on the kidnapper in order to stop him and prevent theft;

preventive (anticipatory measure) prevention of the sale and purchase of stolen goods, which makes the theft of labeled valuables unpromising;

identification - allows the owner to easily identify the property and prove his right to it if the theft has occurred.

The anti-theft identification tag with identification number is perforated. A special liquid is applied through the perforations, penetrating deeply into the structure of the material. The liquid contains pigment, which makes the number clearly visible, even if the label itself is removed. The printed number is readable only in ultraviolet rays. The number can only be removed by significant damage to the surface.

An example of an identification mark is the vehicle identification number VIN (Vehicle Identification Number), the structure of which is shown in Table 2.

Table 2. Vehicle identification number structure

WMI			WDS	VIS
X - geographic area	X-country code	X - manufacturer's code	XXXXXX - descriptive part	XXXXXXXX - index part

VIN number is a seventeen-digit combination of digital and letter designations, which is a mandatory marking element and is individual for each vehicle for 30 years.

The VIN consists of 3 independent parts:

World Manufactured Identification (WMI). In accordance with ISO 3780, the first and second signs are assigned to the country and controlled by an international agency - the Society of Automotive Engineers (SAE), working under the direction of ISO. XT signs are fixed for VAZ cars. The 3rd mark is assigned to Russian manufacturers by the Central Scientific Research Automotive and Automotive Institute (for VAZ - A).

The descriptive part is the six-digit world product index (VDS - Vehicle Description Section). The meaning of the Vehicle DS characters describing the properties of the car is assigned by the manufacturer (for example, 211000 is the VAZ 2110 model index).

VIS (Vehicle Identification Section) 8-digit product number. If the manufacturer wishes to include in the VIS the designation of the model code or assembly plant, in this case, it is recommended to prevent the designation of the model code in the first position, and the designation of the assembly plant in the second.

Table 3. LADA KALINA vehicle identification number structure

HTA	International manufacturer code for VAZ cars
11830	Descriptive part: car model VAZ-11183
6	Vehicle year code - 2006
0027928	Production number of the product - the same as the body number

Table 3 clearly shows the structure of the VIN of the LADA KALINA car with the identification number: TASH 83060027928.

Information signs are symbols designed to identify individual or aggregate characteristics of a product. The features of information signs are the brevity of the image, expressiveness and clarity, a small area of placement, high information capacity, but less availability of information. Next, we will consider the characteristics of the main types of information signs. Trademarks. (TK) - designations that make it possible to distinguish, respectively, the goods and services of some legal entities from similar goods and services of other legal entities. Verbal, figurative, three-dimensional and other designations or their combinations can be registered as trademarks. Legal norms and rules regarding trademarks are regulated by the Code of Administrative Offenses of the Russian Federation. It states,

If a trademark is officially registered in the Patent Office in the state register of trademarks and service marks, then the ® mark is indicated next to it. Such TK is an object of intellectual property. In world practice, the symbols TM (Trade Mark) and SM (Service Mark) are also used.

A trademark protects the exclusive rights of the seller to use the brand name, name or brand name (emblem). Trademarks act as pointers to help consumers choose certain products. The trademark is the face of the company, contributes to its recognition. The right to a trademark is protected by law. The law determines that the use of a trademark or a similar designation, contrary to the provisions of Art. 4 of the law entails civil, administrative, or criminal liability. The trademark registration is valid for 10 years, the period of validity of the trademark registration can be extended during the last year of its validity, each time for ten years.

The use of a trademark is not only a right, but also an obligation of the owner of the trademark. The owner of the trademark may affix warning markings next to the trademark indicating that the designation used is a trademark registered in the Russian Federation.

Russian legislation protects the rights of the owner of a trademark in the following ways. The owner of the trademark has the right to demand: to stop further illegal use of the rights to the trademark; remove the illegally used trademark from the product or its packaging; publish a judgment in order to restore their business reputation; officially recognize your trademark rights.

In Europe, intellectual property law has existed for about a century, but it is still imperfect. There is a contradiction between the principle of free movement of goods and national intellectual property laws. The EU Court of Justice, using the principle of exhaustion of intellectual property rights, managed to somewhat smooth out the existing contradiction. As a way to completely eliminate the contradiction, the EU Court proposes to take measures to harmonize the national laws on intellectual property of the EU member states.

Russia is striving to become a full member of the economic community at the European and world level. To achieve this goal, it needs, among other things, to revise legislation related to intellectual property. Legislative consolidation of an unambiguous formulation of the principle of exhaustion of intellectual property rights could become one of the practical steps in this direction. For example, in relation to trademarks, based on an analysis of the relevant provisions of the legislation, the principle of exhaustion could be formulated as follows: without the consent of the owner. "

The customs authorities control goods that have signs of counterfeit. In accordance with the Customs Code of the Russian Federation, the Regulation on the Protection of Intellectual Property Rights, approved by order of the State Customs Committee of Russia dated October 27, 2003 No. 1199, (registered by the RF Ministry of Justice No. 534 on December 18, 2003), the customs authorities have a customs register of intellectual property objects. If, during customs control and customs clearance, goods that have signs of counterfeit are detected, the customs authorities take measures related to the suspension of the release of goods in accordance with the procedure established by Articles 393-400 of the Customs Code of the Russian Federation.

The name of the place of origin of a product is the name of a country, settlement, locality or other geographical object used to designate a product, the special properties of which are exclusively or mainly determined by natural conditions or human factors characteristic of a given geographical object, or natural conditions and human factors at the same time.

The marks of the appellation of origin of goods include: marks of the name of a settlement, a locality, the historical name of a geographical object. Examples of marks of appellation of origin are the marks "Made in Russia," Made in USA ". The national sign may have symbols with the image of the national flag.

The designation, although representing or containing the name of a geographical object, is not recognized as an appellation of origin, but which has entered into general use in the Russian Federation as a designation of a certain type of product, not related to the place of its manufacture. " For example, Vologda butter (before the revolution - Parisian), Yaroslavsky, Kostromskoy, Poshekhonsky cheeses are produced not only in the regions whose name coincides with the name of the goods, but in many regions of Russia, so their name indicates not the place of origin, but the assortment. Conformity mark is a designation informing purchasers about the compliance of certification objects with the requirements of the voluntary certification system or the national standard (Figure 1 b).

Products that have passed the procedure for confirming compliance with the requirements of technical regulations in the form of mandatory certification or declaration are marked with a market circulation mark (Figure 1 a).

Figure 1 a. European and Russian conformity marks:
a - EU directive; b - to the national standards of Russia

Depending on the scope of application, a distinction is made between national and transnational conformity marks. National mark of conformity - a mark confirming compliance with the requirements of national standards: transnational marks of conformity - marks confirming compliance with the requirements of regional standards. They are applied in countries of a certain region on the basis of harmonized standards and mutual recognition of certification results. Examples of transnational conformity marks are the CEN mark, established by the European Committee for Standardization (CEN), and the CENELEC mark, established by the European Electrotechnical Commission (CENELEC).

Many countries also use national conformity marks (Figure 2.). For example, in Germany, the national conformity mark is the DIN mark.

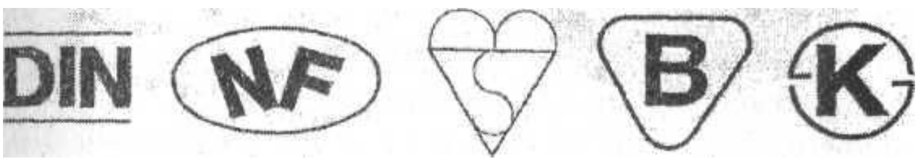

Figure 2. Foreign national marks of conformity:
1 - Germany; 2 - France; 3 - Great Britain; 4 - Poland; 5 - South Korea

In the EU countries, a transnational European mark of conformity is used, confirming the conformity of products with the requirements of European directives (Figure 4 a). This sign means that the product meets the existing requirements (mainly safety and environmental friendliness), the manufacturer has carried out the necessary conformity assessment actions, and the product can be placed on the market without restriction. The mark cannot be awarded if the conformity is confirmed in accordance with the requirements of national or international standards. The mark does not apply to Products that are not subject to European legislation. Dimension marks are marks designed to designate specific physical quantities that determine the quantitative characteristics of a product. Dimension marks in the form of numbers or graphic images are used for clothing and hosiery. Service marks - marks informing the consumer about the rules of operation, methods of care, installation, and adjustment of consumer goods. For example, the list of symbols for the care of textiles, presented in the international standard ISO 3758, allows you to easily determine the meaning of conventional symbols: a wash basin with an indication of the water temperature, an iron with an indication of the ironing temperature, etc. The above standard has been adopted in Russia as a national standard and is used by all textile manufacturers. Operational marks include control marks on complex technical goods (computers, household appliances, audio-video equipment, photo and film cameras) and in operational documents, attached to these products. Manipulation signs are signs intended for information about the ways of handling goods. Basically, handling signs are applied to the transport packaging and indicate the ways of handling the goods. Their symbols, name, purpose are regulated by GOST R 51474-99 “Packaging. Marking indicating the way the cargo is handled ”. Some of the most common manipulation signs are shown in Figure 3.

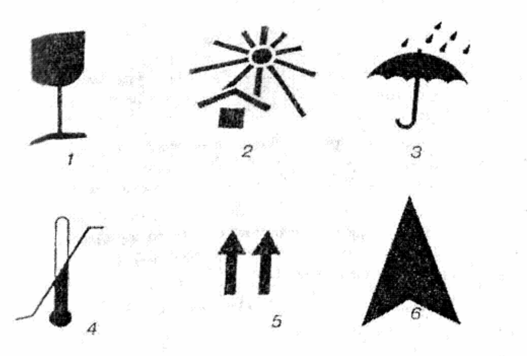

Figure 3. Manipulation signs: 1- “Fragile. Caution "-; 2-" Keep away from heating "; 3 "Keep away from moisture"; 4 - "Temperature limitation"; 5 - correct position of the load - "Top"; 6 - open the package only in the specified place "Open here"

One of the most pressing problems of our time is environmental protection and human safety. There are many ways to solve the problem, one of them is informing consumers with the help of environmental labels.

The group of environmental labels is divided into three subgroups:

- signs informing about the environmental friendliness of the product or safety for the environment;

signs informing about environmentally friendly methods of production or disposal of goods or packaging;

signs informing about the danger of products for the environment.

Eco signs of the first subgroup inform about the safety of a product or its individual properties for life, health, property of consumers and the environment. This subgroup includes such eco-labels as the “White Swan”, adopted in the Scandinavian countries, “Blue Angel”, adopted in Germany, “Ecological choice” (Canada). Eco mark of the Japan Environmental Protection Association informs that this product is the least polluted and destructive of the environment (Figure 4.).

Eco-signs of the second subgroup are intended for information on methods of preventing environmental pollution. These may be indications that the goods or packaging in question is from recycled materials. These include the American recycling mark. It refers to goods or packaging made from recycled materials (for example, from polymers), as well as recyclable.

Eco-labels of this subgroup may contain calls not to pollute the environment with packaging, hand it over for recycling or put it in special waste bins.

One of the most common eco-labels, which has recently acquired a transnational character, is the German Green Dot (Der grime Punkt) label (Figure 4 a), which first became widespread in Germany following the adoption of new packaging recycling and recycling legislation. This mark marks packaging that is covered by the return and recycling guarantee. At present, several countries in Western Europe have adopted the German Green Dot mark as an ecological mark. Unfortunately, there is no single national ecological mark in Russia.

The second subgroup of eco-labels also includes a sign placed on products and packaging made of polymeric materials that do not cause significant damage to nature during their disposal. Eco-labels of the third subgroup characterize the danger of products to the environment. These include some warning symbols - signs intended to ensure the safety of the consumer and the environment during the operation of potentially dangerous goods by warning of danger or instructions on actions to prevent danger. For example, in Finland, in 1991, regulations were adopted according to which substances hazardous to marine life and substances transported by sea must be marked with a special sign. The main approaches to eco-labeling were developed by the EU Council in 1992, which contributed to the development, production and use of products that pollute the environment to a lesser extent throughout the entire life cycle. The purpose of eco-labeling is to provide consumers with reliable information about the environmental friendliness of the purchased product.

The decision on the assignment of an eco-label is made by the competent authorities of the EU member states, which preliminarily carry out an environmental assessment of the candidate product.

Some Russian manufacturers, just like European ones, have begun to label their products with the Green Point sign. However, in the absence of a well-functioning system of recycling and disposal, the presence of this mark on the packaging does not oblige specialized organizations to accept and recycle packaging materials with the “Green Dot” mark.

The basic principles for the creation and use of eco-labeling are contained in the international standards ISO 14000 series, which, despite the controversy of some of their provisions, are still widely recognized in the world. The Russian counterparts of these standards in the field of eco-labeling are currently:

GOST R ISO 14020-99 “Environmental labels and declarations. Basic principles";

GOST RISO 14021-2000 “Environmental labels and declarations. Self-declared environmental claims. Type II environmental label ";

GOST R ISO 14024-2000 “Environmental labels and declarations. Type I environmental labeling. Principles and procedures. "

Examples of voluntary certification for environmental requirements in Russia are the Voluntary Certification System for Environmental Management Systems developed by VNIIS, the Regional Voluntary Environmental Certification System "Eco Compliance" created by the Nizhny Novgorod FMC, etc.

Warning signs are signs intended to ensure the safety of the consumer and the environment during the operation of potentially dangerous goods by warning of danger or instructions on actions to prevent danger.

There are two types of warning signs:

warning about danger;

warning about safe use actions.

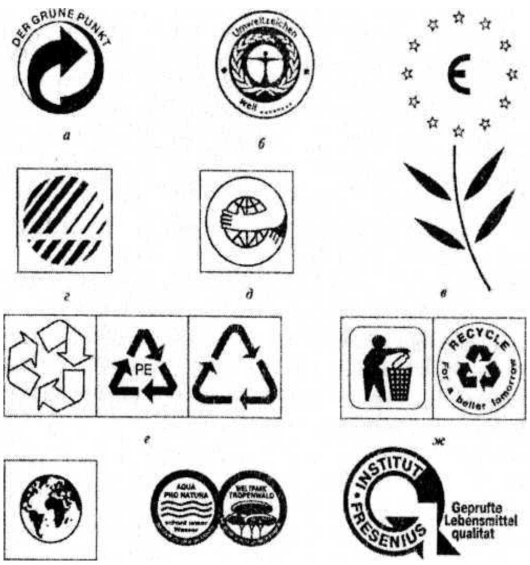

Figure 4. Environmental labels: a - "Green Point" (Germany); b - "Blue Angel" (Germany); c - EU eco-label; d - "White Swan" (Sweden); d - Japan's eco sign; e - materials for recycling (USA); g - signs calling to protect the environment; h - meeting the requirements for the preservation of the Earth's ozone layer; and - “Protect forests and green spaces”; k - "Studies on the suitability of food"; m - "Products are not tested on animals."

In accordance with the international requirements for the classification and labeling of hazardous substances and materials developed by the UN bodies and the International Labor Organization (ILO), each type of warning signs has a specific symbol, consisting of the letter "R" - for hazard warning signs, or "S »- for signs, Warning signs are supplemented with a symbolic representation of danger. The release and sale of dangerous goods without appropriate labeling is prohibited. Dangerous goods include: explosive, flammable, poisonous, caustic (corrosive), infectious, radioactive substances, oxidants, as well as harmful substances that have carcinogenic, mutagenic, teratogenic, inhibitory effects that affect reproductive function.

Among consumer goods, the largest amount of hazardous substances is contained in household chemicals. For them, warning labels are required.

Transport marking of dangerous goods.

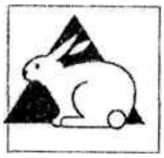

Figure 5. shows some types of warning signs.

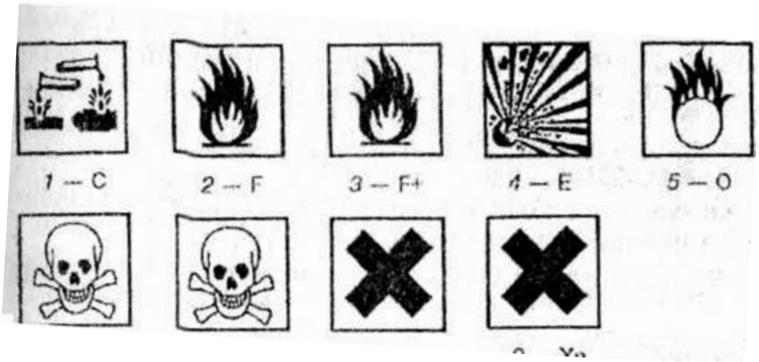

Figure 6. Warning signs:1- "caustic"; 2- "highly flammable"; 3 - "extremely flammable "; 4 - "explosive"; 5 - "oxidizer";6 - "poisonous"; 7 - "very poisonous"; 8 - "irritant"; 9- "harmful"

In accordance with the current legislation, cargoes must be prepared in such a way as to ensure their safety and security during storage and transportation. Labeling of dangerous goods in Russia must comply with GOST 19433-88 “Dangerous goods. Classification and Labeling "and include the following information:

the name of the hazardous substance, including the trade mark and generally recognized synonyms:

UN serial number and classification code of substances;

hazard symbols;

signal word in bold and used depending on the degree of danger: "DANGER!" - to draw attention to a higher degree of risk, characterized by a high probability of death or serious injury;

“CAUTION! - - to draw attention to the average risk and potential threat of harm to human health and the environment.

Hazard symbols must be accompanied by labels describing the type of hazard. They are performed in black on an orange or yellow background.

Component marks are marks intended for information about the components used in certain products. Most often, there are component signs on products that form about the food additives used. They are designated by the letter "E" and a three- or four-digit numeric code-

E - Component marks are used as an alternative designation for the chemical name of food additives, the names of which are very complex. For example, the additive E-4G4 used as a thickener, emulsifier and stabilizer, called hydroxypropyl methylcellulose, is incomprehensible to the consumer and can even be scary.

The designation system for food additives has been tested in the countries of the European Community and is currently the International Numbering System for food additives - INS (International Numbering System). The system is approved by the Codex Aiimentarius Commission. According to this system, food additives are divided into classes depending on technological functions:

E 100 - E 182 - dyes;

E 200 and further - preservatives;

E 300 and further - antioxidants;

E 400 and further - stabilizers, etc., up to E 1000.

The list of food additives permitted in Russia and their maximum permissible concentrations are regulated by San-P and N 2.3.2.1078-01 "Hygienic requirements for the safety and nutritional value of food products." About 2500 names of food additives are known. In Russia, Rospotrebnadzor approved about 500 for use.

On some non-food products (paints and varnishes, detergents), component signs are also indicated in the labeling. For example, MA-11 - means that oil paint (MA), for outdoor use, 1 - on natural drying oil; and MA-15 is also oil paint for outdoor use, but on a combined drying oil (5). The word "Bio" or the letters F or P with the name of the detergent indicate that it contains enzymes that improve the removal of protein contaminants from any surface.

Currently, the barcode is applied to 99% of products manufactured by various companies.

Bar coding is a modern method of coding goods and is widely used in transportation, sale, identification, and data exchange operations. Bar coding was developed for the purpose of automated accounting of the movement of goods in domestic and foreign trade; it is an important condition for information support of the activities of trade organizations.

The essence of bar coding is the encoding of alphanumeric characters in the form of alternating black and light stripes of various thicknesses (strokes and spaces), reading with a scanning device that decodes the codes and transmits information to a computer.

In the 1960s. The barcode was introduced in US railways to identify railroad cars. In 1974, the United States formed the American Uniform Code Council (UCC), which until now assigns UPC-12 (UPC-A) bar codes to American products. In 1977 in Europe, the International Association for Product Numbering EAN International (European Article Numbering) was created, which developed a coding system that became an international standard.

The EAN and the UCC have now merged into a global international trade number system, designated GS1. The Global Product Numbering System is a leading international organization dedicated to the development and implementation of Global Standards and Solutions to improve the efficiency and transparency of supply chains around the world and across all industries. GS1 unites 101 national organizations from 103 countries of the world.

Each trade item or set of products sold is assigned a globally unique GTIN (Global Trade Item Number) - this is a 14-digit international product number used in electronic catalogs and information systems. It contains shorter numbers (UCC-12 and EAN-13). The GTIN does not contain any information about the product - it is only an identification number. EAN-13 barcode - to be distinguished from the International Trade Number. The barcode is a graphical representation of the EAN / UCC-13 International Article Number (GTIN) in a format suitable for automatic reading. The barcoding system is voluntary in nature.

In Russia, the national organization of commodity numbering - a member of EAN International - is the Association for Automatic Identification "UNISCAN / GS1 Russia" and issues identification numbers to its members (more than 6500 enterprises).

The structure of bar codes EAN-13, etc. The bar code alternates between dark (strokes) and light (spaces) stripes of different widths. The modulus is taken as a unit of width - the narrowest stroke or space (width - 0.33 mm). Each digit is encoded in seven modules, which are grouped into two dashes and two spaces. For example, the number 4 is represented as 1011100 (seven modules, but two dashes and two spaces). The width of the strokes and spaces is from one to four modules.

Information about the code is also carried by the width of strokes, spaces, and their combination. For EAN and UPC codes, the size of these characters is defined as a percentage of the nominal size. The nominal size of an EAN-13 symbol from the first to the last stroke is 31.35 mm. There should be white space around the code, so the nominal width is 37.29 mm. The printing error should not exceed 0.101 mm.

Elongated edge strokes are placed at the beginning and end of the barcode to indicate the start and end of the scan. Central elongated strokes divide the code into two parts, which makes it easier to visually check the completeness of the code. The EAN code starts and ends with a start / stop character (101).

The EAN-13 product barcode has the following structure (from left to right):

the first 2-3 digits are the code (prefix) of the national organization-member of EAN International (for Russia -460-469). The prefix can be used to determine in which national organization the company is registered; the first 7-9 digits, including the prefix, are the business registration number assigned by the National Organization;

the next group of 3-5 digits is the serial number of products within the enterprise;

the last 13th digit is the check digit. It is calculated from the previous twelve and is intended to check the correctness of the code reading by the scanning device.

EAN-8 is used for marking small-sized goods and is distinguished by abbreviated information (no company registration number) and smaller dimensions (21.31x26.73).

A 14-bit EAN-14.9TOT barcode number is applied to the shipping container, which is used for warehousing and transportation of goods, the barcode is larger; it does not require high-quality printing. The first digit of the number indicates the coded type of packaging (acceptable numbering is from 1 to 8; 1 -

cardboard box, 2 - box, etc.), the rest of the digits - the EAN-13 number.

The EAN Association has established a unified algorithm for calculating the control mark, which is the same for all variants of EAN-13, EAN-8, EAN-14, including the American UPC codes:

Step 0. Numbering of digits - from right to left. The control mark takes the first position.

Step 1. Starting from the second digit, add up all the values of the digits of the even digits (2, 4, 6, 8, 10, 12). Step 2. Multiply this amount by 3.

Step 3. Starting from the third digit, add up all the values of the odd-numbered digits (3, 5, 7, 9, 11, 13).

Step 4. Add up the results of steps 2 and 3.

Step 5. The check digit is defined as the smallest number that, when added to the result of step 4, gives a multiple of 10.

The barcode can be tampered with. The signs of CC, which make it possible to distinguish genuine from falsified, are the following:

- dimensions of the barcode (minimum allowable - 21.0x30.0mm, maximum allowable - 52.5x74.6 mm);

- color design of individual elements of the barcode: the color of the strokes must be black, blue, dark green or dark brown: the color of the spaces that matches the color of the background is white, yellow, orange, light brown are allowed: no shades of red are allowed and yellow for strokes, since they are not read by the scanner;

- place of application of CC: on the back wall of the package in the lower right corner, at a distance of at least 20 mm from the edges; may be applied to the side wall of the package, to the label in the lower right corner; on soft packages, choose a place where the strokes will be parallel to the bottom of the package;

- CC should not be located where there are already other marking elements (text, drawings, perforation); - application of only one code on the package: EAN or UPC; simultaneous application of two codes - EAN and UPC - is allowed if the manufacturer has registered them in two associations. Then the EAN code and the UPC code are applied to opposite ends of the package.

Technological bar codes are applied to any objects for automated collection of information about their movement and subsequent use by consumers. Examples of technology bar codes are Serial Transport Unit Code (SSCC 18-bit) and EAN-128. The EAN-128 barcode was developed by the UNECE for goods such as meat, vegetables and fruits in order to track the movement of goods from producer to consumer at all stages of the technological chain. The need to develop such codes arose in connection with the emergence of a large number of animal diseases and diseases of vegetables and fruits. To ensure product safety and transparency in supply chains, additional information has been introduced into the structure of the EAN-128 codes using additional identifiers. For example,

Expertise is a study of any issues, the solution of which requires special knowledge with the presentation of a reasoned conclusion. Expertise is a special type of scientific research carried out in a specific area of knowledge by a specialist in this area - an expert (from the Latin expertus - experienced).

A feature of an expert study is the search for answers to clearly formulated questions, which, as a rule, is carried out in a predetermined time frame. The expert study ends with the preparation of a written opinion, drawn up according to certain rules and containing answers to all the questions posed. The expert's opinion is used to make an informed decision on problematic or controversial issues arising in different spheres of human activity.

There are a large number of examinations in the world that have different purposes and research subjects. With their help, a variety of objects are studied, while they use various research methods and solve problems of different importance. What they have in common is the ultimate goal: - the establishment of the truth. Expertise can be systematized and classified according to various criteria.

Depending on the purpose of the study, examinations are divided into judicial, procedural, and non-judicial.

It is customary to systematize examinations by branches of science, or fields of activity, and according to this criterion, such classes of examinations are distinguished as military, political, sociological, technical, economic, forensic, medical, art history, commodity, environmental, etc. In each branch of knowledge that has its own theoretical the basis for the examination is formed by their own specific set of methodological, technical, scientific and legal provisions. Each class can include various kinds of expertise, which are characterized by common features: subject, object, methodology and tasks of expert research.

According to the sequence of the examination, they are subdivided into primary and repeated; the scale of the tasks being solved - for basic and additional; the number of objects under study - on few - and many objects: the number of experts performing the examination and the way of their work - for individual and collective (commission), etc.

The need for an examination may arise from the requirements of the state or from contractual relations. State requirements are associated with customs clearance and control of goods (identification, technological, appraisal examination, examination of the country of origin, etc.), as well as with non-tariff measures to restrict foreign economic activity (examinations carried out in the process of phytosanitary and veterinary control).

Expertise arising from the contractual relationship is:

laboratory tests carried out by the manufacturer, the result of which are documents on the quality of the goods;

examinations carried out during the conformity confirmation procedure;

- examinations carried out when concluding sales contracts in accordance with the section of the contractthief "Acceptance and delivery of products";
- examinations related to claims under the purchase and sale agreement;
- examinations carried out in warehouses of exchange commodities;
- examinations related to insurance and transportation contracts, which are carried out with the involvement of specialists (surveyors) who are familiar not only with the properties of the goods, but also with the design of vehicles. The methods of these examinations differ significantly from the methods adopted in commodity science. An example is a draft survey - the determination of the weight of the cargo by the draft of the vessel.

Customs examination is a special scientific and practical research carried out by experts in order to solve the problems of customs - fiscal, control, economic, law enforcement, statistical and protective nature, requiring the implementation of a wide variety of examinations.

As part of the study of our discipline, the features of commodity examination of food and non-food products for customs purposes will be considered.

The identification expertise is associated with the establishment of the physical and chemical properties, the quantitative and qualitative composition of the goods, which makes it possible to unambiguously identify the goods in accordance with the Commodity Nomenclature for Foreign Economic Activity of Russia. In accordance with the Federal Law of December 27, 2002 No. 184-FZ "On Technical Regulation", "product identification is the establishment of the identity of product characteristics to its essential features." In other words, product identification is the establishment of compliance of a specific product with a sample and (or) its description. A description is understood as a set of features, parameters, indicators and requirements that characterize the product, established in the relevant regulatory documents. For example, product descriptions can be standards, specifications, labels, tags, shipping documents,

Identification is carried out in order to protect the consumer from an unscrupulous manufacturer (supplier, seller), to ensure the safety of products for the life, health of the consumer and the environment, as well as in order to confirm the compliance of products with the requirements for them.

Identification as a procedure can be carried out in cases determined by legislation or on an initiative basis. In the customs business, the need for identification may arise in connection with inaccurate declaration of goods, a code for the TN VED, provision of invalid documents, destruction, damage, deletion, change or replacement of identification means, etc.

Identification expertise allows you to identify counterfeit goods.

Falsification (from Lat. Falsificare - to forge) is a fake of objects made for a mercenary purpose during the process of exchange, sale and purchase, etc. As a rule, falsification is aimed at deteriorating the properties of the object of sale while maintaining the appearance of the product in order to deceive and obtain illegal profits. In the customs business, on the contrary, in order to reduce the payment of customs duties, unscrupulous foreign trade participants can declare more expensive and high-quality goods as inferior, or finished products can be declared as raw materials or semi-finished products.

There are main types of falsification: assortment, qualitative, quantitative, informational, cost and complex. Assortment falsification is due to the replacement of one object with another, less valuable.

High-quality falsification is a fake of an object of the same type, but with a lower degree of quality (re-grading), i.e. substitution of goods of the highest grade, class, category, etc. inferior. Quantitative falsification is caused by underinvestment, underweight, underfilling, shortage in the number of units in fact and in shipping documents.

Information falsification includes falsification of labeling, for example, non-compliance with the requirements for information for the consumer, forgery of documents.

Value falsification is the sale of low quality goods at the prices of higher quality goods.

Complex falsification includes all or several of the above types of falsifications at the same time.

Material science expertise is associated with the establishment of physical and chemical properties, structure and material of goods, chemical compounds, substances.

Commodity examination is aimed at determining the commodity characteristics of goods and their free (market) value (price).

Technological examination is an examination for agreeing on the norms for the output of products of processing of goods, taking into account a specific technological process when applying customs regimes for processing in and outside the customs territory of the Russian Federation. Technological expertise is carried out mainly in relation to the following goods: oil and oil products; products of the chemical and related industries; metal ores, scrap metal, metals and alloys; paper, wood and products from it; leather and textiles.

An art criticism examination is carried out with the aim of establishing the historical, artistic, cultural, scientific significance of works of art and antiques. Features of customs examination of goods on the basis of legal norms in the system of customs clearance and control are discussed in detail in the literature, the most significant documents are given in the list of references to this article.

Conclusion

The domestic light industry is going through hard times, and the consumer is offered products of dubious quality that have entered our markets by counterfeit and other illegal ways, that is, they have no guarantees for buyers to exercise their rights to protect themselves from unscrupulous manufacturers and suppliers.

It is necessary to reanimate the role and importance of a quality-oriented strategy, since only in this case enterprise managers will subjectively and objectively have to improve their production using nanotechnology and innovative processes so that competitive and demanded materials and products fully satisfy the needs of domestic consumers. At the same time, the statement is justified that the consumption of domestic materials and products is regulated by the market. In this case, market requirements should be dictated to producers on the need to increase the role of the state and consumers in the formation of sustainable demand for domestic materials and products, namely: to maintain a range of goods, regulating it by federal, regional and municipal orders; stimulate price stability; increase consumer ability and gradually improve their quality. The implementation of these tasks will create the basis for the consumer to realize the need to pay for the advantages of high-quality materials and products, and the manufacturer to realize that improving the quality of materials and products cannot be associated only with rising prices, but also due to technical innovations aimed at using new technological and engineering solutions, including making a revolution in quality either through the quality of advertising, or through real quality.

Today, and even more so tomorrow, the implementation of one of the defining principles of production efficiency is important - the manufacturer produces exactly what the consumer needs in an assortment that creates the basis for meeting demand.

It is equally important to understand the role and significance of high-quality activities, that is, to what extent managers have penetrated into the essence of things, learned to manage things, change their properties (assortment), form, forcing them to serve a person without significant damage to nature, for the good and in the name of man, that is, in in accordance with the requirements of the Federal Law "On Technical Regulation".

Both political leaders and the government have recently been talking about the need for a competent industrial policy. However, if we carefully consider the normative, methodological documents on the structural restructuring of industry, then the thought arises whether we are not stepping on the same rake here that we have been stepping on for all the years of reforms, namely, we did not care about our manufacturer ..

A world-renowned quality specialist E. Deming, who at one time was a scientific advisor to the Japanese government and led Japan out of the economic crisis, in his book "Overcoming the Crisis" says: "... managing paper money, not a long-term production strategy - the way into the abyss ”.

Regarding whether the state needs to pursue industrial policy, one can quote the statement of the outstanding economist of the past Adam Smith, who laid the foundations of the scientific analysis of the market economy 200 years ago. About the role of the state, he said: "... only it can, in the interests of the nation, limit the greed of monopolists, the adventurism of bankers and the egoism of merchants." You can't say more precisely.

What are the results of economic activity today, what are the achievements in this area? Growth of gold and foreign exchange reserves, decrease in inflation, budget surplus and other financial and economic achievements. And what, is this the end result of public administration, and not the quantity and quality of goods and services sold in the domestic and foreign markets and the population's ability to pay to purchase these goods and services? And, ultimately, not the quality of life of the country's population?

Therefore, it is quite natural that today the task is posed for all levels of the executive and legislative authorities - to improve the quality of life of Russian citizens.

Let's carry out an enlarged factor analysis of the quality of life problem. The quality of life of citizens depends on the quality of consumed goods and services in the full range - from birth to ritual services, as well as on the ability to pay of citizens, which allows them to purchase quality goods and services. These two factors (quality and solvency) depend on the state of the country's economy, which in turn depends on the efficiency of enterprises in various sectors of the economy, including light industry. The efficiency of enterprises' work depends on the state of management, on the level of application of modern management methods, on the implementation of production quality requirements.

The problems of improving the quality, competitiveness of materials and products at the present stage of development of the Russian economy are becoming increasingly important. As the experience of advanced countries that at one time emerged from similar crises (the United States in the 30s, Japan, Germany in the post-war period, and later South Korea and some other countries) shows, in all cases, the basis of industrial policy and the rise economy, a strategy was put in place to improve the quality and competitiveness of products, which would be able to conquer both domestic and foreign sales markets. All the other components of the reform - economic, financial, credit, administrative - were subordinated to this main goal.

Positive changes in the quality of goods imply qualitative changes in technology, technology, organization and production management. Manufacturing must improve, which does not mean becoming more costly.

It was absolutely right that attention was drawn to one phenomenon that usually escapes in the troubled bustle - the historicity of the economy. The economy has not always been the way it is perceived now and will not remain forever. Economic life changes in time, which forces one to tune in to its changing being. The modern economy is built on a market foundation and the laws of the market dictate their own rules to it. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Symptoms of the new economic order are already mounting, analysts say. The next round of the economic spiral will also revolve around the market core, but the value of the market will not remain total. The priority of market competition, aggressively displacing the "social sphere" to the sidelines, is incompatible with the prospect of economic development, this is confirmed by the steady desire of social democracy in the West to deploy the economy as a front for social security, fair distribution of profits. The new economy is called temporarily "lean". It requires humanization not only in the distribution of national wealth. The production itself is also humanized, including the management system. The current principle: "the strongest, the fittest survives", will replace the "social-production partnership - the manager and the manufacturer will become members of one team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer produces exactly what the consumer needs." The "lean" economy will be focused on resource-saving technologies and environmental friendliness of production. 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And therefore the philosophy of quality must also change. We must be ready for the coming events.

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

The most significant and global are international quality management standards. The use of modern methods in them makes it possible to solve not only the problem of improving quality, but also the problem of efficiency and the problem of productivity. That is, today the concept of "quality management" is being transformed into the concept of "quality management".

Thus, solving the problem of increasing the efficiency and competitiveness of the economy, and ultimately the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority.

The results of studies carried out under the UN development program allowed us to measure the share of the "human factor" in national and global wealth: 65% of the wealth of the world community is the contribution of human potential, and only a third of the world's wealth is accounted for by natural resources and production structure. A quality-oriented strategy undoubtedly contributes to an increase in the very role of the subjective factor in the development of production, and to a more complete all-round satisfaction of human needs themselves. The desire to "live according to reasonable needs", as well as the need to "work according to one's capabilities", together with the communist ideal, no one openly and officially dared to abolish, realizing the absurdity of denying the essential forces of man. In the "hot" state, the problem of quality is steadily supported by both the inner forces of active consciousness and external life factors. The highest function of consciousness is cognitive.

It is believed that learning about nature reveals its quality, state of quality, quality levels, embodying new knowledge in production. Post-classical economic thought shifted quality towards consumption, trying to give production a "human face" - a person alienates himself in the production process, but this measure is forced and in the systemic sense - temporary, conditional. Labor is a kind of "terrible cauldron" that Vanya the fool had to overcome in order to turn into Ivan Tsarevich.

And here it is absolutely justified that the main thing in production is the result, not the process. Consumption regulates the market. Consequently, market demands must dominate production. The task of society is to contribute to the development of demand in the market worldwide: to maintain a range of goods, stimulate price stability, increase purchasing power, and improve the quality of goods. E. Deming, calling the "network of deadly diseases" of modern production, puts in the first place "production planning, which is not focused on such goods and services for which the market is in demand." Try to argue with him. Production during the transition from industrial to post-industrial mass consumption society is thought of as a function of the market.

And the authors fill these quality properties with criteria, namely:

- ideology of quality - the perspective of production development;
- quality management is an integrated approach to solving quality problems;
- fashion and technical regulation - components of the quality of the manufactured footwear;
- quality systems "ORDERING / 5 S" and "THREE" NOT "- not only the basis for the stability and safety of production, but also a guarantee of quality;
- quality in the market is a paradigm for the formation of production that meets the needs of the market;
- advertising is always at the service of quality;
- excursion into the past as a guarantee of quality in the future;
- the product quality assessment model is the production priorities;
- forecasting the cost of quality in the development of a new range of footwear - the guarantee of its relevance and its competitiveness;
- methodology of business visual assessment of a product - a means of assessing the effectiveness of quality;
- improving the quality and competitiveness of domestic special footwear;

- on indicators for assessing the quality of footwear - as a tool for the formation of popular products;

- quality and market: a marriage of convenience and this is indisputable;

- the stability of the enterprises - the guarantor of the quality of their footwear - all these aspects together and provide a revolution in quality, guaranteeing the manufacturer stable success in the market with unstable demand;

The buyer is perfect as a subject of systemic interaction with his purchasing preparation. It is not perfect for the size of its payment capacity. His complicity is determined by the knowledge of the commodity-economic situation. The consumer is not an object of application of the actions of the seller and the producer. The consumer is a subject of the market and it is in his (and other subjects') interests to be informed not by the advertising community, but by professional sources. Then counterfeit and "lochism" will cease to populate the market. The quality of the product begins in the mind of the consumer. To impose an idea of quality is bad for all legitimate subjects of economic relations. It needs to be educated again by everyone: the manufacturer, the seller, the buyer himself and the institutions of civil society, if the state is passive.

The transition to mass production of the second type - "smart",

"Lean" economy activates systemic relations. The function of the market appears in a new light. Together with the manufacturer, the seller focuses on the knowledge of consumer tastes. There is only one, but not an easy, step to make to the system's perfection - the whole world to take up the formation of consumer culture.

The accusation of the current generation in the consumer attitude towards life is not entirely fair. Consumption is the ultimate goal of production. The trouble is in the absence of a consumer culture of the mass consumer, the trouble is of a truly sociocultural dimension. Another consequence of the financing of cultural progress. Why is one power replacing another, while culture is still in power last in line for political relevance? It is time to understand that not only science has turned into an immediate productive force. Culture is also a factor in the development of production, moreover, a multifaceted and very effective factor.

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EXPERIENCE OF COGNITIVE INTERPRETATION OF PHONOVARIANTS OF WORDS OF THE UZBEK LANGUAGE

***Abstract**: This article presents an attempt at a cognitive interpretation of the results of a psycholinguistic study conducted in order to identify the features of the use by informants of variants of pronunciation of the words of the Uzbek language мартаба – маротаба, бемаъни – бемаъно and the definition of communicative-pragmatic and cultural semantic shades, or cognitive signs, of the studied units formed in the minds of informants. At the same time, the hypothesis of the study is the assumption that different variants of the pronunciation of the same linguistic unit - a representative of a certain concept - are assigned different cognitive features. In the course of the analysis, all the identified cognitive features of the semantic zones of linguistic stimuli of the considered pronunciation options were described, and it was also established that in the structures of the analyzed concepts, formed in the cognitive consciousness of the interviewed Uzbek-speaking informants, conflicting cognitive features are distinguished.*

***Key words**: concept, cognitive feature, linguistic stimulus, semantic zone, core, periphery, representative, pronunciation variant, phonovariant, phonostylistic unit, stylistic coloration, cognitive interpretation, assessment, concept modeling, variability.*

***Language**: English*

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Introduction

In the life of a person as a social phenomenon in the system of the entire complex of his knowledge, an important role is played by knowledge about the foundations of the culture of behavior and speech communication. Knowledge about the culture of speech communication in the mind of a person is structured, first of all, in the form of rules of word use at the phonetic, lexical, grammatical and stylistic levels.

The communicative-pragmatic and culturological semantic shades, or cognitive attributes, of a given unit, formed in a person's consciousness, make it possible to correctly select one or another form of a linguistic unit in various situations (spheres) of communication.

The formation of certain cognitive features in a person's knowledge system about the culture of verbal communication in various spheres and situations of verbal communication is carried out in different ways.

The proposed study presents an analysis of phono-stylistic units of the modern Uzbek language on the basis of the concept adopted as a theoretical premise that frames (cognitive structures, cognitive contexts) are “models of culturally conditioned canonized knowledge, which is common, at least for a part of the speaker community. In principle, a frame can include any episode of knowledge, no matter how bizarre it may seem, as long as it is shared by a sufficient number of people” [26, p. 30].

The pronouncing aspect of speech occupies an important place in it: the ability to use the pronunciation options of linguistic units in the culture of speech communication correctly, expediently in the context and situation of communication is the most important factor of communication.

The legitimacy of posing the question of the cognitive interpretation of phono-stylistic units can be substantiated, provided that the presence of cognitive signs of meaning in them is recognized. Proceeding from this, we considered it expedient to carry out a psycholinguistic study of the semantics of phono-stylistic units on the material of stylistically colored phonovariants of words of the modern Uzbek literary language, based on those proposed by I.A. Sternin theoretical and methodological guidelines for linguo-cognitive research [158, p. 65-69].

Theoretical and methodological attitudes of I.A. Sternin is based on the distinction between the concepts of meaning and concept. Meaning and concept differ both in their sphere of formation, structure of content, and in the function they perform.

Psycholinguistic research as the basis of the method of cognitive interpretation was carried out by us on the material of stylistically colored phonovariants of words of the modern Uzbek literary language. At the same time, our assumption was based on the fact that different variants of the pronunciation of the same linguistic unit - a representative of a certain concept - are assigned different cognitive features.

176 Uzbek-speaking informants (students, undergraduates, postgraduates and teachers of the Uzbek State University of World Languages) took part in the psycholinguistic research. In the course of a step-by-step analysis of the results of the psycholinguistic experiment, the nuclear and peripheral semantic zones of the stimulus value were identified, the study of which revealed the following:

First, when assessing the phonovariant, the word informants focus on different aspects of it: one gives an ethical and moral assessment, the other - a normative one, the third - an aesthetic one.

Secondly, what kind of assessment is given to the linguistic stimulus, such a part of its field structure is relevant in the speaker's mind and determines his linguistic behavior - the speaker uses the phonovariant of the linguistic unit in his speech in accordance with the pronunciation assessment fixed in his mind.

Thirdly, when generalizing assessments, it becomes clear which semantic zone (zones) is most often actualized in the speaker's mind and constitutes the core of the semantic content of the linguistic stimulus.

Let us consider the nuclear and peripheral semantic zones of the meaning of stimuli using the example of phonovariants *мартаба – маротаба*, *бемаъни – бемаъно*. The number of informants who gave the specified assessment of the language stimulus will be indicated in brackets.

The core of the semantic content of the stimulus "pronunciation variant *мартаба*"

Zone of correlation with another variant of pronunciation: another word (46).

Zone of ethical and moral assessment:

a) good, excellent (38);

b) bad (4).

Pronunciation normative zone:

a) correct, literary (15);

b) wrong (19).

The zone of functional and stylistic coloration: common, colored, in artistic speech, in oral speech, colloquial (30).

Near periphery

Zone of territorial affiliation: dialectal (9).

Emotional Expressive Assessment Zone:

a) arrogant (4);

b) will go (5).

Far periphery

Sound Impression Zone: Pleasant (3).

Pronunciation modification degree zone: abbreviated (3).

The core of the semantic content of the stimulus "pronunciation variant *маротаба*"

Zone of correlation with another variant of pronunciation: another word (52).

Pronunciation normative zone: correct, literary (44).

Zone of ethical and moral assessment:

a) good, not bad (24);

b) bad (8).

Near periphery

The zone of functional and stylistic coloration: bookish, in artistic speech (22).

Zone of aesthetic evaluation: beautiful (16).

Far periphery

Zone of territorial affiliation: dialectal (4).

Zone of "optimistic" assessment: humorous, funny (3).

Usage zone: rarely used (2).

Zone of emotional-expressive assessment: agitated (1).

In the pronouncing pair of *мартаба-маротаба*, the stylistic label is high style (high style - high) has a second pronunciation option. It should be noted that *мартаба-маротаба* are variants of the pronunciation of the word *марта*. *Мартаба*, at the same time, also acts as a homonym for the word *мартаба* I "degree; rank; dignity; rank, position". This circumstance leaves a direct imprint on the field structures of linguistic stimuli, the variant of pronunciation of *мартаба* and the variant of pronunciation of *маротаба*, the main zone in the core of the semantic content of which is the zone of correlation with another variant of pronunciation: another word (46; 52).

The manifestation of this zone in the field structure of linguistic stimuli requires close attention, since the variants of pronunciation of *мартаба* and *маротаба*, despite the fact that they were presented in pairs during the experiment, were perceived by informants as homonyms, and not as variants of pronunciation of the same word. This means that *мартаба* and *маротаба* are associated primarily as homonyms, and not as variants of pronunciation of the word march, although, according to the dictionaries of the modern Uzbek language, *мартаба* II and march are equivalent, stylistically unmarked.

In this regard, the variant of pronunciation of *маротаба* (against the background of the variant of pronunciation of *мартаба*) is assessed by the informants as more normative - the core of the semantic content of the stimulus is, in addition to the zone of correlation with another variant of pronunciation, the zone of normative pronunciation: correct, literary (44) and the zone of ethical and moral assessment : good, not bad (24), bad (8), and in the core of the semantic content of the stimulus, the variant of the pronunciation of *мартаба* includes, in addition to the zone of correlation with another variant of pronunciation, the zone of ethical and moral assessment: good, excellent (38), bad (4), the zone of normative pronunciation: correct, literary (15), incorrect (19) and the zone of functional and stylistic coloration: common, colored, in artistic speech, in oral speech, colloquial (30).

In the near periphery of the semantic content of the stimulus, the variant of pronunciation of *мартаба*, there is a manifestation of the zone of territorial belonging: dialectal (9), the zone of emotionally expressive assessment: arrogant (4), will go (5). The far periphery contains positive assessments in the zone of sound impression: pleasant (3), in the zone of the degree of pronunciation modification: abbreviated (3), which corresponds to the general trends in the development of the language (and languages in general) at the present stage - the desire for brevity, brevity.

These assessments favor the functioning of the phonovariant in the future within the limits, in general, of the literary language, but, perhaps, in the near future, its stylistic reassessment will occur, which is signaled by the zone of functional-stylistic coloration: common, colored, in artistic speech, in oral speech, colloquial (30) and negative assessments “bad” (4), “wrong” (19) in the core of the semantic content of the stimulus, as well as the zone of territorial affiliation: dialectal (9) in the near periphery. Moreover, the stylistic reassessment of the pronunciation option can be directed both towards the high style: “in artistic speech”, “pleasant”, and towards its decrease: “bad”, “incorrect”, “common, in oral speech, colloquial”, “dialectal”, “ abbreviated ”. It would be categorical to predict a decrease in the stylistic coloring of the pronunciation variant on the basis of these estimates, if it were not for the more laconic form of *марта* functioning in literary, stylistically neutral speech. Against the background of this form, the version of the pronunciation of *мартаба* will most likely acquire a stylistically sublime character.

The immediate periphery of the semantic content of the stimulus, the variant of pronunciation of *маротаба*, is made up of a zone of functional and stylistic coloration: bookish, in artistic speech (22) and a zone of aesthetic assessment: beautiful (16), which, together with positive assessments of zones of normative pronunciation and ethical and moral assessment, show that for this variant of pronunciation, the stylistic marking of highness will be preserved.

Further, according to estimates, in the far periphery of the semantic content of the stimulus: in the zone of territorial affiliation: dialectal (4), in the zone of “optimistic” assessment: humorous, funny (3), in the zone of degree of use: rarely used (2), in the zone of emotionally -expressive assessment: agitated (1), - stylistic reassessment of the phonovariant is also possible both downward: “dialectal”, “humorous, funny”, and upward: “rarely used”, “agitated”. However, in both cases, the phonovariant will be used mainly for stylization in artistic speech.

The core of the semantic content of the stimulus “pronunciation variant *бемаъни*”

Zone of ethical and moral assessment:

a) good, excellent (45);

b) bad (14).

Pronunciation normative zone: correct, literary (49).

Near periphery

Emotional Expressive Assessment Zone:

a) like it, nothing (14);

b) I do not like it (6).

The zone of functional and stylistic coloration: in oral speech, colloquial (19).

Aesthetic evaluation area:

a) beautiful (5);

b) ugly, bad taste (13).

Far periphery

Fashion zone: modern (5).

Zone of the degree of pronunciation modification: spoiled (5).

Individual Evaluation Area: Strange (1).

The core of the semantic content of the stimulus “pronunciation variant *бемаъно*”

Zone of ethical and moral assessment:

a) good (17);

b) bad (30).

Pronunciation normative zone:

a) correct, literary (34);

b) erroneous, incorrect (12).

The zone of functional and stylistic coloration: bookish, in artistic speech (30).

Near periphery

Aesthetic evaluation area:

a) beautiful (8);

b) terrible (7).

Individual evaluation area: strange (13).

Chronological evaluation zone: obsolete (12).

Emotional Expressive Assessment Zone:

a) nothing, it will go (5);

b) I do not like it (5).

Far periphery

Usage zone: unused (3).

The pronunciation of *бемаъно* is noted in the dictionaries of the modern Uzbek language as a high version of the pronunciation of the stylistically neutral word *бемаъни*, i.e. has a stylistic label high style (high style). Adequate characteristics of phonovariants are reflected in the field structures of linguistic stimuli, the variant of pronunciation of ***бемаъни*** and the variant of pronunciation of ***бемаъно***. Thus, the core of the semantic content of the stimulus, the variant of pronunciation of ***бемаъни***, is made up of the zone of ethical and moral assessment: good, excellent (45), bad (14) and the zone of normative pronunciation: correct, literary (49). Consequently, the phonovariant *бемаъни* is undoubtedly correct, literary and generally good, even excellent, although sometimes it is perceived as bad (14).

The core of the semantic content of the stimulus, the variant of pronunciation of the ***бемаъни***, is made up of the zone of ethical and moral assessment: good (17), bad (30); zone of normative pronunciation: correct, literary (34), erroneous, incorrect (12); zone of functional and stylistic coloration: bookish, in artistic speech (30). As you can see, the phonovariant is mostly bad (30) than good (17), but still correct, literary (34), than erroneous, incorrect (12) and is used mainly in bookish, artistic speech, while the phonovariant ***бемаъни***, according to estimates of the zone of functional and stylistic coloration, is used in oral, colloquial speech.

At the same time, the phonovariant ***бемаъни*** - like it, nothing (14); handsome (5), although he may not like (6); ugly, bad taste (13), as spoiled (5); strange (1). In general, this version of the pronunciation remains modern (5).

The phonovariant is both beautiful (8) and terrible (7); strange (13); obsolete (12); nothing, will go (5), but do not like (5). Therefore, in the future, this version of the pronunciation will be unused (3).

After identifying the nuclear and peripheral semantic zones of the meaning of the stimulus, which form its field structure, individual associates were generalized and cognitive features were formulated within the framework of the corresponding classifiers. This made it possible to reveal the structure of the concept of the studied phonovariants of the words of the Uzbek language. Single and contradictory associates made up the concept's interpretation field, which, together with the core, near and far periphery, represents the concept's field structure.

So, we examined various semantic zones of the meaning of stimuli that form the field structures of concepts. Next, we will rank these semantic zones, since, as I.A. Sternin, "the structure of a concept is formed by cognitive signs of varying degrees of brightness (relevance) for the cognitive consciousness of the people, and according to this parameter, it is possible to analyze and compare different concepts both within one national conceptual sphere, and in terms of comparing two different conceptual spheres - national, age, gender and etc. " [158, p. 68].

Table 1.

Variant pronunciation of martaba		Variant pronunciation of marotaba	
Another word	26,1%	Another word	29,5%
Good	21,6%	Correct	25%
in oral speech	17%	Good	13,6%
Wrong	11%	Bookish	12,5%
Correct	8,5%	Beautiful	9,1%
Dialectal	5%	Bad	4,6%

Variant pronunciation of *бемаъни*		Variant pronunciation of *бемаъно*	
Correct	27,8%	Correct	19,3%
Good	25,6%	In literary speech	17%
In oral speech	10,8%	Bad	17%
Bad	8%	Good	9,8%
Nothing	8%	strange	7,4%
Not beautiful	7,4%	outdated	6,8%

In the structures of the considered concepts, formed in the cognitive consciousness of the interviewed Uzbek-speaking informants, conflicting cognitive features are distinguished, for example, in the concepts:

- variant of pronunciation of bema'ni - good 25.6%, bad 8%;

- variant of pronunciation bema'no - beautiful 4.6%, terrible 4%;

The allocation of conflicting cognitive features in the structure of the concept, which may be quite bright, is "one of the essential proofs of the fundamental difference between the concept and the meaning of the word - in the latter, contradictory features are excluded" [158, p. 69].

In our opinion, it seems interesting and appropriate to compare the cognitive features of a concept of different degrees of brightness, not only in terms of the above aspects, but also from the point of view of its modeling in the cognitive consciousness of Uzbek speakers, since the same concept can be subjected to different modeling depending on whether, what, for example, variants of the pronunciation of a word it is represented.

The fact that the phonovariants of the words of the Uzbek language contain different cognitive features with varying degrees of their brightness indicates that the same concept in the Uzbek language can be represented not only by different language units of the content plan (words, phrases, etc.) but also their variant forms - units of the plan of expression, in particular, variants of their pronunciation. At the same time, the distinguished various cognitive features of different degrees of brightness in the structure of the same concept allow us to conclude that the variability of linguistic units interdependently determines the variability in the modeling of the concept.

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IMPACT OF INFORMATION ABOUT COVID-19 EPIDEMIC SITUATION AND ATTITUDES OF SOCIAL WORK STUDENTS TOWARDS ONLINE EDUCATION

***Abstract**: The article presents a research for establishing the awareness of social work students in bachelor's degree at the Angel Kanchev University of Ruse about the epidemic situation in the conditions of COVID-19 and its impact on the formation of attitudes to: the need to introduce an online education; restricting access to social services in the social work practical training; the quality and efficiency of education, training and future professional realization; the quality of personal, family and social life. Quantitative and qualitative analysis of the results of the research reveals that the appropriate level of awareness of the epidemic situation in the conditions of COVID-19 and the application of anti-epidemic measures in the implementation of theoretical and practical training of social work students online and in an electronic environment are defined as objective, important and necessary to reduce the impact of coronavirus on the health of students, professors, users and staff of social services and public health. Their role stands out to generate to a certain degree of concern and anxiety in students for the quality and efficiency of the training and their future professional realization, personal and family health and social functioning. The purpose and the hypothesis for the formation positive attitudes towards online learning in the conditions of COVID-19 are confirmed. Proposals are presented to create conditions for universities to: involvement of students in training activities to increase their time management competency; optimization of the daily work regime, personal and family life; providing a range of services to coping with anxiety and stress with anxiety and stress in the conditions of online education and limiting social contacts and interactions.*

***Key words**: COVID-19 epidemic, awareness of the epidemic situation, attitudes towards online education, time management, coping with anxiety and stress.*

***Language**: English*

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Introduction

The global impact of COVID-19 has affected people in an unprecedented way and has forced universities in Europe and around the world to suspend their education due to anti-epidemic measures and the need to protect personal, community and public health. In the present conditions, many students have significantly changed their models of learning from real to online environment and had to switch to independent preparatory activities, requiring competencies for time management, as well as the organization of personal and family life and social contacts and interactions. This to some extent affects the educational results and their physical, mental, and social well-being and requires universities to implement preventive, supportive and educational activities and provide supportive services to the students. They must create conditions for raising the awareness of the epidemic situation and the introduced anti-epidemic measures and at the same time contribute to the formation of positive attitudes towards online learning as a component of measures to protect personal, community and public health.

The awareness problem in social work students about the COVID-19 epidemic and the challenges to social work education today

Achieving an appropriate level of awareness in social work students about the coronavirus disease and the need for preventive and restrictive measures for its spread, as specialists preparing for first-line work in dynamic social and epidemic conditions, is a factor with significant activating, motivating and supporting importance, which contributes to: building trust in the authorities which introduced anti-epidemic measures and their observance; formation of positive attitudes and satisfaction with online learning, despite some of its limitations in terms of interaction, communication, training and social aspects; compensating for gaps in knowledge and existing perceptions of the COVID-19 epidemic [1; 5; 11].

The need to raise students' awareness of the impact of COVID-19 on education, social functioning and their lives and the formation of positive attitudes towards online learning is determined by some of the negative effects caused by anti-epidemic measures and distance learning. They are mainly related to: difficult transition from conventional practices of teaching, learning and conducting control and examination procedures “face to face” in real and in electronic environment; insufficient or lack of knowledge and skills to use crisis response strategies and deal with challenges, concerns and stress; limited access to devices, technologies and the Internet (digital infrastructure) for students from vulnerable groups (digital poverty and digital exclusion); deficits in the knowledge and skills for time management and organization of participation in activities in an environment other than the university classroom; difficulties in learning new methods of learning engagement and interaction in a virtual environment; limitations in communication and the acquisition of knowledge, skills and experience in distance learning; difficulties in the transition from traditional forms of communication between student and teacher and between students "face to face" and online [2; 4; 7; 8].

Taken together, the mentioned factors cause dissatisfaction, anxiety, worry and stress, which requires the use of a system of preventive and ongoing support activities with a focus on: raising awareness in social work students about the impact of the epidemic situation from COVID-19, both on their work, study and life, and on those of their family members and close people and citizens in the society; creating conditions for positivizing their attitudes towards online learning and removing constructive aspects of distance learning, which would contribute to the improvement, modernization and development of theoretical and practical training and education in social work, the introduction of innovations in them and the development of technological and digital infrastructure in universities [3; 6].

In the research conducted in 2019 and 2020 by the Ministry of Education and Science for the needs of the Rating System of Higher Education Institutions in Bulgaria, it is not addressed the problem of the level of awareness of students in the professional fields and the formation of positive attitudes towards online learning in the conditions of COVID- 19 [9; 10]. This determines our research interest, by sharing the view that the positive attitude in social work students about online education, introduced as a result of anti-epidemic measures in the context of COVID-19, is a high level of awareness of specific and dynamic phenomena and processes at local, regional, national, European and global levels. They have a strong impact on personal, community and public health, people's well-being and their active, responsible, motivated and beneficial participation in certain activities.

Methodology

Purpose of the research

The purpose of the research is to determine the degree of impact of the information acquired by social work students about the COVID-19 epidemic, the epidemic emergency, the introduced anti-epidemic measures and the related online learning in higher schools on their attitudes to the accepted conditions, organization and implementation of the learning process.

Participants in the research

The study is conducted with 73 bachelor's students majoring in Social Work in full-time and part-time education at the University of Ruse “Angel Kanchev” in the period February - March 2021. It represents a component (Subscale 1) of a comprehensive study comprising five subscales. The participants include students from: first year, full-time education (31.90%), second year, full-time education (9.70%), third year, full-time education (12.50%), fourth year, full - time education (11.10%), fourth year, part - time education (13.90%) and fifth year, part - time education (20.80%).

Methods

To implement the research, a questionnaire constructed by the author is used, structured in five subscales with a total of 75 items. The considered Subscale 1. Awareness of the students about the emergency epidemic situation in connection with the infections caused by COVID-19, the implementation of anti-epidemic measures and the introduction of an online regime of education in higher education institutions. The impact of information on students' attitudes towards online learning and the quality of personal, family and social life includes eight items. The Cronbach’s Alpha ratio for the subscale is 0.712 and reveals good reliability and consistency of the questions included in it. The data from the respondents' answers to establish their opinion and positions on awareness of the COVID-19 epidemic, the epidemic emergency, the introduced anti-epidemic measures, the related online learning in higher education and the degree of impact of the information acquired by them on their attitudes to conduct online training are analysed in accordance with the purpose of the study. The answers are evaluated on a five-point Likert scale. The questionnaire is completed online and the survey is conducted on the basis of informed consent, voluntarily and anonymously.

The research tests the following two hypotheses:

Hypothesis 1 (H1). The acquired by social work students certain range of information for the introduction of an emergency epidemic situation in the conditions of COVID-19, anti-epidemic measures and online learning in higher education and the achievement of a high level of awareness contribute to the formation of positive attitudes towards the given conditions of organization and realization of the educational process.

Hypothesis 2 (H2). The acquired by social work students certain range of information for the introduction of an emergency epidemic situation in the conditions of COVID-19, anti-epidemic measures and online learning in higher education and the achievement of a high level of awareness do not contribute to the formation of positive attitudes towards the given conditions of organization and realization of the educational process.

Research results and quantitative and qualitative analysis

The quantitative and qualitative analysis of the empirical data from the research in Subscale 1 presents through the opinions and positions expressed by the respondents their awareness of the epidemic situation in the conditions of COVID-19, the introduced anti-epidemic measures and online education regime in the higher education and at the same time reveal the impact of the information acquired in certain aspects on their attitudes to conducting in the specific conditions online form of organization and implementation of the learning process.

Affirmative opinion (categorically and with minimal hesitation) for close monitoring and regular information from the media about the epidemic situation in the country in connection with the infections caused by COVID-19 and the implementation of anti-epidemic measures to reduce the impact of the virus (Item 1) present in total 68.10% of the respondents, as 4.20% do not have an opinion on the issue, and 27.70% do not monitor and are not regularly informed about the situation and related measures (Figure 1).

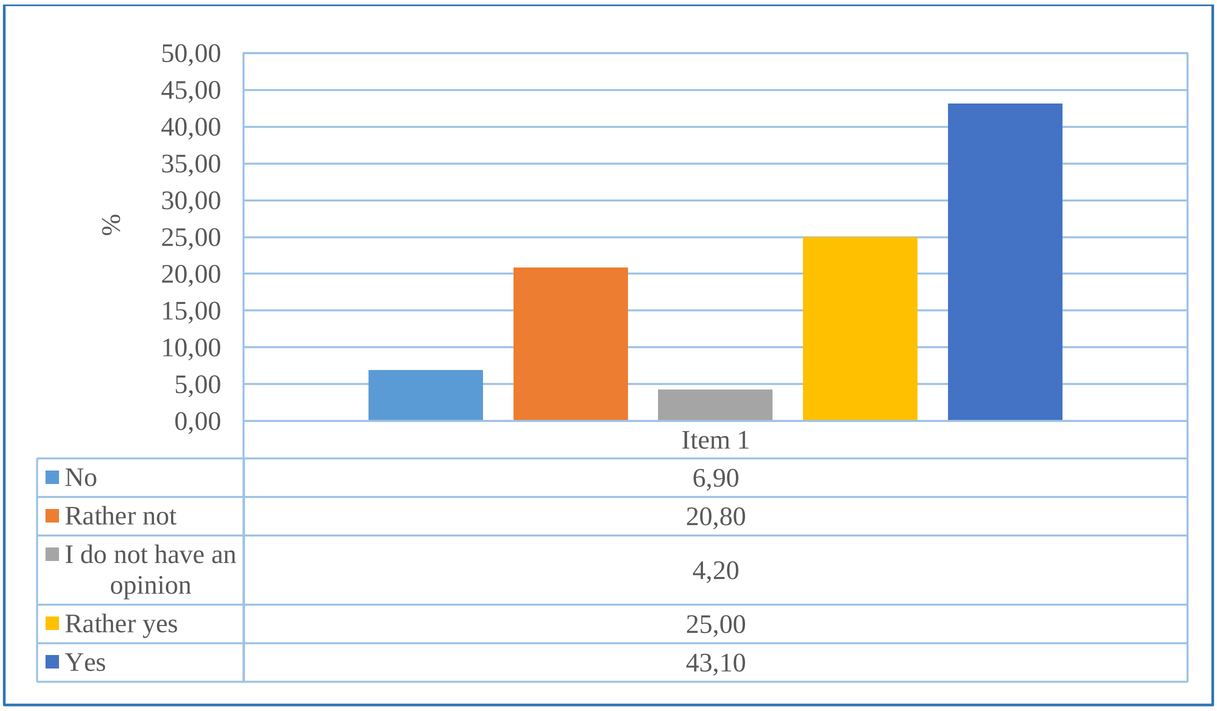
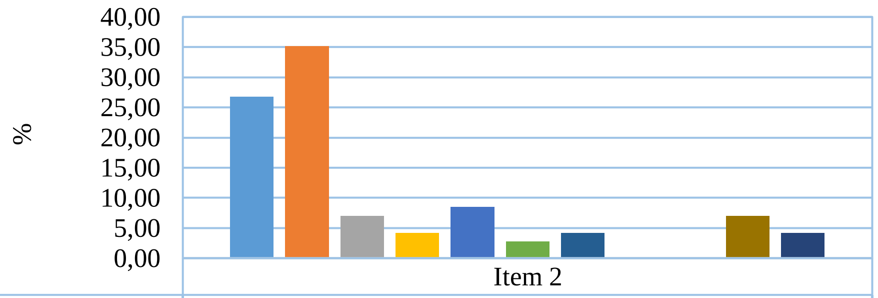


Figure 1. Careful monitoring of the news on the epidemic situation and anti-epidemic measures in the country in connection with COVID-19 to reduce the impact of the virus

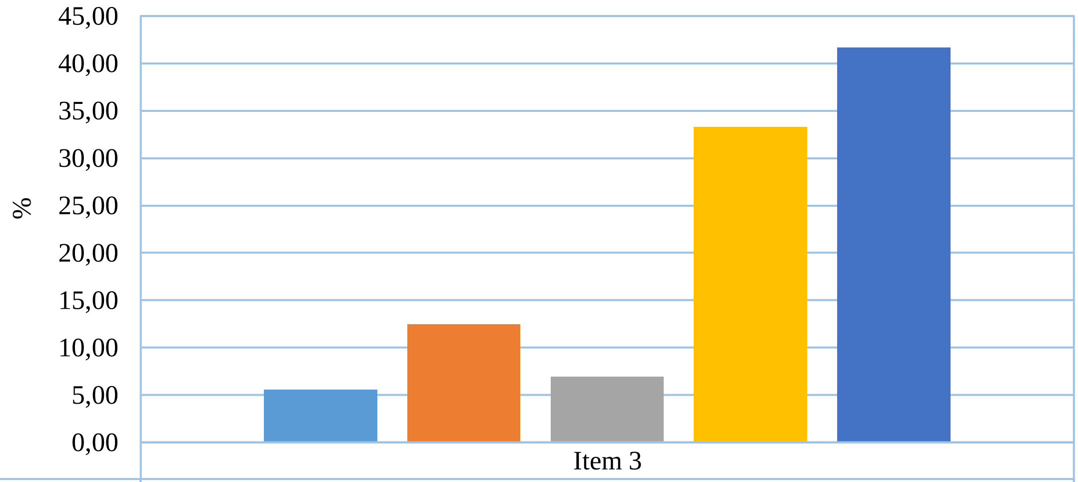
The predominant share of the respondents (62.00%) indicate as preferred sources of information about the epidemic situation in the country in connection with COVID-19 and the implementation of anti-epidemic measures the news from the national electronic media (35.20%) and the briefing of the National Operational Headquarters, which is also broadcasted on national television (26.80) (Item 2). Significantly smaller share of the participants in the survey receive information from news from regional and local electronic media (8.50%), news from foreign electronic media (7.00%), information from family members (7.00%), news from national print media (4.20%), orders of the rector of the university for compliance with the educational regime with the implementation of the adopted anti-epidemic measures (4.20%), information from close people and friends (4.20%), news from regional and local mass media (2.90%) (Figure 2).

Information about the epidemic situation and the applied anti-epidemic measures in national and European plan in connection with COVID-19 is considered as objective, necessary and important by 75.00% of the respondents, which is one of the highest values of positive answers and the related to them attitudes in an item from the subscale (Item 3). In terms of content, the answers with a definite affirmative opinion dominate (41.70%). Compared to the presented positive answers, the insignificant share of the answers of participants with a stated neutral position (6.90%) and of those who expressed a negative opinion on the issue (18.10%) stands out, as the share of those with hesitation is predominant (12, 50%) (Figure 3).



	Item 2
Briefing of the NOH	26,80
News from NEM	35,20
News from FEM	7,00
News from NPM for MI	4,20
News from regional and local EM	8,50
News from regional and local MM	2,8
Rector's orders	4,2
Implementation of AEM	0
Website of the University of Ruse	0
Family members	7
Close people and friends	4,2

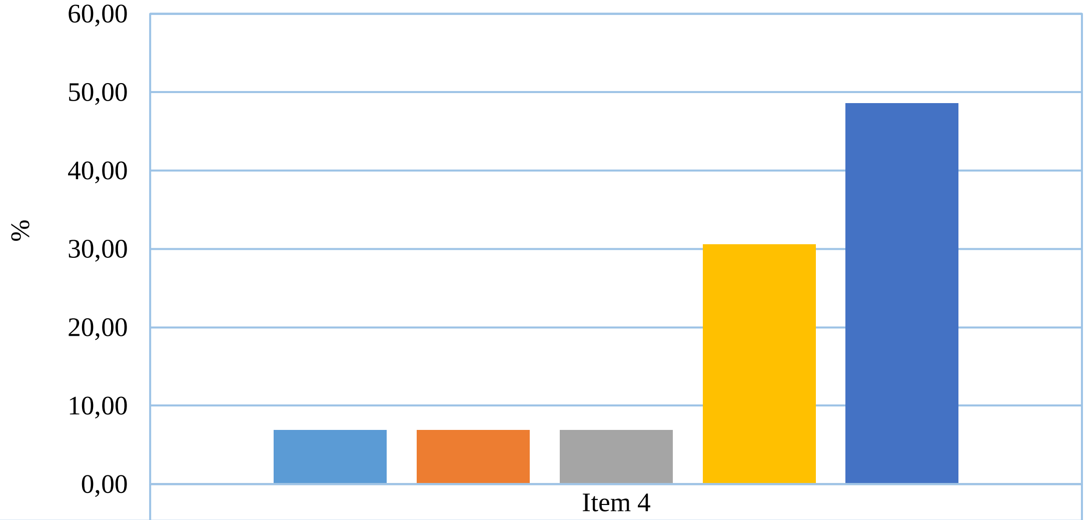
Figure 2. Sources of information on the epidemic situation and anti-epidemic measures in the country in connection with COVID-19 to reduce the impact of the virus



	Item 3
No	5,60
Rather not	12,50
I do not have an opinion	6,90
Rather yes	33,30
Yes	41,70

Figure 3. Acceptance as objective, necessary and important information on the epidemic situation and anti-epidemic measures at national and European level in connection with COVID-19

The introduction of an online education regime in universities in order to reduce the impact of coronavirus on the health of students and teachers and public health in general (Item 4) is considered as necessary by the predominant share of respondents (79.20%), representing the highest value of expressed positive opinion and related attitudes in an item from the subscale. Along with this, the dominance of the share of categorical affirmative opinion (48.60%) stands out, which clearly reveals the positive attitudes of students regarding the need for online training in the epidemic situation and the introduced anti-epidemic measures. The share of those who expressed a negative and neutral opinion on the need for online training in the epidemic conditions (a total of 20.70%) is low, as the categorically stated negative opinions (6.90%) and those with hesitation (6.90%) and neutrality (6.90%) have the same values (Figure 4).

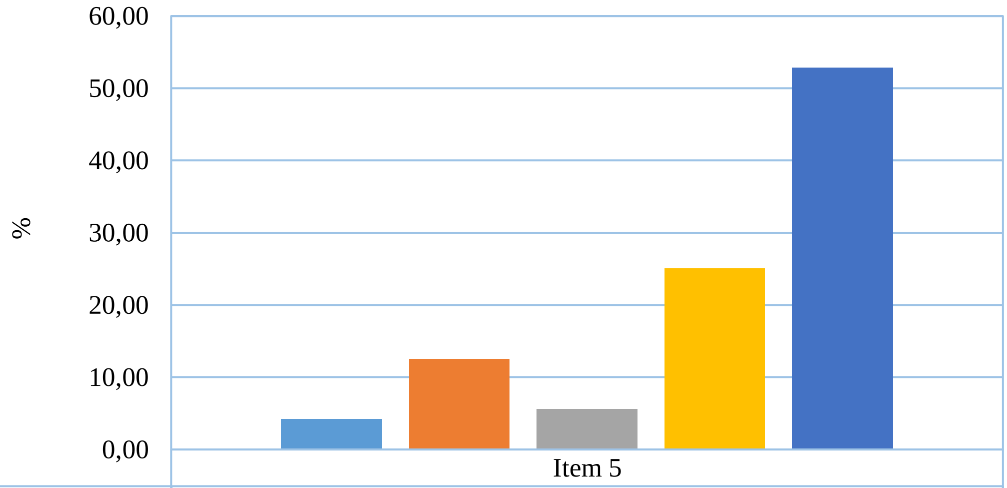


	Item 4
No	6,90
Rather not	6,90
I do not have an opinion	6,90
Rather yes	30,60
Yes	48,60

Figure 4. Acceptance as necessary and important the implementation of anti-epidemic measures in the country by introducing online education in higher education institutions in order to reduce the impact of coronavirus on the health of students and professors and public health

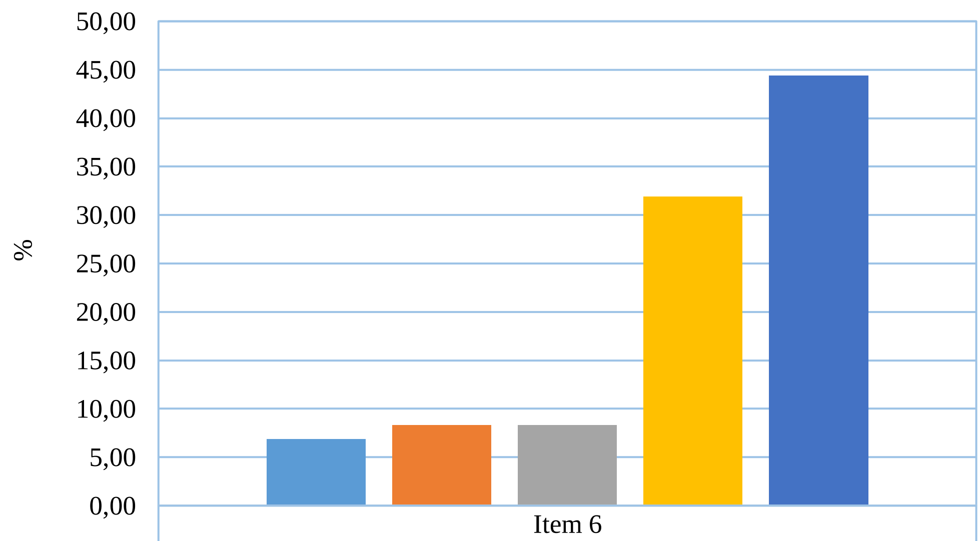
The implementation of anti-epidemic measures resulting in restricted access to social services and departments of the Social Assistance Directorate in order to reduce the impact of coronavirus on the public health and the staff (Item 5) is considered necessary and important by the majority of the respondents (77.80%), which has one of the highest values in the subscale and reveals their positive attitudes. The highest value in the subscale is the strongly expressed affirmative opinion - 52.80%. The values of the share of the participants who expressed a categorically negative opinion (4.20%), a negative opinion with hesitation (12.50%) and a neutral position (5.60%) are relatively low. The data in this sector of the scale reveal a certain dynamics with regard to respondents who are hesitant in not accepting the restriction of access to social services and departments at the Social Assistance Directorate and do not have a clear position on the issue (Figure 5).

Concerned and worried about information related to the epidemic situation caused by COVID-19 and the likelihood that they and their family members would be personally infected with the coronavirus, a significant proportion of the respondents felt (76.30%) more than half of them have stated this absolutely categorically (44.40%) (Item 6). Resilience and calmness have expressed a minimal share of the students participating in the research (15.20%), as a certain share of them (8.30%) have expressed this position in a definite way. 8.30% of the respondents did not express an opinion on the issue, maintaining neutrality, which can be interpreted as insufficient information about the epidemic situation or non-acceptance of the probability and risk of coronavirus infection (Figure 6).



	Item 5
No	4,20
Rather not	12,50
I do not have an opinion	5,60
Rather yes	25,00
Yes	52,80

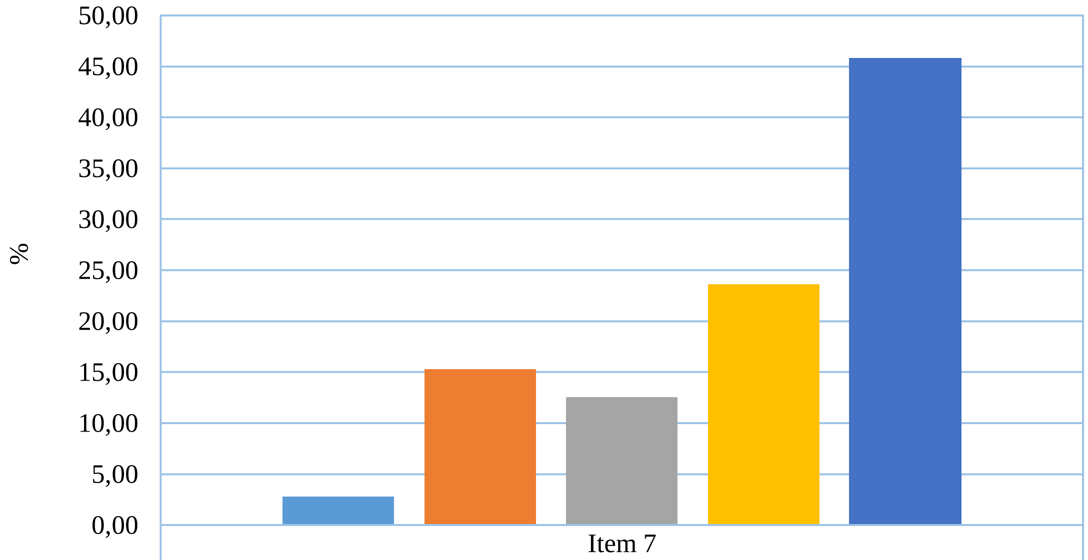
Figure 5. Adoption of anti-epidemic measures in the country as necessary and important by restricting access to social services and social assistance departments in order to reduce the impact of coronavirus on the health of consumers, staff and public health



	Item 6
No	6,90
Rather not	8,30
I do not have an opinion	8,30
Rather yes	31,90
Yes	44,40

Figure 6. Experiencing feeling of discomfort and anxious about information about the COVID-19 pandemic and the likelihood that family members will be infected

Concerns and worries about the quality of personal, family and social life as a result of the information on the epidemic situation, the introduced anti-epidemic measures and the risks in health, psychological and social aspects experienced a significant share of the respondents (69.40%), two thirds of them express this in a definite way (45.80%) (Item 7). A minimal share of the students participating in the survey state that they do not feel such feelings and the epidemic situation will not affect the quality of their personal, family and social life, and 12.50% have no opinion on the issue (Figure 7).



	Item 7
No	2,80
Rather not	15,30
I do not have an opinion	12,50
Rather yes	23,60
Yes	45,80

Figure 7. Experiencing Feeling of discomfort and anxious about the information on the COVID-19 pandemic and the anti-epidemic measures for the quality of personal, family and social life (Item 7)

The existence of concerns regarding the information about the introduction of online education in universities as a result of anti-epidemic measures, regarding the impact of this form of implementation of the educational process on the quality and effectiveness of education, training and future professional realization, show in their answers 47.20% of the respondents (Item 8). The same values of the categorically expressed opinions and those with hesitation are reported - 23.60%. According to 51.40% of the participants in the survey, online learning will not have an impact on the intended characteristics and will not cause them anxiety and worry. The share of respondents who did not express an opinion on the issue is insignificant (1.40%) (Figure 8).

The quantitative and qualitative analysis of the empirical data on items from the subscale reveals the following specific aspects:

- The majority of students have the necessary level of awareness about the epidemic situation in the country and the anti-epidemic measures applied in connection with it. This allows them, on the basis of good information, to form positive attitudes towards their participation in the online education/learning and to implement their active, responsible and motivated behaviour (Item 1);
- The main sources of information preferred and used by the predominant share of the respondents are characterized by their institutional significance in terms of formativeness, objectivity, prevention and regulation. Together, they contribute to the formation of constructive and positive attitudes towards the introduced anti-epidemic measures, including online training in universities (Item 2);
- The majority of respondents accept the objectivity, necessity and importance of the information about the epidemic situation and the implementation of anti-epidemic measures at national

and European level, which is one of the main characteristics of good information and an important factor for impact and positive attitudes towards online learning in higher schools (Item 3);

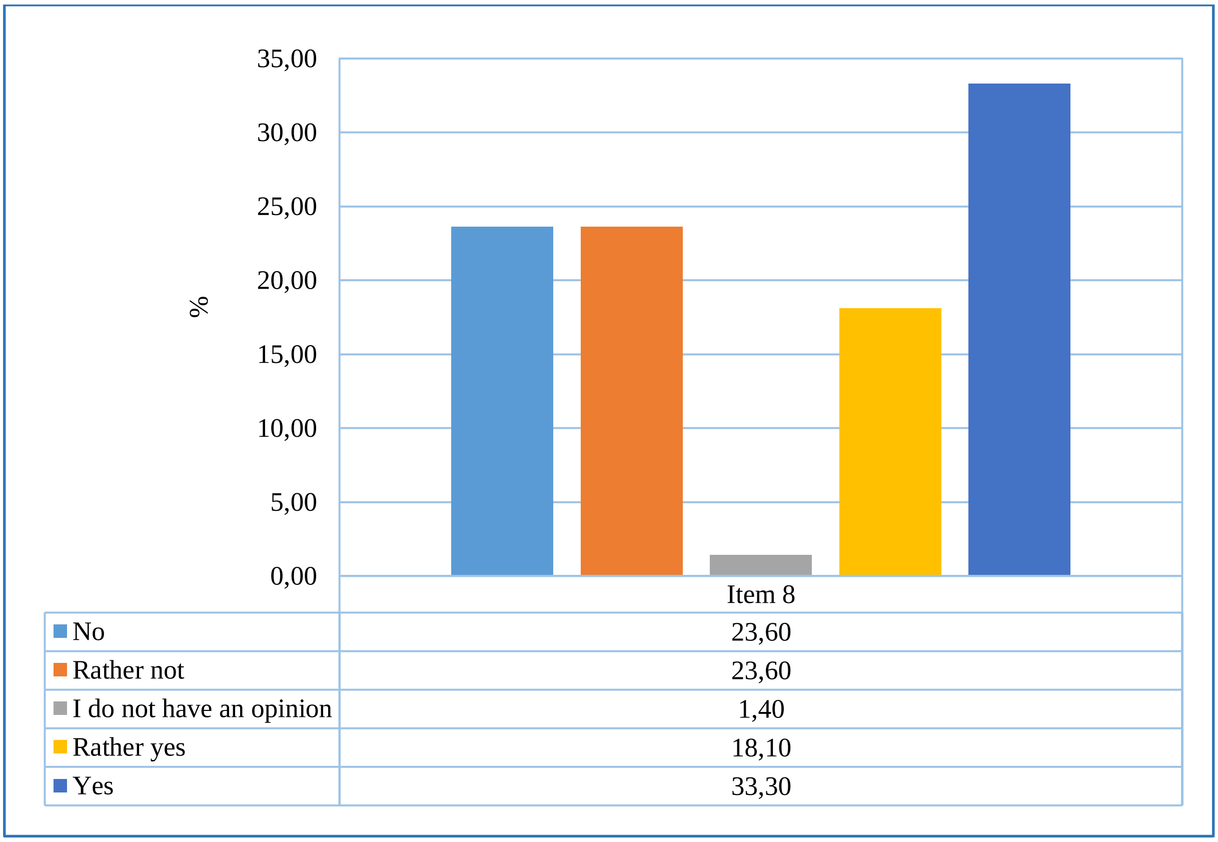


Figure 8. Experiencing Feeling of discomfort and anxious about the information about the introduction of online education in universities as a result of the anti-epidemic measures against COVID-19 in terms of impact on the quality and effectiveness of education, training and future professional realization

- A definite position of the highest share of students participating in the research on the need for online education is presented as a component of anti-epidemic measures in the country, aimed at limiting the impact of coronavirus on student health, public health and implementation of the education process without interrupting it and impairing their training. The affirmative position of the respondents expressed in a categorical way can be considered as a result of the achieved high level of awareness and range of competent sources of information, which in synthesis contribute to the formation of positive attitudes towards online learning. But at the same time, they raise some concerns about the personal health and well-being of family members and loved ones, as well as the health of staff and users of social services, departments of the Social Assistance Directorate and the possibility of conducting practical training in social work (Item 4);
- As a result of certain dynamics, a minimal presence of deficits in the awareness of some of the students has been established, as well as non-adoption of the anti-epidemic measures in the field of social services. This requires taking action in certain areas, which will be looked at in the discussion section (Item 5);
- The opinion of a significant proportion of the students in the research was strongly expressed about the feeling of anxiety and worry about the likelihood that they or their families and loved ones would become infected with the coronavirus. Such a position can be interpreted as natural for the complex epidemic situation. However, it should be noted that in the given situation it is required: to intensify the activities for informing about the use of protective and hygienic means and distance, in accordance with the instructions of the competent authorities; provision by the higher schools of an appropriate range of activities and services with preventive, supportive and educational orientation, which will be presented in the discussion part (Item 6);
- Stable position of a relatively high share of respondents for feelings of anxiety and concern about the impact of information on the epidemic situation and related restrictive measures on the quality of their personal, family and social life was found (Item 7). As

in the previous item, here we adhere to our position on the need for universities to provide support and training activities and services for students in the context of the COVID-19 epidemic and online learning regime, which we will justify in the discussion;

- There is a certain dynamics related to the formation of two main groups of respondents, whose opinions on the introduction of online training in its function of anti-epidemic measure are characterized by high values, minimal difference in relative shares and highlighting two opposite positions – as worrying. Measure and bringing anxiety and as such, which does not give rise to such feelings and experiences (Item 8). The targeted dynamics allow to make an assumption both about the objectivity of the information provided by various sources about the epidemic situation, anti-epidemic measures and the online training included in them, and about the stability of students' attitudes towards it under the influence of this information. Empirical data from the given and previous items and their analysis allow to present a vision for the use by universities of a system of activities raising students' awareness, positive attitudes towards online learning and helping them to cope with emerging challenges of organizational, cognitive and emotional nature.

Based on the performed quantitative and qualitative analysis of empirical data on items from Subscale 1, we can conclude that Hypothesis 1 (H1) is confirmed and the purpose of the research is achieved.

Discussion

The participants in the research acquire information about the epidemic situation and the implementation of anti-epidemic measures at national and European level, including as a component online education in higher schools, which is from competent sources with certain institutional and media significance, which guarantees its normative, objective, preventive and regulatory character. This gives them the opportunity to perceive it as necessary, relevant to the actual situation and important for the quality and effectiveness of education, training and their future professional realization, as well as for the preservation of their own, their families and loved ones physical, mental and social well-being without neglecting public health. In the synthesis, the aim creates conditions for achieving an appropriate level of awareness of students in the study area and contributes to the formation of constructive and positive attitudes to online learning (theoretical and practical) in an epidemic of COVID-19 and strict anti-epidemic measures.

The complex and rapidly changing epidemic situation, the contradictions and the non-acceptance by some of the lectors and students of the anti-epidemic measures, including in the field of higher education and social work, as necessary and important for dealing with the COVID-19 epidemic, create a specific and a dynamic educational and social situation and environment. In this context, there is not always in the scope of attention of university management and in the system of higher education the presence of deficits in the awareness of the student community in general and students of individual specialties in particular. This creates conditions to some extent for the emergence of deficits and the need to raise awareness of students in social work and the student community on the epidemic situation, anti-epidemic measures and the preservation of personal, community and public health, as one of the important factors for the formation of positive and constructive attitudes towards online learning and active, responsible and motivated involvement in the learning process. It is also underestimated that many students experience serious difficulties, causing anxiety and stress, affecting their academic commitment and success, the quality and effectiveness of their theoretical and practical training, as well as their physical, mental, and social well-being. Taken together, the reviewed factors have an adverse effect on the objective perception, the understanding of the importance and significance of information about the epidemic situation and anti-epidemic measures by students and do not create conditions for positive attitudes towards online learning.

Our position is related to the vision for the implementation of actions in the following areas, which have the potential and abilities to raise awareness of students in social activities in this area and to contribute to the formation of positive attitudes towards online learning:

- Providing access to online information resources of: national and European portals about COVID-19, epidemiological situation, introduced anti-epidemic measures caused by the coronavirus crisis, vaccination, etc.; websites of foreign universities and professional organizations of social workers with good experience, providing information in various and important aspects, including support of preventive, encouraging and educational nature to students and social workers, as well as the acquisition of competencies for self-care (self-care competency). On the website of the professional field of Social Work at the University of Ruse there is a separate section with links to national and European portals, foreign universities, organizations of social workers and in the field of higher education;
- Building an environment with the necessary technical, technological and digital opportunities for the implementation of supervision and practical training in social work in their function as an important component of the overall preparation of students. A space for supervision and distance learning (2020) with technical and digital equipment and technological support has been established under a project (2015);

- Providing online counselling to students to share difficulties and problems encountered in the process of online learning and everyday life and help them deal with them, acquire knowledge and skills to manage and organize time and deal with anxiety and stress. Weekly online consultations with social work students at the University of Ruse were conducted. A form has been created on the Social Work major website for requesting an individual online consultation;
- Conducting webinars, competitions for presenting projects and writing essays by students in social activities on the topic of online learning in the context of the COVID-19 epidemic, contributing to raising their awareness through independent cognitive, creative and research activities and presentation of own ideas, projects and practices for dealing with difficulties and problems in online learning and highlighting its advantages and disadvantages. Implemented through the Social Worker's Club: Webinar on topic "Social work during the COVID-19 pandemic" with international participation, including the President of IFSW-Europe Assoc. Prof. Ana Radulescu, PhD a representative of the Austrian Association of Social Workers (OBDS) and international expert Herbert Paulishin. Representatives of municipal and national institutions and organizations in the field of social activities, social workers participate; Essay competition on the topic "Distance learning in the conditions of COVID-19 – what gives us and what takes away from us. How to deal with the challenges?"; Also, a discussion on distance learning with first-year students majoring in Social Work was concluded.

Conclusion

The performed research and the quantitative and qualitative analysis of the results confirm Hypothesis 1 (H1) and prove the achievement of the accepted goal. Deriving the role of awareness of social work students about the epidemic situation at COVID-19 and anti-epidemic measures at local, regional and national level, as one of the important factors for impact and formation of positive and constructive attitudes to online learning, allows to justify the need to: implement a system of activities and services for students with preventive, supportive and educational orientation; promoting their cognitive activity and independence and research activities for the acquisition of objective and detailed information; presenting one's own views and practices and creating projects presenting the advantages and disadvantages of online learning and highlighting opportunities for its improvement and development. In the context of the COVID-19 epidemic, it is essential to create an effectively functioning digital infrastructure and use digital technologies and resources in universities to provide not only quality and effective online education, but to increase students' awareness and competence with a focus on: positive attitudes and active, motivated and responsible involvement in the learning process in an electronic environment; using strategies to manage time and deal with difficulties, problems, anxiety and stress; optimization of the work regime, personal and family life and creation of conditions for preservation of the physical, mental and social well-being.

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PEDAGOGICAL POSSIBILITIES OF MODERNIZATION OF THE FINE ARTS TEACHING CONTENT IN THE SCHOOLS OF KARAKALPAKSTAN

***Abstract**: The article highlights the goals and objectives of modernization of the content of fine arts teaching. The author identifies the pedagogical possibilities of modernization of the subject "Fine Arts" in the schools of Karakalpakstan. The value of a unique national and cultural life of the region in enriching the content of the subject "Fine Arts" is revealed. This, in turn, plays an important role in consolidating students' knowledge of history, culture and art and in enriching their mental world.*

***Key words**: education graphic arts, modernization, edification, development to creative activity, scholastic activity management, personalizations of the education, schools of Karakalpakstan.*
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Introduction

Since the first years of independence of the Republic of Uzbekistan pressing problems associated with reforming the education system, improving society, the future of young people began to be seen as a promising sector, has been a special emphasis on education and upbringing of young people. Article 3 of the Law "On Education" of the Republic of Uzbekistan states: "Education is declared paramount in the sphere of social development". [7]. It is well known that taking into account the evolutionary development of social life in the content of education is not allowed to make radical changes, the content of education is modernized in close connection with the development of science, culture, technology and production. As a consequence, the need to achieve the content of learning requirements of science and production, which, in turn, creates the possibility of effective development of science and production.

The content of learning is enriched, differentiated in close connection with the spiritual and cultural, economic life of society, the development of the labor market. In particular, in order to prepare the public labor market specializes the content of technological learning.

As you know, one facet of didactics is the timely modernization of the content of training. Analysis of the literature confirms that the first works on industrial pedagogy refers to its applied forms. Thus, the first dissertation research is devoted to the study of the problem of using folk applied art in aesthetic education of elementary school students [8]. In the 80s of the twentieth century, research in this area becomes more and more [1; 3; 4], in the 90s there are works that cover the theoretical aspects of this problem [2; 3; 6]. The use of illustrative materials on fine arts in the lessons, classes in circles in schools with the Uzbek language of instruction was studied by A. Sulaimanov, R. Khasanov. S. Bulatov and K. Kosimov in their studies also address issues of teaching fine art. It should be noted that in the above-mentioned studies the technological basis for the modernization of fine arts education has not been studied. At the same time, the technological basis for modernization of the content of fine arts education in the schools of the Republic of Karakalpakstan has not been specifically studied either.

As it was underlined in the "National Training Program", the art education is based on the peculiarities of art and culture as well as on the artistic traditions of a particular region and its geographic and ethnic peculiarities. At the same time, "studying the sources of spiritual culture, following the ideas expressed in them, transmitting them to the next generation as a spiritual value is for each member of society a duty before the conscience, before the Motherland" [7]. Based on this point of view, the main purpose of using illustrative materials at the lessons of fine arts, which is part of the sphere of art and aesthetic education in Karakalpak language schools, as stated earlier, is to study traditions in art as a cultural heritage, to achieve the effectiveness of fine arts lessons through the application of art history and fine arts materials.

Visual arts materials on Karakalpak culture and art are important because they refer to all kinds of visual activities. Methods of modernization of the content of fine arts teaching make it possible to understand that the use of teaching and illustrative material in the development of pedagogical system of raising the level of artistic and aesthetic knowledge of students creates great opportunities in the future.

As a consequence, the modernization of learning content in the fine arts system provides an opportunity to influence students comprehensively both educationally and educationally. The educational and upbringing potential of visual arts materials is manifested in the fact that in the process of assimilating new knowledge while solving educational problems, conditions are created for the development of students' creative abilities. In addition, visual arts materials contribute to the development of aesthetic feelings of students, confidence in their abilities, and creative activity. Since visual arts materials are familiar to students to a greater or lesser extent, the process of learning them will be relatively easy.

Visual arts materials are an effective stimulating tool in modernizing the content of visual arts education, aimed at the personal achievements of the student, increasing interest in new knowledge. At the same time, one of the main tasks can be pointed out as integrating the educational material that has been expanding in recent years and leading to overwork of the student. There is no denying it: until now, some teachers traditionally believe that expanding the scope of educational material leads to an expansion of students' horizons. Here, it is necessary, first of all, to understand the main meaning and purpose of the learning content provided in the lessons of fine arts. When choosing the teaching material, the minimum and maximum levels of training, the conceptual foundations of the modernization of teaching content are taken into account, when it means the assimilation of new knowledge by students, comprehension of their content, the formation of cognitive skills. At the same time it is necessary to go not down the path of reducing knowledge in the content of training, and their integration. The existing traditional models of the educational process in general education schools require modernization of the various levels of general education, because the dictates of the time are the new experiences. When the selected learning content takes into account the physiological, age, individual and psychological characteristics of students, the learning process is effective, students are not overworked, tired and bored. As a result, students can fully apply the acquired knowledge in their activities and strive to master new knowledge in a deeper way. Consequently, each learning content parameter should be set with a focus on students' implementation of the acquired knowledge in their activities, formation of creative abilities of an individual.

The subject "Fine Art" provides the elementary knowledge and skills of artistic culture necessary for each person. For no matter in which industry in the future each graduate of a secondary school will work, at his or her leisure time he or she should rest, restore the strength spent during working hours. At the same time, this does not mean that schools need to give extensive and deep knowledge of art and applied art.

Ensuring the uniqueness and continuity of the subjects taught in general education schools, their mutual coordination is aimed at improving the knowledge of students in a number of areas of education. In particular, the knowledge obtained at the lessons of fine art, which includes elements related to the circle of knowledge, intellectual level, abilities, features of thinking is undoubtedly a technological tool that increases the effectiveness of knowledge of such subjects as mathematics, physics, geography, history, biology, chemistry, etc., which should be obtained in secondary general education schools on the basis of illustrative material.

It is important to develop pedagogical requirements for the technology of modernization of the content of education taking into account the interdisciplinary connection, obtaining and consolidation of the skills obtained in the process of teaching the fine arts, increasing the efficiency of mastering the subjects that contain illustrative material, increasing the interdisciplinary connection of teaching material, as well as student literacy.

One of the main objectives of the fine arts subject is to study centuries-old national traditions and rituals, the history of the people, its ethnogenesis, which equally applies to the content of a number of other school subjects, such as geography, zoology, biology, natural history, art history. This means that the visual arts materials are quite extensive. We are talking about historical monuments, archaeological, ethnographic, toponymic, archival documents, samples of national and artistic craftsmanship, folk applied art, works of fine arts. Consequently, the methods of modernization of the content of fine arts education represent one of the main factors in strengthening the national basis of the pedagogical system, increasing the level of artistic and aesthetic knowledge of students. The use of visual art materials at different stages of education due to its pedagogical impact is an effective means of consolidating knowledge of the history of the people, enriching the mental world of students.

Based on the above, we can conclude that the modernization of the content of the subject "Fine Arts" is aimed at the formation of the spiritual culture of students.

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THE INDIVIDUAL AS A SELF-ORGANIZING SYSTEM

Abstract: *The article analyzes the transformation processes in the psychology of personality research. The author assesses the penetration of a synergistic paradigm into the science of psychology as a scientific achievement. The approach of the individual as a self-organizing complex system gives a great constructive solutions to society and science, proposing the idea that human capital plays an important role in the development of OIC.*

Key words: *personality, theory of complex systems, paradigm, self-organization, system, purpose.*

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Introduction

Today, man and his spiritual world are considered the most pressing problems of civilization not only in the humanitarian sciences, but also in the entire nation, nation, state, and the rest of humanity. Therefore, a person is one of the most fundamental concepts that a person learns in psychology. Since the 30-ies of the last century, the individual began to study in fundamental terms all the different psychological schools. But to this day there has not been a single opinion on the concept of the individual, its structure, basic management, factors of development, the effects of biological and social factors on the individual. The existence of such a diverse approach in psychological schools that investigate the individual is the cause of the formation of a unified methodological approach . As a result of the processes of methodological transformation in the modern system of science, there is a development of synergistic paradigm, this methodology is also used in the study of a person in the science of psychology. We think that this process will be one of the important achievements of the humanitarian sphere in the understanding of a person, and not only for Psychology.

Analysis of literature shows that self-organization of a person is studied in different ways. For example, self-organization as a person-specific quality (g.N. Izizine, S.N. Kapustin i A.V. Smirnov); the principle of self-organization in psychology (N.A. Bernshteyn i A.A. Ukhtomsky); problems of motivation and formation of self-organization in students in the educational process M. I. Kurnev, M. A. Reunova i g.V. It was studied by such scientists as Kogan. V.A. Arshinav, V.G. Budanov, E.N. Knyazeva, S.P. Kurdyumov, 6 G.G. Some aspects of self-organization in pedagogy were studied by malinesky. Problems of self-organization in Uzbekistan, theory of complex systems M.N.A.Abdullaeva, G.O, Jalalova, G.O.Gaffarova, M.K.It is being studied by niybbetov and other scientists. Based on the analysis of the study, we described self-organization as the shell of an individual to effectively organize their activities. This process involves a certain system of knowledge of the individual, motivation, willpower, planning and purposefulness.

Cognitive capabilities of the individual form the structure of the individual: consciousness, subconscious, memory. Such cases as self-organization, chaos, self-reorganization, existential choice in the bifurcation chamber, instability, inherent in the complex system, also belong to the individual.

The individual as a complex dynamic system constantly embodies such processes as self-organization, self-renewal, trasnformation. In this place, we will plunge into the concept of complexity. The question arises,has not the human problem been studied for this period? Is human self-management not researched? Society appears that the human problem is constantly being studied, each period studies on the basis of the level of social economic development, geographic conditions, historical processes and specific paradigms. Philosophers, writers, artists and now representatives of many spheres study a person from different sides. But as we climb the stairs of periods, Time sets, social progress, the problem of the spiritual world of Man, the ability of man to manage himself, the problem of his own self-organization has become the most pressing problem. This paradigm Studies a person as an open complex system on the basis of nonlinear and Cube variability. The effective, constructive significance of the Murakab systems theory is manifested in the following: this paradigm studies the interrelated, interrelated spiritual and physical qualities that exist in man as a holistic complex system. Therefore, it is recognized by scientists that in the following years the study of a person, his activity as a complex system of self-organization, plays a constructive role.

In this place, we will plunge into the essence of the concept of complexity.. Complexity is the dynamic system of these elements, which is a variety of elements or systems that allow for the ability to change the movement of their behavior and flexibility in changing situations. Also, a complex system is an open system. It exchanges matter, Energy, Information with the environment. In a complex system, emergent phenomena are formed. Emerdjentlik is a creative coincidence, which has an ontological basis, consisting in the emergence of new features in this system. This process is the way of the formation of innovation throughout evolution in nature and society. There will be a constant re-connection between the elements of complex systems. In the individual, too, there are signs of a complex system. His consciousness, memory, thinking, behavior, body are constantly interrelated. For this reason, the individual is able to organize himself as a complex system. Since man acts as a complex, self-organizing system, then the following principles apply:

1. Openness; 2. Weakness

Openness is the exchange of matter, energy and information between a person and a scientist. When we say non-compliance, it is implied that there are a lot of ways of development of the system, the existence of alternative ways of development in the development of such a system goes through different stages. Development will not be in one direction. The system monitors the processes of formation of complex new structures as a result of constant updates, emergent phenomena. In linear systems, however, the ways of development are one-sided, one-flat. Alternative ways of development can not be ignored.

The process of self-organization helps to meet the necessary needs on the path of the individual's development . Self-organization serves as elements of time, planning, order, self-control .

The factors of a person's self-organization are that the inner and outer world of a person is in mutual influence and interrelationship. That is, the consciousness, values, morality of a person, his creative activity constitute a system of human self-organization; in a person, self-organization takes place through conscious and creative activity. That is, self-organization is carried out not automatically, but purposefully. In self-organization, the purpose of a person determines his own self-organization. Also, the goal is the internal motivation, impulse of the process of self-organization of the individual.

In conclusion, we can say that methodological transformations are taking place in the system of modern science. As a result, the synergistic paradigm is also widely penetrated into the psychology of personality research. The study of the individual as a complex system of self-organization also plays a more important role in modern society, in which non-linear, complex, transformational processes occur. Because in an innovative society, human self-organization is crucial to human capital development. Therefore, it is desirable to further develop research in our republic on the basis of the theory of synergistic complex systems of the individual.

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THE REPUBLIC OF UZBEKISTAN ON THE THRESHOLD OF THE WORLD TRADE ORGANIZATION

Abstract*: The article describes the history of the World Trade Organization, its goals and objectives. The relations of the Central Asian countries with the WTO are given. There was talk of the positive and negative consequences of Uzbekistan's membership in the organization for the country's economy.*

Key words*: World Trade Organization, International Integration, GATT, Uruguay Round, Foreign Trade Regime, USAID, UNCTAD, German International Cooperation Agency (GIZ), European Union (EU), International Trade.*

Language*: English*

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Introduction

The World Trade Organization (WTO) was established to regulate trade relations between countries, increase international trade, and resolve trade disputes between countries as a result of globalization and increasing international integration. The WTO has a history of more than half a century. After the Second World War, in order to revive the economies of the countries, in 1947, 23 countries signed the General Agreement on Tariffs and Trade (GATT) in Geneva, which was implemented in 1948.

The Uruguay Round (1986-1994) was introduced to develop the GATT and reduce reciprocal tariffs on products. The WTO was established on January 1, 1995, and in the same year 125 countries became members. The WTO currently has 164 member countries. 98-99% of international trade is accounted for by WTO member countries.

Uzbekistan began its first bid to join the World Trade Organization (WTO) in December 1994. However, for various reasons, efforts to become a member of the organization were postponed. In December 2017, the President of the Republic of Uzbekistan Sh. Mirziyoyev officially announced the resumption of the process of our country's accession to the World Trade Organization, and in early 2018 an application was sent to the WTO Secretariat. It contained an updated memorandum on the foreign trade regime and 23 documents of the Republic of Uzbekistan on various aspects of the country's foreign trade regime in the framework of the WTO accession process.

Work is underway to formulate and send clear and high-quality answers to the questions of WTO member countries, as well as to develop proposals for the harmonization of national legislation with the rules and norms of the Organization's agreements. On July 7, 2020, after a 15-year break, the 4th meeting of the Working Group on the accession of the Republic of Uzbekistan to the WTO was held. Bilateral negotiations on access to the market of goods and services are currently underway with some member countries of the Organization.

The Republic of Uzbekistan has taken the first step towards joining the WTO among the Central Asian countries. Currently, Kazakhstan, Kyrgyzstan and Tajikistan are members of the WTO from Central Asia. Turkmenistan is an observer country. If Turkmenistan becomes a member of this organization, we will have a good opportunity. The reason is that we can get to the Iranian port of Bandar Abbas via

Turkmenistan. Through this port, we can deliver our products to the world market in a short time.

Uzbekistan is also in talks with the WTO Secretariat to join the WTO. The following table shows the current state of relations between the countries of Central Asia and the WTO.

Table 1. Central Asian and World Trade Organization

s/n	Countries	The year you applied to the WTO	Status in the WTO
1.	Uzbekistan	December 1994	During the negotiations
2.	Kyrgyzstan	February 1996	December 1998
3.	Tajikistan	May 2001	March 2013
4.	Kazakhstan	January 1996	November 2015
5.	Turkmenistan	July 2020	Observer

Source: *Edited by the author based on information from www.wto.org*

International organizations such as the United Nations Development Program, USAID, UNCTAD, the World Trade Center, the German International Cooperation Agency (GIZ), the European Union (EU) and donor countries such as Russia, the Republic of Korea and China are trying to attract technical assistance to Uzbekistan's accession to the WTO.

Currently, preparations are underway for the 5th meeting of the WTO accession group of Uzbekistan and multilateral talks on agriculture. Through our country's membership in the WTO, we will be fully integrated into international trade. In order to find buyers and increase trade in international trade, we need to do the following urgent things:

- deepening economic reforms and further liberalization of the economy, including the liberalization of foreign economic activity;
- establishment of international marketing;
- regulation and support of foreign economic activity, in particular, international trade;
- financing of international trade and infrastructure development;
- training of qualified personnel.

Conclusion

In short, Uzbekistan's accession to the WTO will have the following positive and negative consequences for the economy of our country:

The positive consequences of Uzbekistan's accession to the WTO are:

- As a result of the minimization of duties imposed on the customs clearance of products, consumers buy products at lower prices;
- As a result of the fact that exporters import raw materials at low prices, the volume of production will increase, our products will be more export-oriented, and as a result, economic growth will occur;
- imports of machinery and technology will increase and, as a result, production will increase and the market will be saturated, an increase in production will lead to a decrease in unemployment;
- become a country with a favorable customs regime for trade with other members of the WTO;
- Uzbekistan's accession to the WTO will serve as a "seal of guarantee" for the growth of foreign direct investment (FDI) in our country;
- promotes economic and political reforms in the country;
- WTO membership commitments will be an opportunity to diversify our economy;
- As a result of the abolition of tariff and non-tariff barriers, access to foreign markets, especially in developed countries, will be expanded;
- access to the right of free transit of goods through the territory of WTO member states;
- Disagreements and disputes with trading partners can be resolved through the mechanisms and rules established by the WTO;
- As a result of increased foreign trade turnover, fiscal revenues of the state will increase;
- Production costs of domestic producers using imported raw materials and semi-finished products in the production process will be reduced.

The negative consequences of Uzbekistan's accession to the WTO are:

- Threats to the economic security of the country will increase, as a result of the multifaceted openness of the national economy, the sustainable development of some sectors will be jeopardized;
- fluctuations in world market prices may affect the balance of payments of the republic;
- As a result of import (commodity intervention) of products that are exactly similar to those produced in the country at relatively low prices, some industries may face a crisis;
- As a result of the reduction of customs tariffs and duties, which should be implemented in practice during the negotiations under the pressure of WTO member states, the revenue side of the state budget may be reduced in the early stages;
- there will be a reduction in the government's ability to directly support certain strategic sectors of the economy;

- As a result of the growing position of transnational corporations and foreign firms in the country, they can directly interfere in the process of regulating key sectors of the national economy;

- the possibility of maintaining the existing regulatory methods, such as domestic market prices, monopoly tariffs, technical norms and standards, rules of use of intellectual property, remains unchanged;

- Due to the reduction of customs duties, the products of local producers will lose their competitiveness due to the influx of Chinese products into the country.

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REFERENCE DATA OF PRESSURE DISTRIBUTION ON THE SURFACES OF AIRFOILS HAVING THE NAMES BEGINNING WITH THE LETTER A (THE SECOND PART)

Abstract: *The results of the computer calculation of air flow around the airfoils having the names beginning with the letter A are presented in the article. The contours of pressure distribution on the surfaces of the airfoils at the angles of attack of 0, 15 and -15 degrees in conditions of the subsonic airplane flight speed were obtained.*

Key words: *the airfoil, the angle of attack, pressure, the surface.*

Language: *English*

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Introduction

Creating reference materials that determine the most accurate pressure distribution on the airfoils surfaces is an actual task of the airplane aerodynamics.

Materials and methods

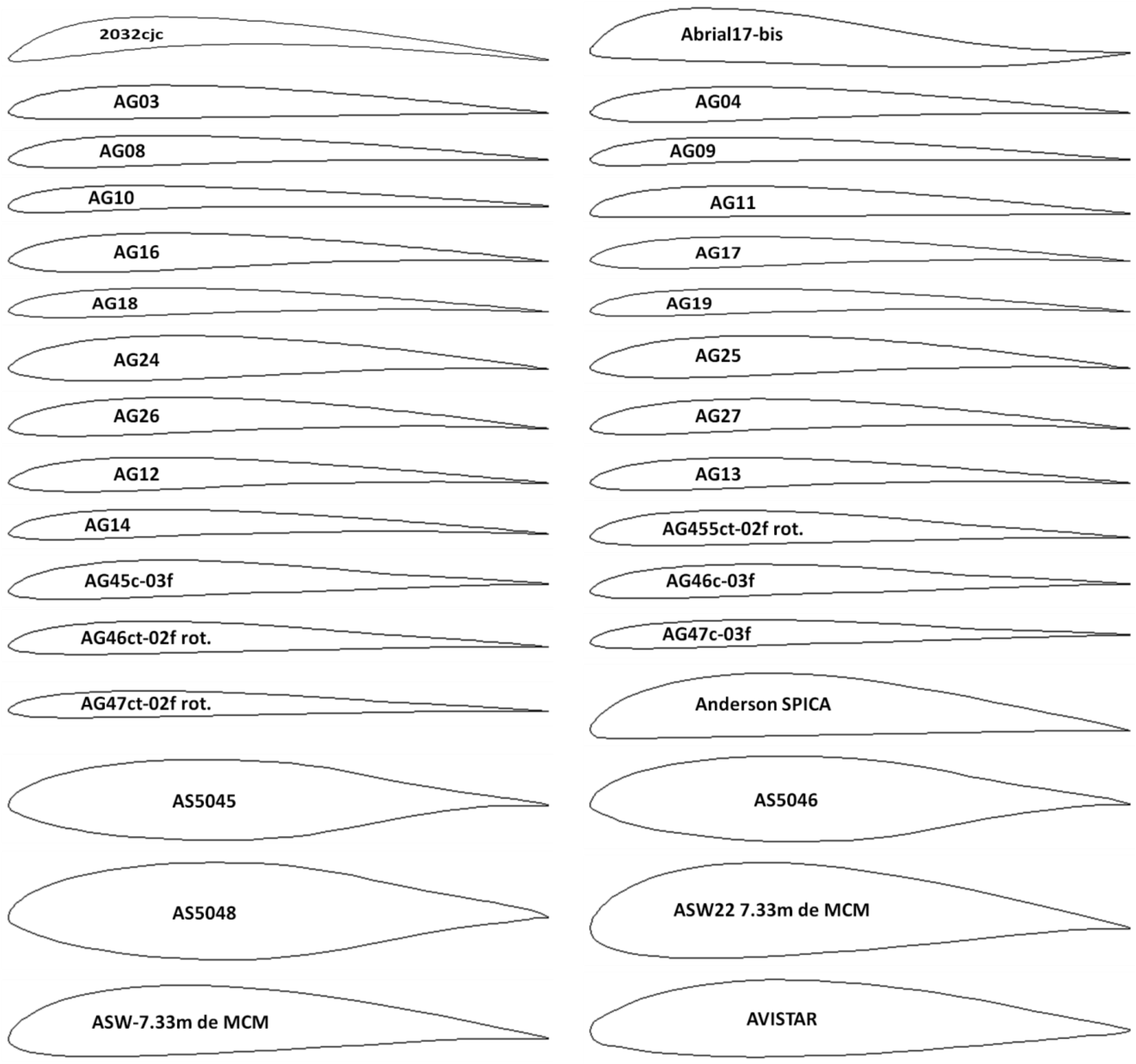
The study of air flow around the airfoils was carried out in a two-dimensional formulation by means of the computer calculation in the *Comsol Multiphysics* program. The airfoils in the cross section were taken as objects of research [1-11]. In this work, the airfoils having the names beginning with the letter *A* (continuation [12]) were adopted. Air flow around the airfoils was carried out at the angles of attack (α) of 0, 15 and -15 degrees. The flight speed of the airplane in each case was subsonic. The airplane flight in the atmosphere was carried out under normal weather conditions. The geometric characteristics of the studied airfoils are presented in the Table 1. The studied geometric shapes of the airfoils in the cross section are presented in the Table 2.

Table 1. The geometric characteristics of the airfoils.

Airfoil name	Max. thickness	Max. camber	Leading edge radius	Trailing edge thickness
2032cjc	8.00% at 18.3% of the chord	7.00% at 35.0% of the chord	0.8668%	0.32%
Abrial 17-bis	9.89% at 20.0% of the chord	3.42% at 20.0% of the chord	0.4091%	0.1%
AG03	6.24% at 25.0% of the chord	2.02% at 32.7% of the chord	0.4353%	0.121%
AG04	6.42% at 22.5% of the chord	1.75% at 40.2% of the chord	0.4617%	0.134%
AG08	5.83% at 21.0% of the chord	1.8% at 39.1% of the chord	0.4494%	0.1599%
AG09	4.86% at 17.4% of the chord	1.86% at 32.8% of the chord	0.4879%	0.1953%
AG10	4.73% at 16.1% of the chord	1.71% at 32.6% of the chord	0.6852%	0.3617%
AG11	5.81% at 25.4% of the chord	2.29% at 29.1% of the chord	0.6035%	0.2321%
AG16	7.11% at 23.3% of the chord	1.87% at 46.9% of the chord	0.4682%	0.0929%
AG17	6.49% at 21.9% of the chord	2.02% at 45.5% of the chord	0.453%	0.0939%
AG18	5.87% at 20.6% of the chord	2.16% at 44.2% of the chord	0.4386%	0.0948%
AG19	5.4% at 20.6% of the chord	2.27% at 42.8% of the chord	0.4293%	0.0954%
AG24	8.41% at 26.0% of the chord	2.22% at 45.5% of the chord	0.5238%	0.0971%
AG25	7.58% at 24.6% of the chord	2.4% at 45.5% of the chord	0.4899%	0.0963%
AG26	6.84% at 23.3% of the chord	2.55% at 44.2% of the chord	0.4882%	0.0999%
AG27	6.11% at 21.7% of the chord	2.7% at 44.0% of the chord	0.4959%	0.1035%
AG12	6.24% at 21.9% of the chord	1.85% at 42.7% of the chord	0.4513%	0.0942%
AG13	5.83% at 21.0% of the chord	1.97% at 41.7% of the chord	0.4552%	0.0948%
AG14	5.37% at 19.9% of the chord	2.1% at 40.5% of the chord	0.452%	0.0956%
AG455ct – 02f rot.	6.47% at 23.3% of the chord	1.83% at 31.6% of the chord	0.5107%	0.0844%
AG45c – 03f	6.93% at 23.3% of the chord	2.58% at 38.7% of the chord	0.5214%	0.0893%
AG46c – 03f	6.03% at 23.3% of the chord	2.28% at 41.5% of the chord	0.4764%	0.0793%
AG46ct – 02f rot.	6.08% at 23.3% of the chord	1.69% at 33.0% of the chord	0.4866%	0.0793%
AG47c – 03f	5.06% at 22.0% of the chord	1.96% at 45.7% of the chord	0.4573%	0.0692%
AG47ct – 02f rot.	4.99% at 22.0% of the chord	1.3% at 33.1% of the chord	0.4658%	0.0693%
Anderson SPICA	11.72% at 30% of the chord	4.74% at 35.0% of the chord	1.2192%	0.0%
AS5045	15.0% at 37.4% of the chord	1.02% at 27.0% of the chord	1.1351%	0.25%
AS5046	16.0% at 37.2% of the chord	1.08% at 20.5% of the chord	1.4094%	0.268%
AS5048	17.98% at 40.6% of the chord	1.19% at 23.4% of the chord	1.7444%	0.299%
ASW22 7.33m de MCM	17.45% at 31.4% of the chord	3.51% at 37.8% of the chord	2.9919%	0.2602%
ASW-7.33m de MCM	12.97% at 27.0% of the chord	3.51% at 37.6% of the chord	1.721%	0.193%
AVISTAR	14.52% at 34.2% of the chord	2.19% at 37.9% of the chord	2.3196%	0.3211%

Note:
AG03, AG11 (Apogee HLG series wood wing Mark Drela);
AG04-AG10 (Apogee HLG series molded wing composite Mark Drela);
AG16-AG19 (Allegro 2m 1 Mark Drela);
AG24-AG27 (Bubble Dancer DLG by Mark Drela);
AG12-AG14 (New SuperGee DLG by Mark Drela);
AG455ct – 02f rot., AG46ct – 02f rot., AG47ct – 02f rot. (New SuperGee DLG by Mark Drela);
AG45c – 03f, AG46c – 03f, AG47c – 03f (SuperGee RC DLG by Mark Drela);
Anderson SPICA (R/C sailplane airfoil, smoothed);
AS5045 (Ashok Gopalarathnam/Selig 15% at the tip), *AS5046* (Ashok Gopalarathnam/Selig 16% will work on stock spars), *AS5048* (Ashok Gopalarathnam/Selig 18% at the root);
AVISTAR (Hobbico R/C Avistar trainer airfoil).

Table 2. The geometric shapes of the airfoils in the cross section.



Results and discussion

The calculated pressure contours on the surfaces of the airfoils at the different angles of attack are presented in the Figs. 1-32. The calculated magnitudes on the scale can be represented as the basic magnitudes when comparing the pressure drop under conditions of changing the angle of attack of the airfoils.

When comparing the 20-32C and 2032cjc airfoils, it was determined that at the zero angle of attack, the calculated pressure magnitudes on the surfaces are the same. The calculated pressure magnitudes increase at the positive and negative angles of attack. The Abrial 17-bis airfoil undergoes less deformations in the horizontal position than the Abrial 17 airfoil. However, at the positive and negative angles of attack, the Abrial 17-bis modified airfoil is subjected to more pressure than the original version.

The occurrence of the negative pressure gradient over the larger area of the upper surface at the zero angle of attack is characteristic of the AG airfoils line. Drag increases at the leading edge from the side of the upper surface of the airfoil at the positive and negative angles of attack. Pressure is distributed evenly over the areas of the upper and lower surfaces. Maximum pressure of -91.7 kPa is determined at the angle of attack of 15 degrees of the AG03 airfoil, minimum pressure of -1.93 kPa is determined at the angle of attack of 0 degrees of the AG47c – 03f airfoil.

The airfoils with the maximum thickness are characterized by the formation of the negative pressure gradient over the large areas of the upper and lower surfaces at the positive and negative angles of attack. Acting pressure decreases with increasing the airfoil thickness (for example, AS5045, AS5046, AS5048).

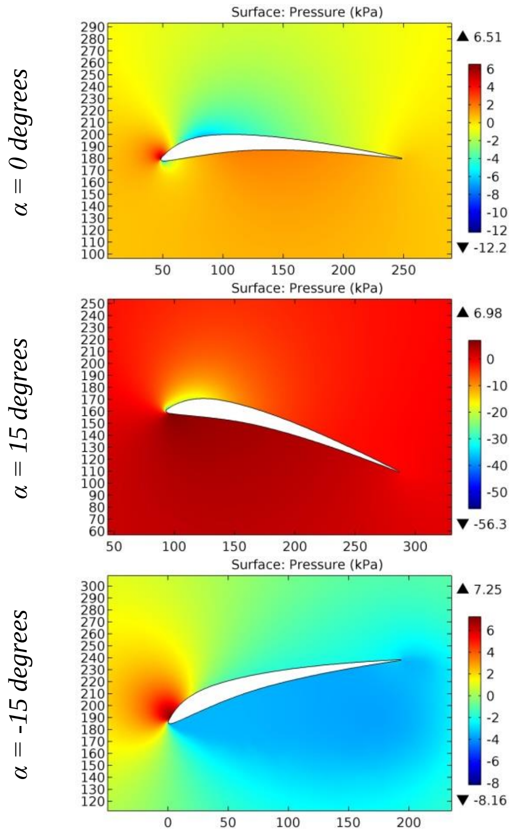


Figure 1. The pressure contours on the surfaces of the 2032cjc airfoil.

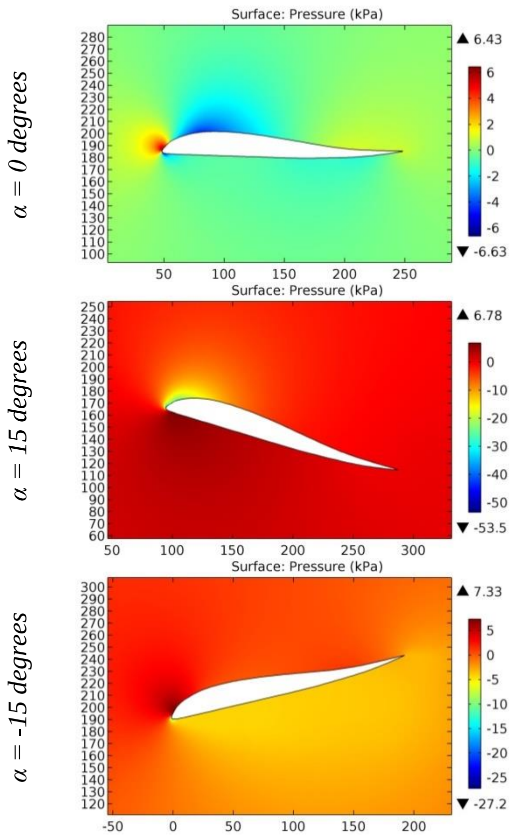


Figure 2. The pressure contours on the surfaces of the Abrial 17-bis airfoil.

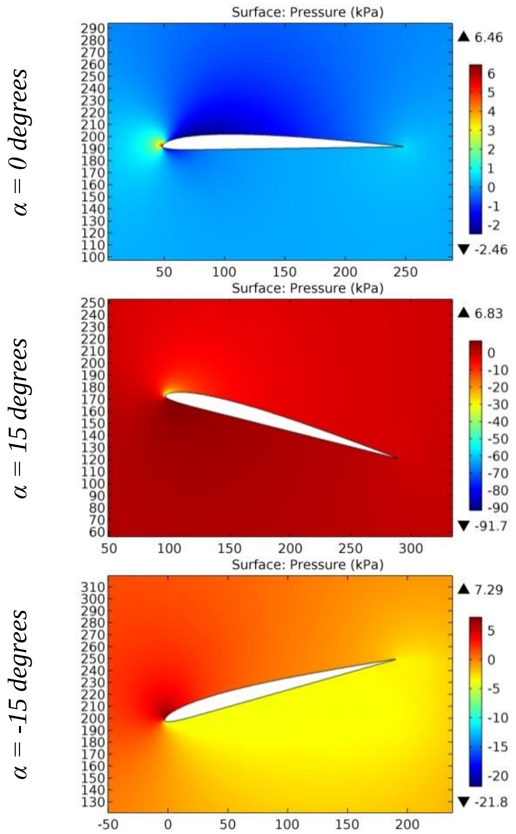


Figure 3. The pressure contours on the surfaces of the AG03 airfoil.

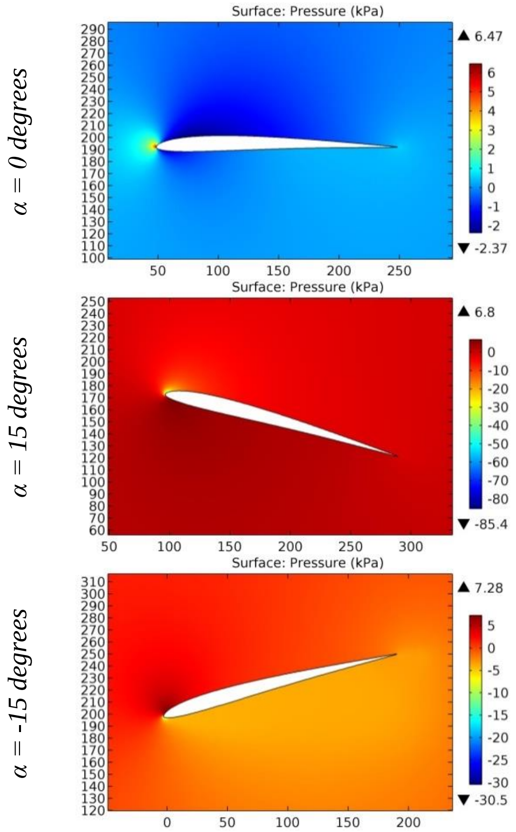


Figure 4. The pressure contours on the surfaces of the AG04 airfoil.

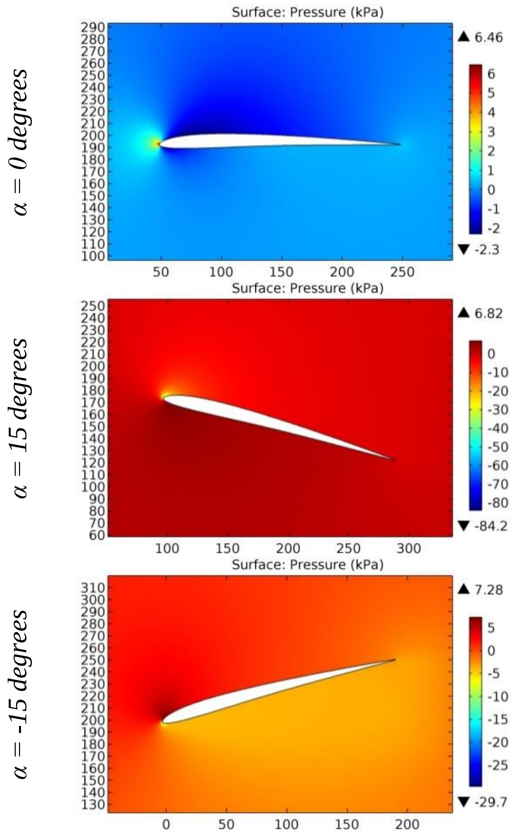


Figure 5. The pressure contours on the surfaces of the AG08 airfoil.

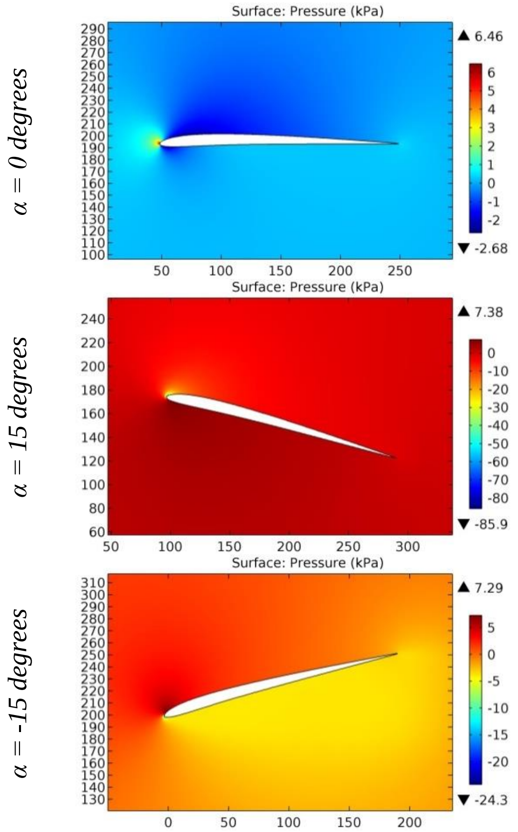


Figure 6. The pressure contours on the surfaces of the AG09 airfoil.

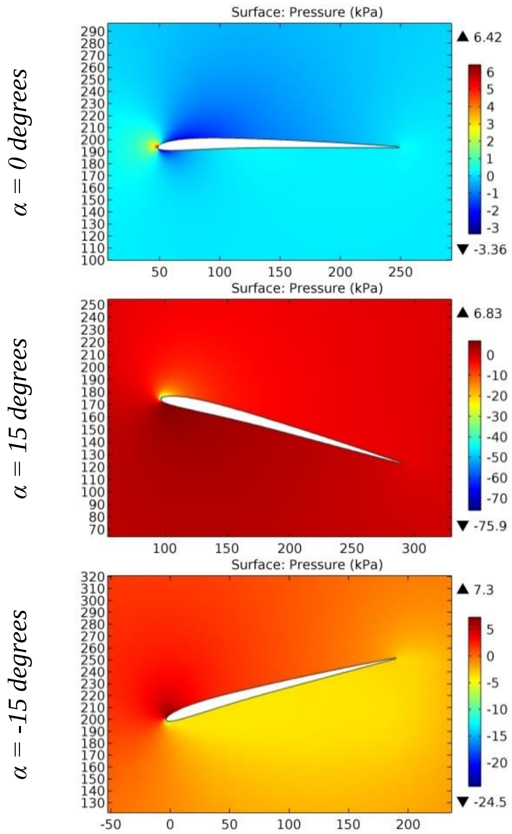


Figure 7. The pressure contours on the surfaces of the AG10 airfoil.

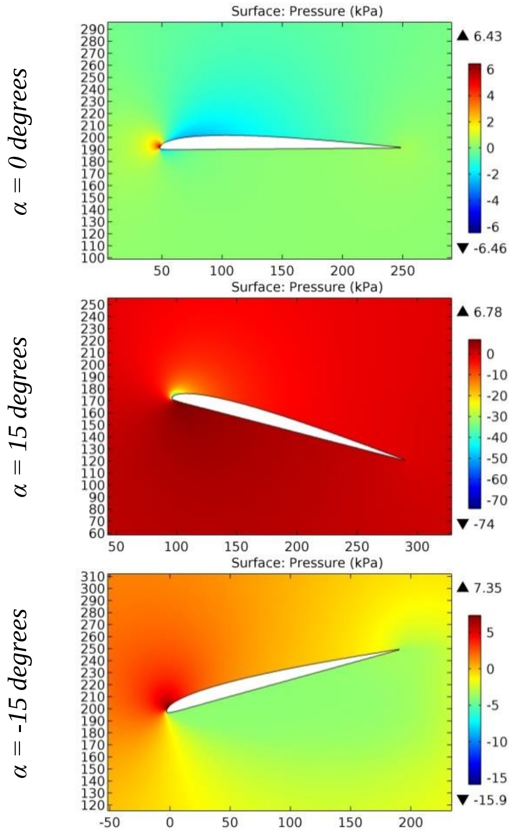


Figure 8. The pressure contours on the surfaces of the AG11 airfoil.

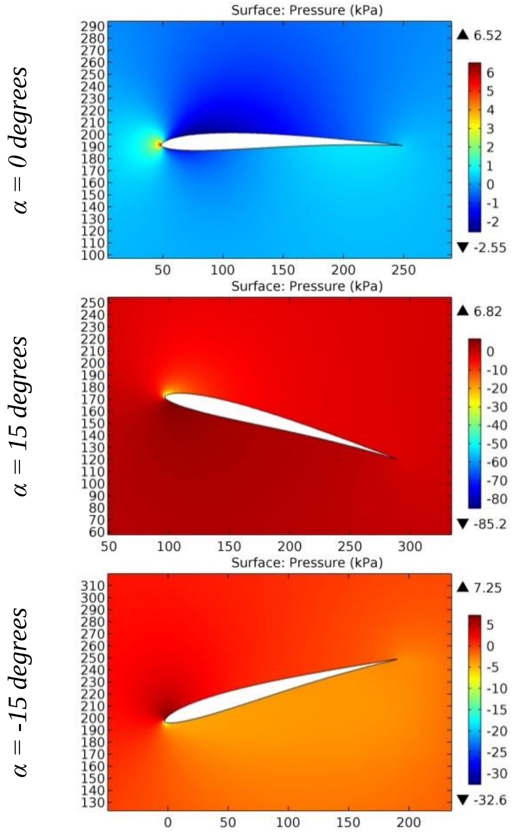


Figure 9. The pressure contours on the surfaces of the AG16 airfoil.

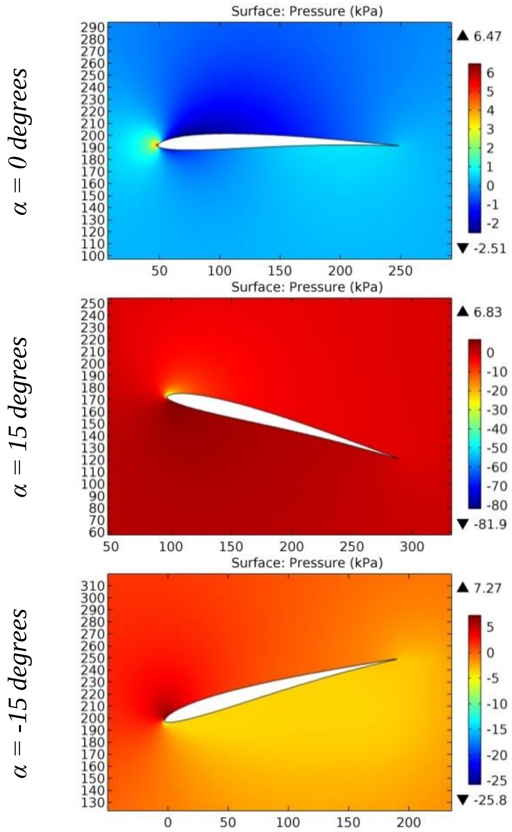


Figure 10. The pressure contours on the surfaces of the AG17 airfoil.

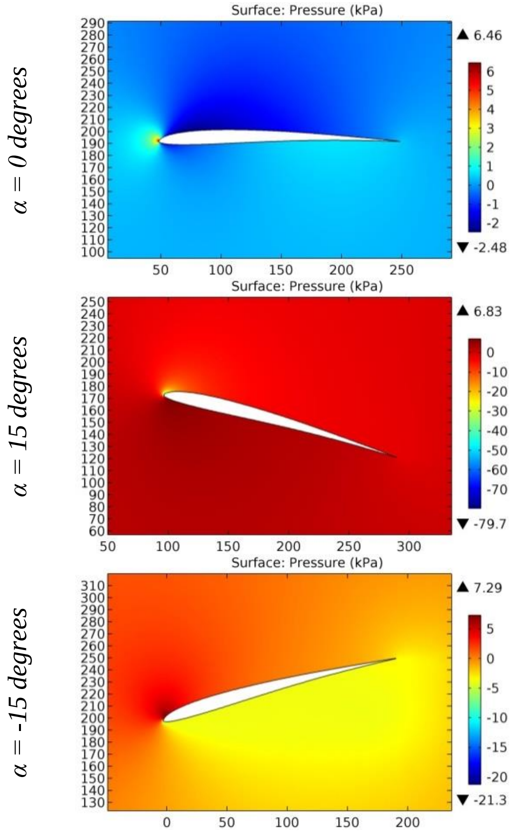


Figure 11. The pressure contours on the surfaces of the AG18 airfoil.

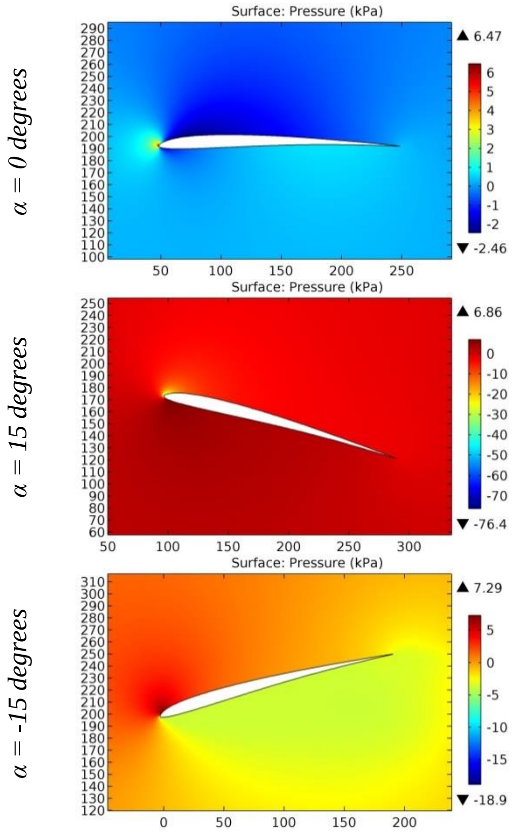


Figure 12. The pressure contours on the surfaces of the AG19 airfoil.

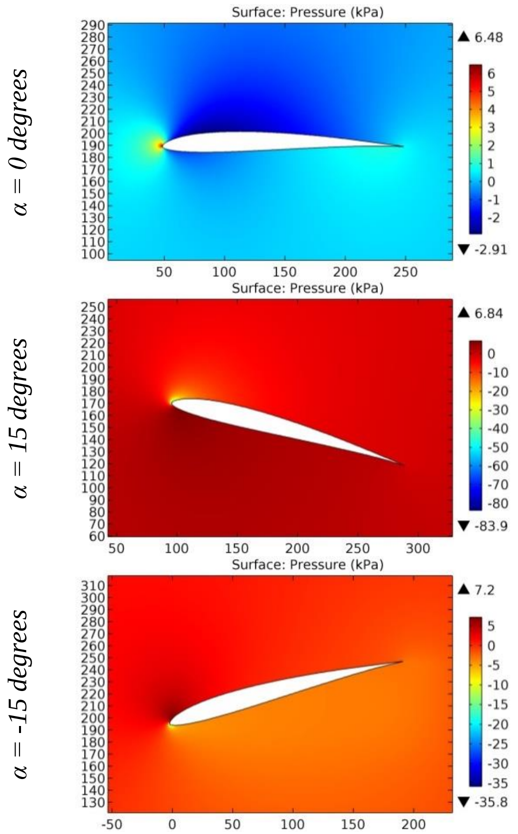


Figure 13. The pressure contours on the surfaces of the AG24 airfoil.

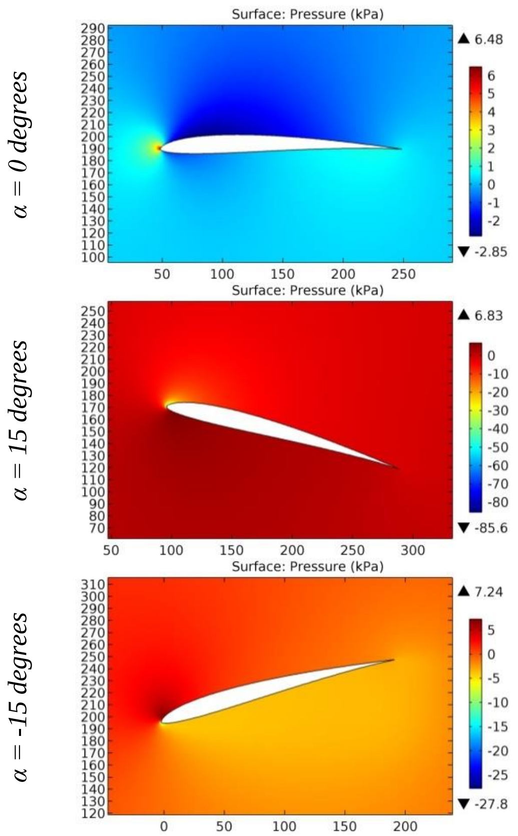


Figure 14. The pressure contours on the surfaces of the AG25 airfoil.

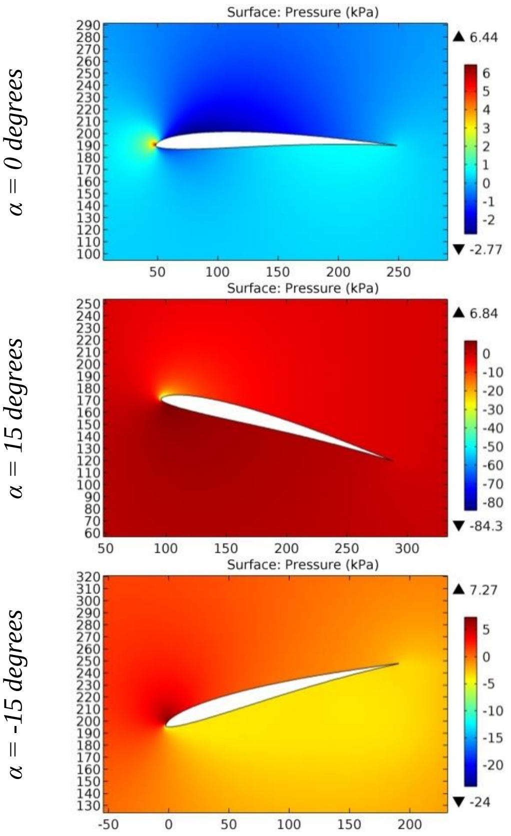


Figure 15. The pressure contours on the surfaces of the AG26 airfoil.

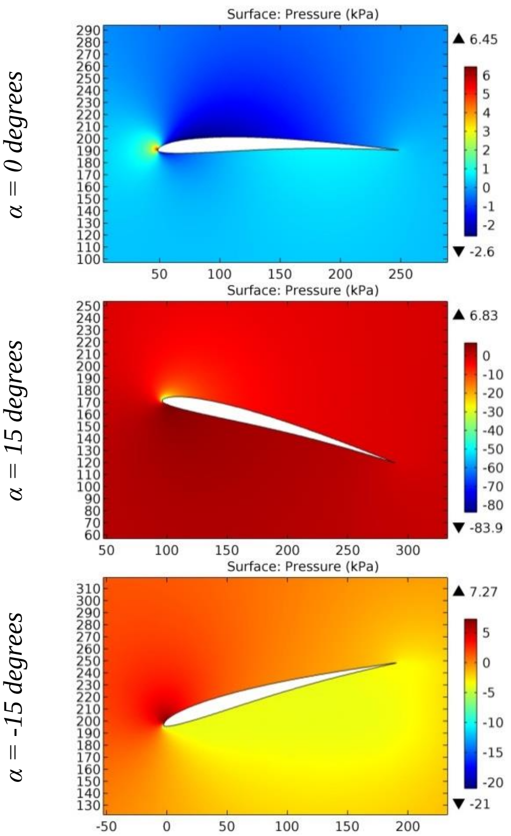


Figure 16. The pressure contours on the surfaces of the AG27 airfoil.

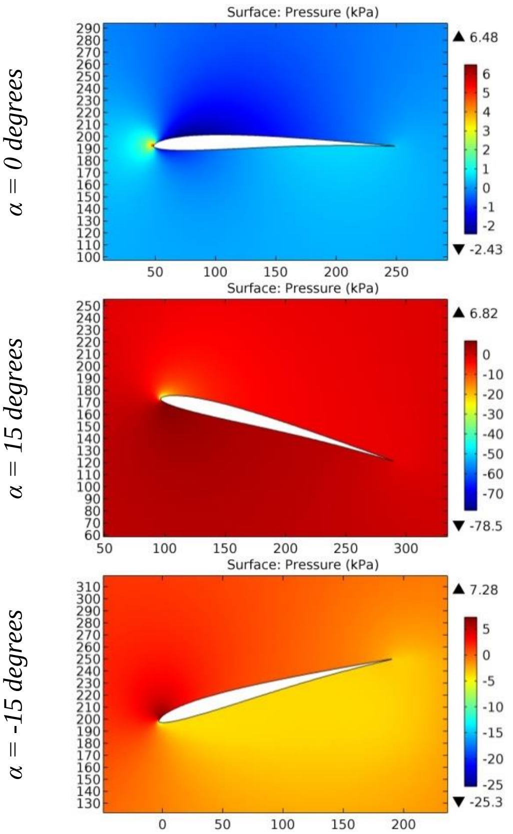


Figure 17. The pressure contours on the surfaces of the AG12 airfoil.

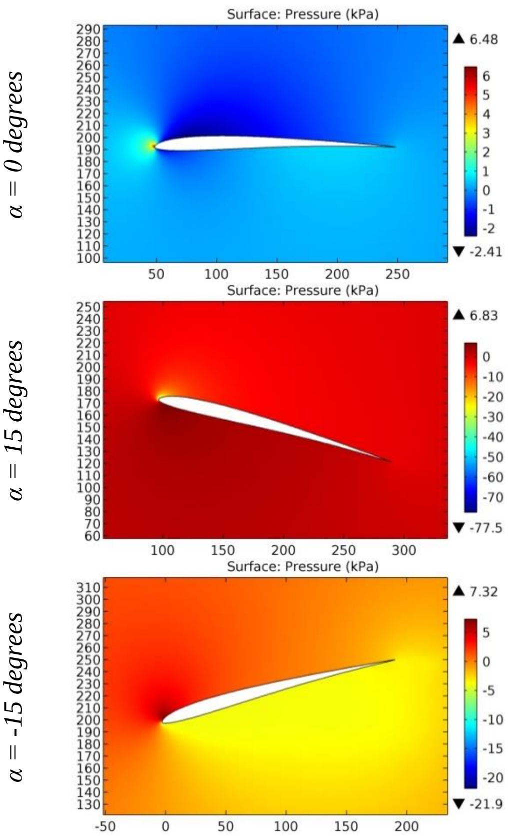


Figure 18. The pressure contours on the surfaces of the AG13 airfoil.

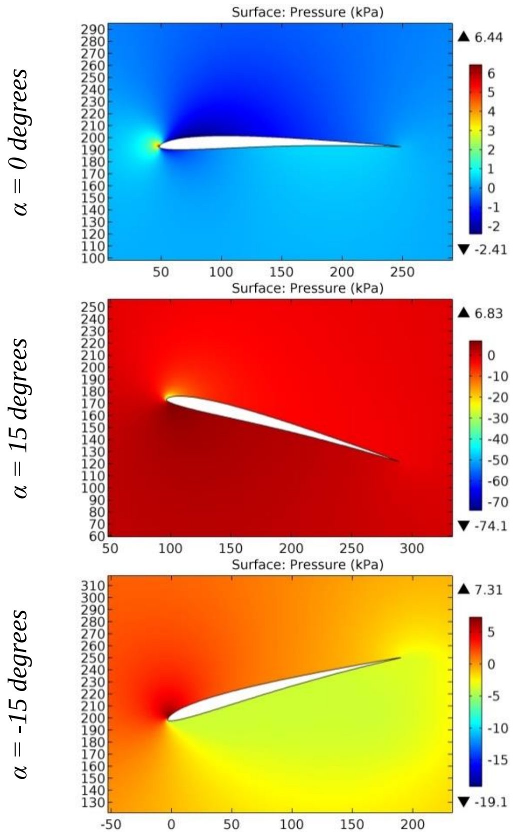


Figure 19. The pressure contours on the surfaces of the AG14 airfoil.

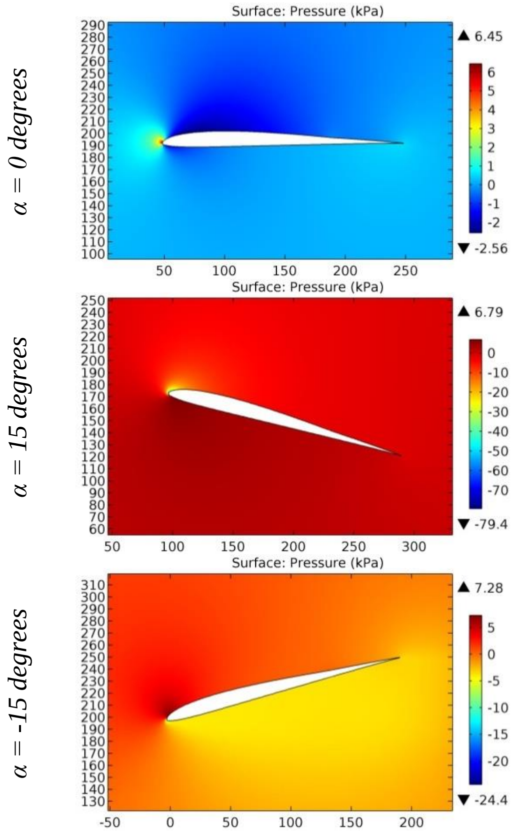


Figure 20. The pressure contours on the surfaces of the AG455ct – 02f rot airfoil.

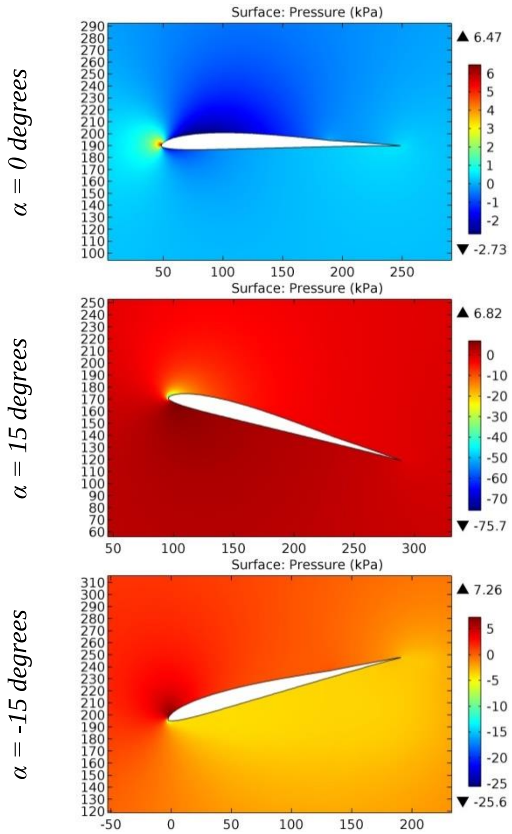


Figure 21. The pressure contours on the surfaces of the AG45c – 03f airfoil.

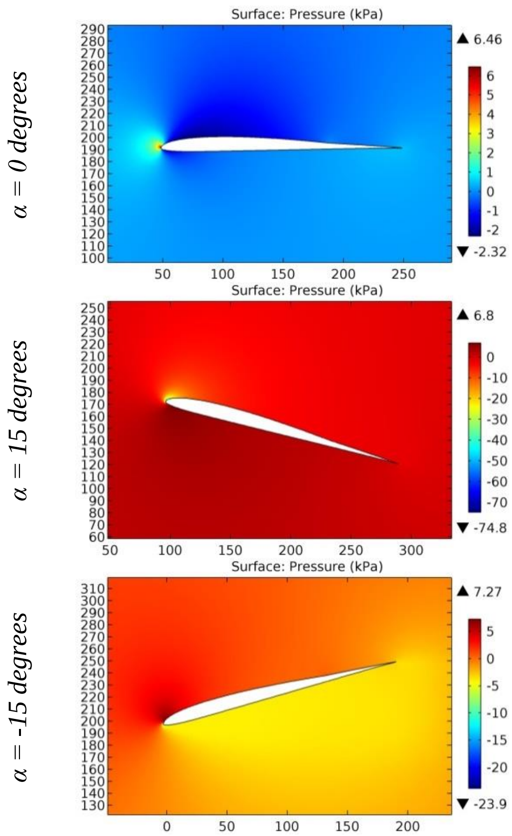


Figure 22. The pressure contours on the surfaces of the AG46c – 03f airfoil.

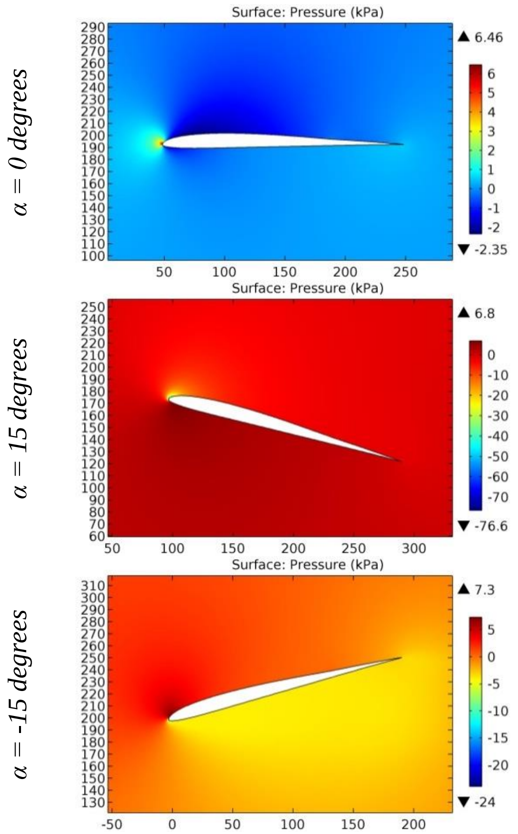


Figure 23. The pressure contours on the surfaces of the AG46ct – 02f rot airfoil.

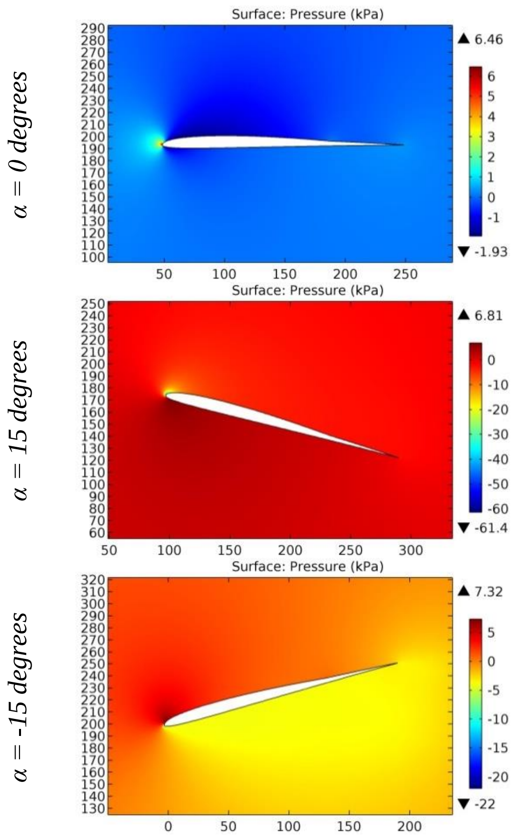


Figure 24. The pressure contours on the surfaces of the AG47c – 03f airfoil.

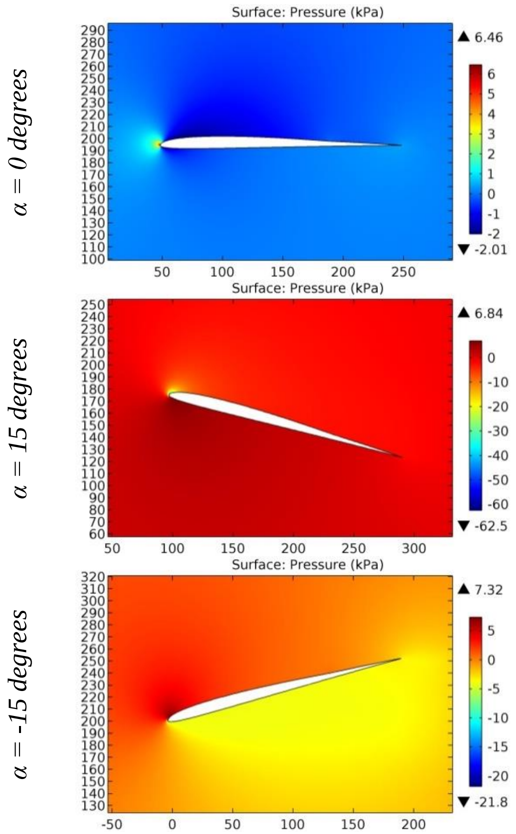


Figure 25. The pressure contours on the surfaces of the AG47ct – 02f rot airfoil.

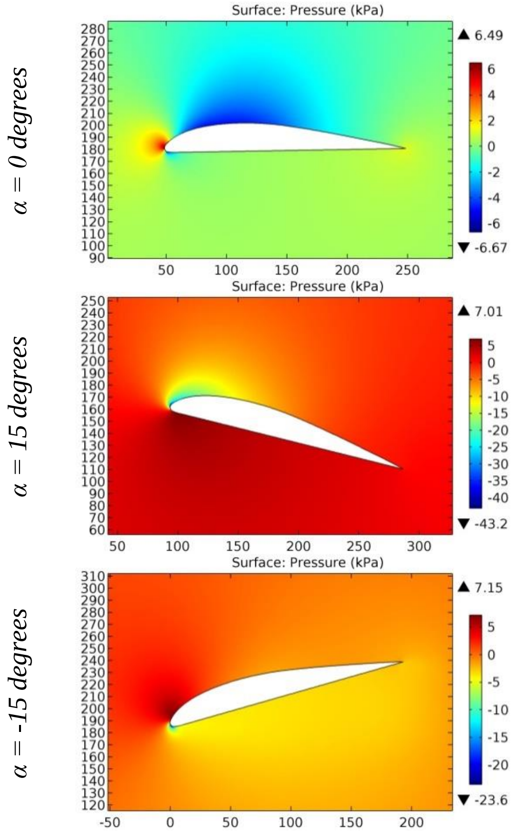


Figure 26. The pressure contours on the surfaces of the Anderson SPICA airfoil.

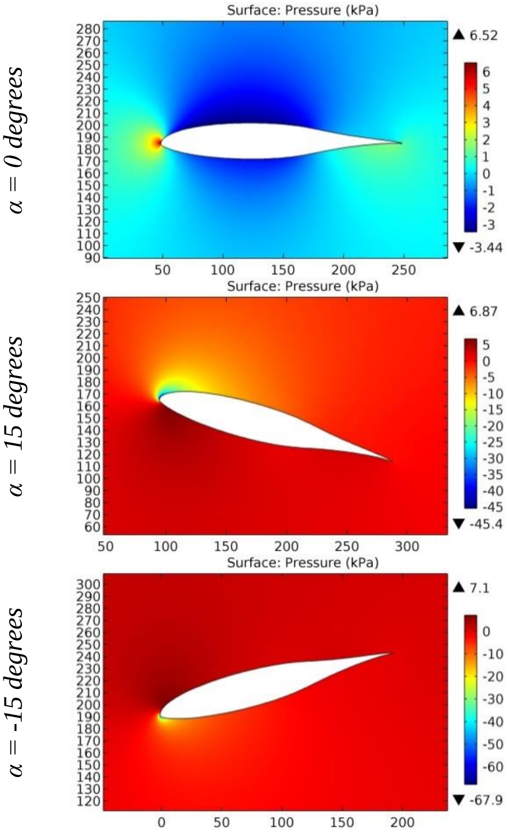


Figure 27. The pressure contours on the surfaces of the AS5045 airfoil.

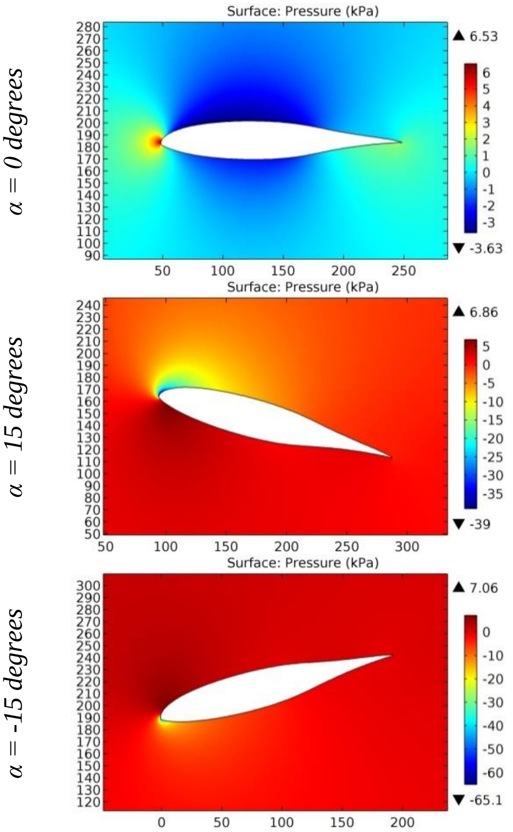


Figure 28. The pressure contours on the surfaces of the AS5046 airfoil.

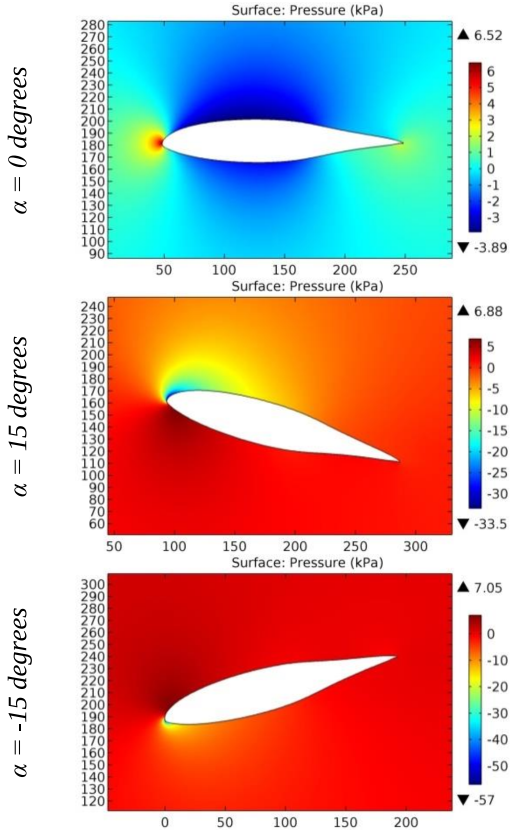


Figure 29. The pressure contours on the surfaces of the AS5048 airfoil.

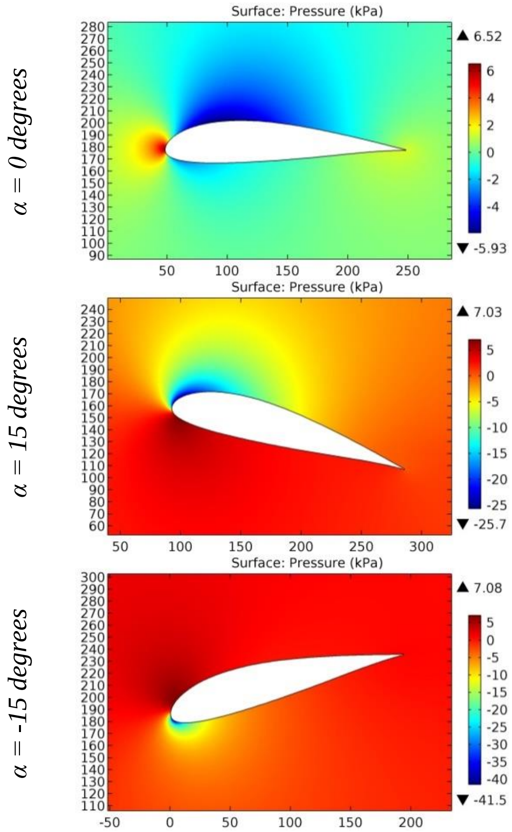


Figure 30. The pressure contours on the surfaces of the ASW22 7.33m de MCM airfoil.

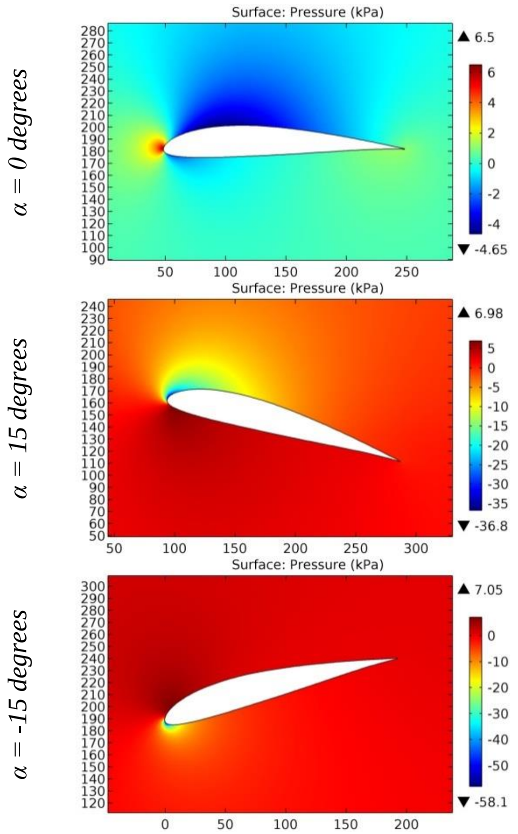


Figure 31. The pressure contours on the surfaces of the ASW-7.33m de MCM airfoil.

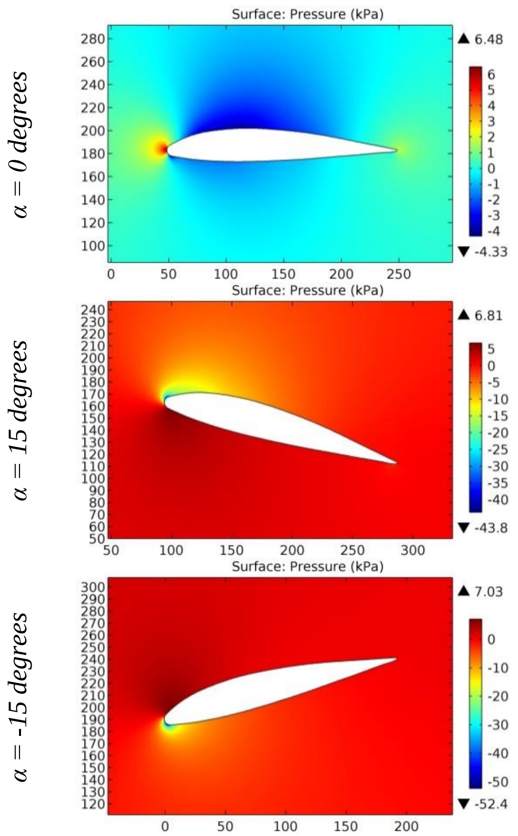


Figure 32. The pressure contours on the surfaces of the AVISTAR airfoil.

For the some airfoils, maximum increase in negative pressure on the leading edge occurs at the angle of attack of 15 degrees (2032cjc, Abrial 17-bis, AG03-AG27, AG455ct – 02f rot., AG45c – 03f, AG46c – 03f, AG46ct – 02f rot., AG47c – 03f, AG47ct – 02f rot., Anderson SPICA), and for others, increase in negative pressure on the leading edge occurs at the angle of attack of -15 degrees (AS5045, AS5046, AS5048, ASW22 7.33m de MCM, ASW-7.33m de MCM, AVISTAR).

Conclusion

The considered airfoils with the maximum thickness are characterized by an increase in drag at the leading edge in conditions of maneuvering the airplane, leading to a decrease in the flight altitude. Drag increases several times during takeoff of the airplane for the rest airfoils. Maximum pressure is negative and for two airfoils (AG03 and AG09) it is -91.7 kPa and -85.9 kPa, respectively.

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SEMANTIC CLASSIFICATION OF THE PHRASEOLOGICAL UNITS WITH THE COMPONENT "HAND-ҚЎЛ" IN GERMAN AND UZBEK LANGUAGES

***Abstract**: Any language has the number of somatic phraseological units, which are studied from different perspectives. The paper presents the analyses of the somatic phraseological units with the component "Hand - қўл" in German and Uzbek languages. The semantic group of somatic phraseological units representing the human features and qualities are comparatively studied in two languages.*

***Key words**: somatic phraseological units, human qualities, semantic, positive, negative, nonverbal, group.*
***Language**: English*
***Citation**: Umarjonova, G. (2021). Semantic classification of the phraseological units with the component "HAND-ҚЎЛ" in German and Uzbek languages. *ISJ Theoretical & Applied Science, 11 (103),* 676-679.
***Soi**: http://s-o-i.org/1.1/TAS-11-103-65 ***Doi**: crossref https://dx.doi.org/10.15863/TAS.2021.11.103.65
***Scopus ASCC**: 1203.*

Introduction

In this paper, somatic phraseological units are semantically analyzed. It is known that a lot of research has been devoted to the structural-semantic classification of somatic phraseological units and their diversity. We have considered the theoretical issues concerning the classifications of somatic phraseologisms recommended by various researchers and scholars. Classifications devoted to the study of somatic phraseology are distinguished by their diversity and are uniquely described in different languages. Our aim is to develop a classification of somatic phraseological units with a component "Hand-қўл" and demonstrate the characteristics of somatic phraseological units belonging to this group in German and Uzbek languages. Based on the characteristics of the Uzbek and German languages, we recommend four thematic groups: a thematic group representing human qualities, attributes and character, a thematic group representing human actions, a thematic group representing different events and situations, a thematic group representing human relationships. Of course, in developing the classification of these groups, we took into account the semantic aspects of the two different structural languages. According to L.I.Rosenson and I.V.Abramets the somatic group is considered the largest group among phraseological units **[1].** Somatisms can define the events, situations in all the languages, therefore the somatic phraseological units in different languages are similar **[3]**.

Results and analyses

In the classification of somatic phraseologies with a "Hand-қўл" component, a group representing human qualities and character was included as a separate large group. We analyzed how human qualities, attributes and character are expressed in German and Uzbek, and showed that the differences between the two different structural languages are expressed through somatic phraseology. Of course, complete equivalents of somatic phraseologies with a "hand-қўл" component in two languages are rare. This is exactly the nature of the two languages. In German and Uzbek somatic phraseological unit with a "hand-қўл" component, we recommend a comparative analysis of phraseological units based on such characteristics as diligence, courage, sincerity, generosity, care, laziness, kindness, seriousness, malice in describing human qualities and character. These somatic phraseologies negatively and positively express human character, traits, and virtues.

For example,

- *keine Hand frei haben (қўли банд бўлмоқ)*

- *beide Hände voll zu tun haben (қулоғигача ишга кўмилмоқ)* PUs provide information on human diligence. In the two above-mentioned German phraseological units there are expressions beide Hände (two hands), which indicates a high degree of rapid execution of human actions. Working with both hands and moving more than usual means doing twice as much work.

The above-mentioned phraseological units in the Uzbek language, ie:

- *қўли-қўлига тегмай* – this PU shows a person's industry;

- *қўли гул* – PU indicates that a person can do any work well;

- *қўлидан келмоқ* – PU denotes a Jack of all trades;

- Gold in den Handen haben - PU shows a person as the master of his trade;

- eine grune Hande – a person who can grow the plants.

These two German somatic phraseological units have nearly similar meaning in Uzbek. However, there is a little connotation in them. In German the meaning of the somatic unit *eine grune Hande* is different: it shows skill in the craft and a tendency to care for plants and flowers. In the Uzbek language, *"қўли гул"* means the use of somatic phraseology in any work in relation to a person who is skilful, agile, able to do anything. For example:

Қўли гул ганчкор уста мўжизга ўхшар эди. (С.Ахмад "Қишда қолган карғалар", 38-бет)

In a study of somatic phraseology, V.N. Telia writes, "These expressions are based on ideas associated with the emergence of a person engaged in physical labor. They also reflect a moral and cultural attitude: one must work honestly, well-intentioned, self-confident" [2].

Somatisms, which express industriousness, are distinguished by their diversity in both languages. While the above somatisms positively describe diligence and human industriousness, the somatic phraseological unit *қўли косов, сочи супурги* (to be busy in dirty work) negatively reflects labor, and this somatism in its sema shows that the person slaves one's guts out, is engaged in the dirty labor.

The absence of any signs of movement and action is the main criterion that characterizes the features of people who are lazy, that is, lazy, frustrated, thinking only of their own peace of mind. "It is a metaphorical analogy based on phraseological units, in which the multi-stage synecdoche is considered to be a part of the whole (by name): finger-hand-movement-activity. The finger component is compared manually in its instrumental function. Bright examples of phraseological units based on the symbolic meaning of gestures and actions can be seen in the following phrases:

- *zwei linke Hände haben (can't work);*

- *die Hände in die Tasche stecken (to idle away);*

- *die Hand in anderer/fremder Leute Taschen haben (to freeload);*

- *j-m. etwas unter den Händen zerbrechen (not to do anything)*;

- *kein Hände rühren (not to help anybody);*

- *die Finger von etwas lassen (not to do anything);*

- *keinen Finger regen (not to move a finger to do something);*

- *Daumen drehen (to do nothing);*

- *seine Hände in unschuld waschen (to run away from responsibility);*

- *eine lockere Hand haben (without work).*

In Uzbek language :

-қўлни совуқ сувга урмаслик (no to try to work);

-қўли синиқ (is not worth working);

-қўл қовуштириб ўтирмоқ (let the grass grow under the feet):

Ёш-яланг қўл қўвиштириб тик турибди. (С.Ахмад, Учинси минора, 112-bet);

-қўлини бурнига тиқиб (to be idle);

-қўл учида иш қилмоқ (hardly do any work);

-қўл силтамоқ (with hand down);

-қўлни ювиб, қўлтиққа урмоқ (to be indifferent).

In Uzbek language a person's incapacity for work is also shown. In these PUs, a person demonstrates laziness, frustration, idleness, refusal to work, a desire to rest, and a strong desire to live at the expense of others. The basis of the phrase is a similar metaphor, such as a person's lack of the wish to work, lack of participation in any event, sitting instead of solving problems, hands relaxed, dumbfounded, with hands down, frustrated, even without moving a finger. These expressions refer to people who are unable to perform any activity at the appropriate level due to left, crooked, unskilled, or awkward hand movement.

Traditionally, the PU with the component "Hand – қўл" have to do with a person's ability to successfully perform any task with their hands. First of all, this applies to physical labor. In German:

- *eine glückliche Hand haben (skillful hand);*

- *einen grünen Daumen haben (clever hand;)*

- *in festen Händen sein (powerful hand;)*

- *ungeschickte Finger haben (unskillful hands).*

phraseological units as the examples. It should be noted that this "glückliche Hand" - skillful, able to do anything, "rechte Hand" - capable of any physical labor, "feste Hand" - strong hands, "grünen Daumen" –clever hands used in German towards to people who grows plants. The word "гул" in the Uzbek phrase "қўли гул" is used to describe the character of people whose work is as beautiful as a flower. These expressions are based on symbolizing the hand as a good starter for any movement. For people with skilled, energetic, "green" hands, not only is everything good in life, but the ability to do anything skillfully is of particular importance in society.

In German, somatic phraseological units belonging to this group are used not only with the "Hand-қўл" component, but also with components such as Finger "finger", Daumen "thumb". This further shows the versatility of the German language.

- *қаттиққўл ва темир қўл* – PU show exactingness;
- *қўли енгил* – doing any work easily;
- *қўли баланд* – powerful hand.

The positive semantics is expressed in the following PU:

- *viele Hände machen der Arbeit schnell ein zu Ende (quick worker);*
- *mit sanfter Hand (with kindness);*
- *eine offene Hand haben (open hand);*
- *reine/saubere Hand haben (truthful).*
- *mit milder Hand verteilen (an open hand).*

In Uzbek language:

- *қўли узун (to have long arms);*
- *очиқ қўл (open hand).*

It should be noted that the *mild* is often found in somatisms, which represent generosity in German. It shows that generosity in man is expressed through gentleness and mildness. However, generosity is interpreted through open hand gestures through nonverbal means. Therefore, this nonverbal means is expressed in both languages through somatisms: очиқ қўл - eine offene Hand haben (open hand).

It should be noted that the number of these PUs, which characterize the human qualities with the component "Hand -қўл" is large. The above phrases serve to convey the idea that a person is impeccable, generous, compassionate, sincere, caring, always ready to help, kind, honest. These qualities are related to the concept of "kindness" in the proposed context, as evidenced by the presence of soft (kind, mild) words in these phrases. The values of goodness and compassion in these utterances cannot be said to be accidental. This implies, first and foremost, that a person as a human being possesses qualities such as kindness, compassion, and sincerity.

This characteristic of human nature is manifested through his generous and kind actions, for he expresses his readiness to help others when necessary, and to be a person with great qualities that others do not have.

There are also negative phraseological units in German, which we can consider in the following examples:

- *die Hand auf die/auf der Tasche halten (to be miser, greedy);*
- *sich die Hände reiben (to envy);*
- *klebrige Hände haben (to have thievish hands).*

The qualities of greed and jealousy in a person are exaggerated in German: through somatisms such as giving a finger, biting the whole hand, or holding a hand in a pocket.

- *die Hand zur Faust ballen* (to have hands in a fist);
- *die Faust / die Fäuste in der Tasche ballen* (to be ready for struggle);
- *eine lockere / lose Hand haben* (to be bully).

Through the above two somatic phraseological units, the anger of a person is shown by hands in a fist. This somatism is taken from a nonverbal action and expresses the anger of a person through the phraseological unit of the language. But the next somatic phraseology gives an idea of one's anger. In this case, the quality of a lockere / lose indicates that a person is angry by nature.

Die Hand auf die / auf der Tasche halten (somatism of the hand in the pocket) somatism is also derived from the nonverbal action. The hand is a part of the human body that provides many nonverbal movements. It is therefore no coincidence that somatic phraseologies of language are derived from language units that give noverbal movements. Here is another example in Uzbek: *қўлни/бармоқнинг учида кўрсатмоқ* showing the fingertip is a somatism that expresses disrespect for a person.

These phraseological units serve to reinforce the negative meaning such as indecisiveness, weakness, greedy, self-pitying, introvertedness, mocking, obscene, stingy, rudeness, aggressiveness, expressing a person in a negative way. The phrase *Die Hand auf die / auf der Tasche*, which is a very negative quality of human behavior; *jm die Hände schmieren (versilben) (to bribe someone), krebige Hand haben, die Hände, nach jn etw.ausstrecken - thief, die Hand auf die / auf der Tasche halten, die Hand von jm abziehen - jealousy* phraseological units can be found. *Seine schützende / helfende Hand von j-n abziehen* phraseological unit describes refusing to support someone financially and not wanting to help anyone financially. Such shortcomings are an indication of the lack of human qualities of people with negative habits, which, in turn, leads to mistrust and antipathy among others.

The word "hand" in the phraseological units given in the Uzbek language has the following meanings: people with crooked hands are used to refer to lowly people who do not live properly and steal the rights and property of others. The *bigiz* is a sharp, needle-like tool, and қўлини бигиз қилмоқ, he demonstrates his ruthless and selfish personality.

Conclusion

Thus, the results of the analysis allow us to draw some conclusions on the phraseology of the German and Uzbek languages:

It can be seen that the group of somatic phraseological units with the "Hand-қўл" component, which represents human character, qualities, is distinguished in both languages by its specific semantic aspects. Working in both languages is expressed negatively and positively, the different qualities, nature, character traits of a person are distinguished by their own similarities and differences.

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MATYOKUB KUSHJANOV'S INTERPRETATIONS IN THE ANALYSIS OF STORIES

***Abstract**: In the literary criticism, prose works are studied extensively, deeply and comprehensively, taking into consideration the important role of criticism in the development of our literature. The merits of our critic Matyokub Kushjanov, who carefully analyzed the stories, are great and productive. The critic proved his theoretical views through the analysis of the works, enriched with a scientific source and in-depth analysis of the literature. The article examines and analyzes the critical activity of the leading literary scholar Matyokub Kushjanov, his role in the literary process, the study and interpretation of Abdulla Kahhor by the critic.*

***Key words**: Matyokub Kushjanov's critical activity, research, interpretation, analysis, scientific point of view.*
***Language**: English*
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Introduction

The life of Professor Matyokub Kushjanov, a prominent representative of Uzbek literature, literary critic, served to enrich the literary treasury with lots of scientific sources.

The main part

His first review was published in 1956 in a newspaper entitled “On a Critical Biographical Essay”. From his first research, it was clear that he was a critical critic. He analyzed many works of art and enriched his research based on principles that conformed to world standards. Critic's “Secrets of Mastery” (1968), “Meaning and Criteria” (1974), “Essence and Art” (1977), “Edges of Talent” (1975), “Oybek” (1976), “Oybek’s Mastery”, “Mastery Responsibility” (1977), “Abdulla Kahhor's skill” (1988), “Uzbek identity” (1994), “Life and sophistication ” (1970), “Perfume and humor in Abdulla Kahhor's work”, “Master class”, “Creativity lessons”, In a series of studies entitled “The Martyr of Sorrows and Reminiscences” (2006), he provided clear analysis, new interpretations, and issues that concern the reader. At the same time, it also revealed aspects of the works that the average reader would not understand. Criticism of Russian literature also played an important role in the formation of Matyokub Kushjanov's critical views. In his critical works, first of all, information about the work is given. This means that he chose the path typical of V. Belinsky. The critic mainly analyzed the writers' skill of character creation, its formation, as well as the problems of plot, composition. In the 60s and 80s of the twentieth century, the work of Abdulla Kahhor attracted the attention of many critics. In particular, a number of critical works by Matyokub Kushjanov are dedicated to his work. In the article, we briefly analyze the critic's monograph "The Skills of Abdullah Kahhor" published in 1988. In this book, the work of Abdullah Kahhor is studied in detail. The monograph consists of sections “Tragedies of the past”, “People and moments”, “Comic attack of anger”, “Humorous attack of anger”, “Abdullah Kahhor-playwright”. Each section highlights the writer’s unique skills, individual work, and critique comments on talent in genres. The critic initially sees Abdulla Kahhor as a follower of his mentors, such as Alisher Navoi and Abdullah Kadiri. He describes his unique skills as follows: “Although Abdullah Kahhor learned from both teachers, the tragedies he described do not repeat him or this. The tragedies created by Abdulla Kahhor are only in line with his own creative style" [1, 231]. The originality of Matyokub Kushjanov in the literature can be seen from the above analysis. The critic's views on the Pomegranate story also made it clear that he was a critic who could have his say. According to the critic, there is no death in the story, but there are more serious cases than death. The writer was able to show the heavy tragedy of death from ordinary family matters. The critic compares the description of the tragedy in Abdullah Kadiri's novel "Last Days" to the story "Pomegranate". Abdulla Kadiri referred to many incidents to prove the tragedy. Ignorance, the progressives of the time, backwardness, civil war, and Abdulla Kahhor, on the other hand, hide social issues behind the problem of a small family with a normal family situation and can exaggerate the tragedy through a small incident. The analysis shows that the critic was able to approach the work with care. At the same time, the comparison of the story with the novel shows that Matyokub Kushjanov has a high value for Abdulla Kahhor. In our opinion, Abdullah Kahhor's goal was also to reveal the great tragedies in small families due to the difficulties in the way people lived in the environment of that time, the weight of material conditions. Abdullah Kadiri's goal was mainly to show the tragedy of the time and through it to radically change people's lives. There is a bit of confusion in Matyokub Kushjanov's comparison. The tragedy depicted in the story was just one of a number of tragedies cited in the novel. The critic points to a number of shortcomings in Umarali Normatov's analysis of the Pomegranate story. According to him, Umarali Normatov said that "the art of storytelling begins with the choice of subject" [1, 231]. which led to some confusion in the coverage of the genre of the story. According to M. Kushjanov, the story is not fully described. Great meaning is derived from the small events taken in the story. We feel the rest of the events. In our opinion, Umarali Normatov may have taken into account the importance of the topic. The critic compares the story "Pomegranate" to the story "Disaster" by A.P.Chekhov. According to him, the content in the stories is similar. Both stories depict a helpless family, with the wives of both families dying. The critic argues that the husband of both women cannot perform his duty in front of his wife. But nationally, the stories are different. Matyokub Kushjanov also notes that the writer skillfully used the details. The detail served to reveal the hero's helplessness. Some of the details come out when they finish their task in the story. "Abdulla Kahhor first of all finds expressive details in accordance with his talent and uses them effectively" [1, 231]. If you removed those artistic details from Pomegranate, it would be one of the shallow stories. Indeed, detail is the element that reveals the idea of the work, the purpose of the writer, the tragedy of the work. According to the critic, the writer creates the events in his stories based on the life events he observed.

In his analysis of A. Kahhor's story "Dahshat", the critic noted that the writer effectively used the materials of folklore. The writer used the landscape to accomplish his purpose in the story. But like some writers, he devoted himself to the description of nature and did not deviate from the main content. "Abdullah Kahhor is one of the most stingy writers on the landscape. He does not inappropriately include the image of nature in the work" [1, 231]. The critic was able to give a true assessment of the writer. Speaking about the style of A. Kahhor's stories, he says that his stories "Sick", "Pomegranate", "Thief" begin with the depiction of the movement of images, and the story "Horror" begins with the depiction of nature. In his opinion, this story of the writer differs from other stories in its style of depiction. In our opinion, too, the writer was able to create an image of nature in the story in a unique style. From the beginning of the story, the writer begins to take the reader into horror, and this holds the horror to the end of the story. It brings the image of nature and the image of the protagonist so close together that the result is a real "horror". The whistling, howling, howling wind blends in with the resolute, fearless Unsin. The wind, which was trying to unravel his veil, was arguing to get Unsin back. It was as if the scream was frightening to his heart. The dirt in the sky is also against Unsin. Instead of light to frighten him, he seems to be in a dirty hole. We can see that Matyokub Kushjanov did not pay attention to one aspect in the analysis of stories. Below the images in the story is a view of the political system of that period. Unsin is a freedom fighter, dirty rulers, blind politicians, and Uzbek officials who have served the colonial regime. The image of nature in the story fully revealed the atmosphere of the period. That is, the people who have lost even the last hope of Unsin know that they are dying, that the autumn wind is a powerful colonial policy that has turned the nation into a treasure trove. Of course, such views were felt by such a critical critic as M. Kushjanov. However, not all opinions were published in pre-independence publications. Moreover, the critic's opinion about the monkey mentioned in the story is not quoted. There is no answer to the question that is of interest to the modern reader (is it the monkey Dodho's or Unsin's imagination?). In our opinion, Dodhoh was not a monkey. To describe how ugly he is, the writer uses Unsin's imagination to exaggerate the protagonist's negative coloring. At the same time, Unsin's cousin Nodirmohbegim's idea that "this house should be seen through the depths of my shoulders" was also ignored by the critic.

Conclusion

In our opinion, the writer has included his goal in the image of Nodirmohbegim, who is determined to leave the apartment as an older woman who has a place in the family. That is, if someone fights for freedom, then many people will be free. While Unsin, who fought for freedom in the story, is a victim, Nodirmohbegim escapes from the darkened house of Dodhoh (of course, part of the people may be sacrificed in the struggle for independence, and after the sacrificial struggle, an entire nation may be liberated). Although Matyokub Kushjanov has been studying the story and the volume of research has increased, sometimes it is impossible to meet the socio-political requirements of the Soviet era. Nevertheless, the scholar's scientific sources were a great achievement for the literature of this period. Prose works have been studied extensively, deeply and comprehensively, and the important role of criticism in the development of our literature has been substantiated. At this point, it should not be forgotten that the merits of our critic, who carefully analyzed the stories of Addulla Kahhor, were great. In short, this monograph of the scientist deserves attention and praise as one of the most important researches in literature.

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THE PHILOSOPHY OF ANCIENT RELIGIOUS TEACHINGS IN GHOSHS VIEWS

Abstract: *According to Gxosh, our proletariat (poor and peasants) is drowning in hunger and darkness. He said that even "fire and blood" should be used to achieve independence. Before his death, Ghosh announced his four life dreams. To know, we need to look inside ourselves and succumb to inner contemplation. According to Ghosh, man is the "Synthesis of the universe," that is, man is a small universe. The life force of plants, the feelings and desires of animals, the simple intellect of the higher animals are also characteristic of man.*

Key words: *national liberation, monasticism, proletariat, Veda, Uphanishad, Yogy, evolution, abstract, metaphysics, Aparada, Brahman, ananda, emit mind, norm, materialistic, rational, world, atman, real, aesthetics.*

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Introduction

Aurobindo Ghosh was one of the prominent figures of the Indian national liberation movement in the late nineteenth and early twentieth centuries. He was born on August 15, 1872 in Calcutta to an educated family. His father was educated in England, so he sought to give his children a European education. At the age of five, Aurobindo Ghosh went to study at the Lorette Monastery School in Darjiling with his brothers Bena Bhushan and Mona Mahan. “From 1879 to 1892, he received his education in England, first at home to the Druetta English family in Manchester. He then attended the St. Paul's School in London from 1884 to 1890, and finally continued his education at Cambridge College from 1890 to 1892. The extent to which Ghosh was devoted to European education is evidenced by the fact that in 1893 he returned to India to study English, French, German, Spanish, Italian, ancient Greek and Latin, but began to study Bengali, his mother tongue, when he returned from England. He said that he could not fully learn his native language, did not speak any language, and wrote almost all of his works, including philosophical works, in English.

While studying in England, Ghosh became closely acquainted with Vedanta, the founder of Heraclitus and Plato and ancient Indian philosophy. From the 1890s, he took an active part in the social life of India, founding the secret society Nilufar and Hanjar. Opposing the policies of the liberal leaders of the Ghosh National Congress party, Ghosh said, “The future of all mankind depends on the number of the lower class and religious culture, as long as all humanity is moving towards democracy and justice. Our proletariat (by proletariat it meant the worker, the peasant, the artisan, and the petty bourgeoisie) was starving and dark. Whether you like it or not, this dark and suffering proletariat embodies all our hopes for the future, because the middle class is deprived of strength, intelligence and loyalty, ”he said, trying to bring the party closer to the people.

He said that even "fire and blood" must be used to achieve independence. I agreed with Tilak on this. He, like other leaders, promoted the slogans of Swaraj (independence) and Swadeshi (boycott of British goods). Ghosh's philosophy and his ideas in the struggle against the British are similar to the Gandhi way. If we look at the times in which Tilak, Mahatma Gandhi, Robindranath Tagore, and Aurobindo Ghosh lived, we can see that these powerful philosophers were the scientists of a time. They lived at the same time and tried to unite under the same ideas in the struggle against the British.

In 1906-1907, under the leadership of Ghosh, the newspaper "Bandemataram" (Oath of the Fatherland) was published in Bengal. The newspaper strongly condemned the policies of the British. What I can say here is that the philosopher, even though he was educated in England, never supported them, on the contrary, as we have written above, he opposed them to Sioti, English education in India.

Aurobindo Ghosh was arrested in 1908 by the British. He deals with philosophical issues in prison, especially Indian philosophy. After his release from prison, he escaped British persecution and lived in exile in Pandesheri, one of the French colonies in India, far removed from the political situation of the country, renouncing political activism and giving in to mysticism.

From the 1920s to the 1950s, he was mainly engaged in philosophy and theology. He formed and led a religious group, the Ashram. According to him, the religious community is the future society of mankind. The members of this community lived on the principle of asceticism.

Ghosh is gaining great fame in India as a great thinker and a leader of the national liberation movement. "Jawahirlal Nehru described Aurobindo Ghosh as the 'Ruler of Thought'." He left behind a number of works. These are: "Essays on Gita", "Psychology of Social Development", "Ideals and Progress", "Evolution", "The Ideal of Human Unity", "Poem about Bengal", "Heraclitus", "Integral Vedanta".

Ghosh died on December 5, 1950. Before his death, on August 15, 1947, he addressed the Indian people and proclaimed his four life dreams.

His first dream. In connection with the revolutionary movement, this movement must lead to the liberation and the formation of a whole India. Today, India is free, but has not achieved a single integrity.

The second dream. By liberating and rehabilitating the peoples of Asia, let Asia regain its former worthy place and find its historic place in the present. He called on the Indian people to lead the caravan among the Asian peoples fighting for their national independence.

The third dream. May it form the basis of the bright and beautiful life of all mankind by forming a secular union of nations. To this end, Ghosh called on the Indian people to strengthen peaceful and friendly relations between the states of the world. To this end, he relied on religious and spiritual ideas in the realization of his dream and hoped for a spiritual revival.

The fourth dream. To be able to build a society of perfect people, to solve the riddles of history through it, to realize the age-old dreams and hopes of mankind. In doing so, Ghosh still encouraged the Indian people to build a just social system through the path of integral yoga. Thus his philosophical teachings became known as the "integral vedanta." There are three main currents within the Vedanta Hindu philosophical system i.e. unrestricted monism, limited monism, and pluroism or dualism. However, these currents, according to A. Ghosh; "... is limited by its one-sided compatibility, because materialism and idealism, rationalism and mysticism, monism and pluralism would be manifested in it in the struggle of contradictions and disagreements."

From the point of view of A. Ghosh, the integral vedanta, all these contradictions are "completely reconciled." Aurobindo Ghosh solves philosophical problems from the standpoint of objective idealism in general. At the heart of his philosophy is the teaching of the Vedanta. According to him, “the thing is that events originate from brahma (God) and eventually become brahma again. Brahma descends into nature, the lower being. the lower being, and nature ascends again to the brahma, the higher being. This is the subjective spirit of the movement. " The world of things is also an objective reality, arising from brahma and legitimately becoming brahma again. He says that there is a vague brahmana, a certain brahmana, and a brahmana as a spirit, an absolute mind, and a soul (atman).

He understands the indefinite Brahman as a substance. This brahmana is self-existent, neither material nor spiritual, and does not include categories such as time, space, movement, quality, number, Brahman is superior to all of them.

Brahman is the basis of all things. Its reality is embodied in certain attributes, matter and spirit. Brahman-matter is a known Brahman, the material cause of the world and the cause of all things. Brahman is the soul, the absolute consciousness, the absolute mind, the soul.

These two attributes of Brahman have a great influence on each other, and one is absorbed into the other. As a result, the world of things and events, to a certain extent, the mind is irradiated with brahmana, that is, the object forms consciousness to one degree or another in the event.

Ghosh strongly criticizes the views of the 7th century Indian thinkers Shankara and the 12th century Ramanujas on the Vedanta doctrine. For example, he rejects Shankara’s idea that the world of things is an illusion and seeks to substantiate his thesis that this world is real. According to Ghosh, man is a "synthesis of the universe," meaning that man is a small-looking universe. The vital force of plants, the senses and desires of animals, the simple intellect of higher animals also apply to man. John is the "Real Man." According to him, the human body is a space for spiritual power, and physical health is a condition for the activity of this power in cognition.

According to Ghosh, man is a mixture of Brahman particles falling downwards. He denies the social nature of man and is within the framework of traditional vedanism in this matter.

He understands cognition as the process of understanding one's inner world and discovering its divine content. "To know, we have to go inside and give in to inner observation," he said. Through self-knowledge, study, one can ascend to the level of a brahmana, join with it, and finally attain "divine life."

The particle of Brahman in us is that the soul must actively strive and strive to ensure a return to Brahman again. John has a mind, a intellect. He believes in the theory of tanassux.

By fighting against one-sidedness in philosophy, Aurobindo Ghosh solved the main problem of philosophy and tried to advance his integral vedant, which was superior to materialism and idealism, as the "third way" in philosophy. In doing so, all private views are synthesized. In fact, Aurobindo Ghosh tried to solve the main problem of philosophy from the position of objective idealism. Aurobindo Ghosh argued that the whole system of integration consists of the subordination of all responsible vedants, the interdependence and interrelationships i.e. the connection between the brahmana, its attributes and the phenomenal world. In determining the relationship between Brahman and his attributes, the philosopher turned to the traditional Indian formula. "Sat, Chit, Anand" means existence consciousness, prosperity. In other words, it is the only condition of the brahmana. At the heart of Aurobindo Ghosh's integration lies the main idea of the vedanta, the interconnectedness and interrelationship between his appearances of the brahmana and the transient fan world.

To describe the relations and connections between his appearances and the transient world, Brahman used them in Ghosh's following formula, Chit-Sat-Anaida, meaning "being-mind-prosperity." In other words, Brahman's only condition is: 1 He exists. 2 He knows. 3 He is prosperous.

In substantiating his theory of cognition, Ghosh forms the basic idea of the Vedanta, "Man is the unity of the universe," or (he is the epitome of the expanded universe) he is composed of physical matter, the vital force of plants, the ability to feel and perceive animals. based on the idea that the creator consists of a single soul

Thus, the social essence of man was left out of Ghosh's attention, and it was based on the vedanta traditional idea that the whole being and the human essence are the sum of the Brahman particles.

Ghosh envisioned the theory of knowledge as the entrance into the inner world of man, the revelation of his divine nature. "To know, one must enter one's inner world and reflect on it," Ghosh writes.

So, in order to know the essence of all things in existence, it is necessary for a person to enter his inner world, because at the heart of all this lies a brahmana, Ghosh believes.

Only a self-aware person can ascend to the level of a brahmana, join with it, and thereby attain the divine life. The basis of spiritual life is the transition to the divine life, the attainment of it. Who can understand themselves? only the brahmana in our hearts helps us to understand ourselves. The reason for advancing such a teaching of Ghosh was that he was separated from social life and lived alone. Although his philosophical views were largely mystical in nature, he advanced progressive ideas for his time. He opposes the traditional vedanta and acknowledges the real existence of the universe.

The philosopher devoted his whole life to the liberation of the Indian people, and in all his scientific works he breathed the breath of freedom. Although not as famous in our country as Mahatma Gandhi, his work is commendable. That is why the Indians respect Ghosh as a saint.

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APPEALATION OF PROPER NAMES IN THE COMPOSITION OF PHRASEOLOGICAL UNITS

Abstract: *The increasingly clear interest of researchers in the study of phraseological units (PU) of various structural organization with an onomastic component in their composition is not accidental. After all, the onome is represented by semantically original words, and this peculiarity lies in the fact that, in free use as a secondary name of a given object, a proper name (IS) has no lexical meaning.*

Key words: *phraseological units, onomastic components, semantics, functions of a secondary name.*
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АПЕЛЛЯТИВАЦИЯ ИМЁН СОБСТВЕННЫХ В СОСТАВЕ ФРАЗЕОЛОГИЧЕСКИХ ЕДИНИЦ

Аннотация: *Всё более чётко обозначающийся интерес исследователей к изучению фразеологических единиц (ФЕ) различной структурной организации с ономастическим компонентом в их составе не случаен. Ведь онома представляется семантически своеобразными словами, и это своеобразие состоит в том, что в свободном употреблении в функции вторичного названия данного объекта имени собственного (ИС) не имеет лексического значения.*

Ключевые слова: *фразеологические единицы, ономастические компоненты, семантика, функции вторичного названия.*

Введение

Если значение имени нарицательного (ИН) подвержено делению от общекатегориального к видовому и от него к лексическому, которое, говоря словами Ю.Д. Апресяна, также не является «элементарной семантической единицей», а распадается на элементарные смыслы, то ИС функционирует лишь на основе общеономастического, т.е. категориального, значения, пределом деления которого является видовое значение, связанное со специализацией функции вторичного обозначения предмета, на основе которого ИС объединяются в такие подклассы, как имена личные женские, мужские; фамилии; названия стран, городов, рек, планет и т.д.

Видовое значение ИС дальнейшему делению не подвержено, члены выделенного на его основе подкласса не поддаются, в отличие от ИН, дальнейшему противопоставлению, что свидетельствует об отсутствии у этих слов лексического значения.

Это положение подтверждается и в ходе лексического анализа текста, включающего ИС, при котором все слова требуют, как известно, внутри – или межъязыкового перевода, т.е. толкования значения, тогда как простое указание на его категориальное (видовое) значение, на то, что встретившееся слово является ИС, будет в данном случае достаточным [1. с 49].

Всякая дополнительная информация о носителе данного имени выходит за рамки лингвистического анализа текста (поэтому должна интерпретироваться не как лексическое значение

ИС, а как его энциклопедическое значение). Этот термин был введён В.И. Болотовым, который так определяет значение, приобретаемое собственным именем при соотнесении его с конкретным денотатом в процессе коммуникации. Если бы ИС [помимо видового] имело ещё и лексическое значение, то процесс именования был бы лишён произвольности, присущей ему в действительности.

Таким образом, будучи словом языка, ИС, тем не менее, занимает несколько особое положение в его лексико-семантической системе, и поэтому закономерен интерес к тому, как проявляет себя ИС во взаимодействии с другими словами, в частности, каковы особенности его функционирования на фразеологическом уровне языка [2. с 129].

Общеизвестно, что всякая ФЕ характеризуется семантической трансформацией её составляющих. Следовательно, отмеченное указанным семантическим своеобразием слово – ИС может стать компонентом ФЕ, только претерпев качественный сдвиг в своей структуре.

Последний обусловлен предрасположенностью ономы к апеллятивации, т.е. к функционированию «в качестве нарицательного без изменения формы». Изменения же в функции ведут к семантическим модификациям [3. с 47].

Под воздействием внешних (внеязыковых) факторов, среди которых доминирующая роль принадлежит разного рода переносам наименования, часть энциклопедического значения ИС преобразуется в лексическое значение апеллятива [4. с 154]. (На фразеологическом уровне это преобразование имеет результатом становление фразеологического значения ономастического компонента).

Апеллятивация может быть полной и частичной.

При полной появляется название предмета, ещё не имевшего своего имени (ампер, реглан, вулкан), а при частичной апеллятивации появляется символически-характеризующее название для предмета, уже имеющего своё имя (Отелло ‘ревнивец’, Орфей ‘сладкозвучный певец’, Наполеон ‘властолюбец’), т.е. имя сохраняет свою «вторичность» и тем самым не превращается полностью в нарицательное. Совмещение же в слове признаков ИН и ИС продуцирует экспрессивность [5. с 78].

Поэтому ФЕ, содержащие ономастический компонент, который и представляет собой частично апеллятивированное имя, всегда экспрессивны [6. с 326]. ФЕ этого вида зафиксированы в языках самых различных семей, что и позволяет считать частичную апеллятивацию ИС во фразеологическом контексте языковой универсалией и даёт основание для межъязыкового сопоставительного анализа названных ФЕ, одним из аспектов которого может быть сопоставление единиц различных языков, содержащих ономастический компонент, производный от ИС, соотнесённого с одним и тем же денотатом.

Сравнению надлежат фразеологические значения указанного компонента, а регистрируемые в ходе такого анализа расхождения и схождения дают представление об избирательном отражении в фразеологии сопоставляемых языков [7. с 23] [в нашем случае –это английский, немецкий, русский и французский языки] одних и тех же экстралингвистических фактов (в нашем случае – это энциклопедическое значение.

Представляется возможным постулировать следующие условия анализа:

1) Всё множество качеств, состояний и т.п. денотата может потенциально быть репрезентировано в частично апеллятивированном ИС.

2) Репрезентируя различные качества носителя, ИС развивает полисемию.

3) Поскольку развитие фразеологических значений ономастического компонента ФЕ происходит на базе одного и того же энциклопедического значения ИС, то теоретически фразеологические значения данного ИС должны быть численно равны и тождественны в сопоставляемых языках, даже если и реализуются они в ФЕ, имеющих различающиеся структуры и глобальные значения.

4) Практически неосуществлённое условие (3) даёт основание говорить о проявляемой сопоставляемыми языками избирательности в фразеологическом «освоении» энциклопедического значения данного ИС.

При анализе ФЕ с ИС особое значение следует уделять правильному определению источника ИС.

Ономастическая фразеология, отличающаяся особой национальной специфичностью, является наиболее самобытной частью фразеофонда любого языка. Здесь следует учитывать и ФЕ с ИС библейского и античного происхождения [8. с 82]. Большинство учёных, исследующих фразеофонд какого-либо языка, ограничиваются перечислением ФЕ данной группы, указывая на их принадлежность к разряду интернационализмов.

Подобный подход обусловлен существующим до сих пор убеждением о полной тождественности интернациональных ФЕ в европейских языках, их неизменности и обособленности от других единиц языка, что далеко не так.

Европейские языки на протяжении многих веков черпали яркие и выразительные образы из сокровищницы библейских и античных мифов. ФЕ, ставшие интернациональными, функционируют в тесном единстве с другими разрядами языка и подчиняются законам его развития. В процессе эволюции нередко возникают семантические расхождения в ФЕ с первоначально тождественной семантикой.

Так, миф о строительстве вавилонской башни нашёл отражение во фразеологии английского и русского языков. Ср.: вавилонская башня =the tower of Babel. Или же частично апеллятивированное ИС библейского первочеловека Адама стало ономастическим компонентом 12 ФЕ русского, 14 – английского, 12 – немецкого и 14 фразеологизмов французского языка. Частичная апеллятивация ИС в фразеологических контекстах происходит на основе его общеизвестного энциклопедического значения, т.е. сведений об Адаме, изложенных в Ветхом завете, а также в легендах и в преданиях апокрифической [раннехристианской] и библейской литературы.

Таким образом, теоретически все фразеологические значения ИС «Адам» должны быть тождественны в сопоставляемых языка. В действительности же здесь наряду с совпадениями наблюдаются и различия.

Из 17 фразеологических значений, представленных в сумме в сопоставляемых языках, 10 приходится на ФЕ русского языка, 9 – английского, 6 – немецкого и 12 на ФЕ французского языка. Если ввести здесь своего рода коэффициент избирательности, выводя его из отношения суммы фразеологических значений ИС, представленных на фразеологическом уровне данного языка, к сумме всех различающихся фразеологических значений ИС в сопоставляемых языках, то в русском языке он будет равен 0,6, в английском – 0,5, в немецком – 0,3, а во французском языке 0,7.

Национальная самобытность каждого из сопоставляемых языков проявляется не только в избирательном фразеологическом «освоении» отдельных компонентов энциклопедического значения ИС, но и в самой форме его фразеологического осмысления, что находит отражение в различиях в структурном оформлении, образности, а часто и в различающихся глобальных значениях ФЕ, содержащих ИС с тождественными фразеологическими значениями.

Таким образом, сопоставляя отдельные, связанные единым признаком фрагменты фразеологических систем нескольких языков, можно получить наглядное представление о том, как под воздействием одних и тех же факторов, внешних по отношению к фразеологическим системам, проявляются узловые пункты их сближения и, в то же время, сохраняется глубокое национальное своеобразие фразеологических систем.

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TEACH ENGLISH FOR SPECIFIC PURPOSES

Abstract*: The purpose of this article is to discuss the main issues for teachers teaching English for special purposes and students studying the language in light of the content of the subject; consider the student's willingness to learn English for specific purposes, their relationship to language learning from the point of view of a subject-oriented approach.*

Key words*: language learning process, foreign languages for special purposes, difficulties, communication.*
Language*: English*
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Introduction

Most university professors who teach English for specific purposes ask the question: "Do we teach English FOR electronics (telecommunications, law, transport) or do we teach electronics (communication and law) in English?" Everyone agrees that the language for electronics, law and medicine is a completely different language. And even if you are a native speaker with a very high level of language proficiency and academic skills, the English for electronics will be different.

English for Specific Purposes training aims to develop students' professional communication skills in English depending on their professional field. This means that such training should not be associated with a specific specialization of students. Thus, teaching English for special purposes includes specialized programs that are designed to develop the communication skills of using English in the specialized field of science, work and technology.

Students study English for special purposes and the purpose of English for special purposes is to train a specialist who can use English as the main means of communication in communication and cooperation with foreign partners in the professional field and in everyday communication [1. 124 p]. Therefore, teaching and learning English for Specific Purposes must be professionally oriented and responsive to the professional needs and requirements of the students.

While the student uses a foreign language in practice, he also acquires deep professional knowledge. Thus, it is very difficult to determine the line when the study of the language ends and the study of the subject itself begins and vice versa.

Difficulties for a teacher of English for special purposes. One of the characteristics, or one of the critical features of English for Special Purposes, is that an English course must contain both a language specialist (especially in terminology) and a content specialist. In most cases, English for Special Purpose teachers are not specialists in the professional field of students. This is why one of the initial problems in teaching English for special purposes is the tension between the need to improve your language and between the need to delve into the jungle of content and specialty of students [2. 11 p]. Very often teachers complain that they have to give students texts, the content of which they themselves do not know, and if they do, it is very superficial. In addition, the teacher is usually the creator of the curriculum and is responsible for the material taught and assessment. The main problem in creating a curriculum is that an English teacher is not a content specialist, therefore, he himself is not able to decide what content material should be included in the curriculum in order to ensure mastery of the necessary terminology. It will also be difficult for him to arrange the topics in the required order, since the study of these topics in English should not precede the study of this topic in the subject of the specialty, since the language teacher is not a teacher of the specialty and therefore the content of his material should not lead to misunderstanding [3. 251 p]. Moreover, if a topic has already been discussed in the classroom in the specialty, discussing it in English lessons can give the student confidence and motivate him to communicate.

Another problem is the choice of text and its adaptation. Without being a specialist in the field, the language teacher cannot decide for himself how to adapt the text so that the basic information about the subject is preserved. The decision should be made regarding the text: on the one hand, the text should not be too difficult, since neither the student nor the teacher have such a high level of proficiency in the professional language; on the other hand, the text should not be widely known, since if the text is too simple in terms of content and they, confident users of knowledge in their specialty, may underestimate this text in terms of language [4. 147 p]. To avoid demotivation, the text should contain some difficulties that activate the professional knowledge of the students.

Lack of cooperation between teachers of specialties and those who make up the curriculum is a problem that persists to this day. Teachers in a specialty should have a responsibility to introduce students to a subject and to teach them in a specific discipline. If teachers of English for special purposes develop homework and assignments for the oral exam together with experts in the specialty, then this will be of great help and assistance for the foreign language teacher.

Moreover, in order to start studying a foreign language in a specialty, a student must have at least a B1 level of language proficiency. In fact, in practice, we are faced with students of different levels, both in language proficiency and in knowledge of the specialty. Some students are good in English, others are competent in their specialty. One group wants to practice general English, another group wants to practice technical; or tedious reading assignments about the value of diodes can demotivate students. A group that is strong in their subject is usually more motivated to learn English for specific purposes [5. 326 p]. Even if they do not have a good knowledge of common English, such students are willing to spend a long time studying grammar, English tenses and articles. If the English teacher is not competent in electronics and the students are not competent in English, then how can these two parties communicate in different aspects of the educational process? How an English for Specific Purpose teacher can deal with the challenges they face in learning. Hutchinson and Waters argue that English teachers should not be experts in their field. They only need three components:

• A positive approach to the content of English for specific purposes;

• Knowledge of the fundamental principles in the field of specialization of students;

• Awareness of how much students might know.

In other words, an English teacher should not become a teacher in a specialty, but rather, an interested student in that specialty. However, some English teachers are quite confident in teaching specialty texts. But sometimes even the most dedicated teacher will understand that his knowledge of the specialty has its limits and then he will need the help of a subject teacher (for example, when developing a curriculum).

Research has shown that the more subject-oriented an English course is, the more motivated students will be. But, in our opinion, there may be a contradiction between the indications of research and their implementation, which includes the organization and the learning process itself.

On the one hand, a subject-oriented teaching approach can motivate students to learn, as this approach is based on the needs and requirements of students for their future careers. On the other hand, almost everyone who has had a practice of teaching English for special purposes mentioned that some specialties are simply boring to teach.

Another problem may arise later, when the English teacher has reached a high level of knowledge in the specialty. In this case, the English teacher may emphasize content rather than language and consider it more important [6. 252 p]. Sometimes it happens that the English teacher assesses not knowledge of English, but knowledge of the content, knowledge of the specialty. Sometimes we forget that we are only language teachers and it is not our job to assess the professional competence of students.

In order to meet the needs and requirements of teaching, we must meet the needs of specific students. We must take into account their level of language proficiency, their level of professional knowledge and their expectations from the course. Very often, teachers and students complain that the content of the textbooks is outdated, and if the content is modern and applicable to the student's work and career, then students will study with high motivation [7. 29 p]. For this reason, the teacher must be aware of the student's needs and not teach non-specialty material. Another important decision that an English teacher must make is the selection and adaptation of material, the selection of assignments for the students, and the selection of teaching methods that are appropriate for the students and their needs.

The teacher may have difficulties in both language teaching and content teaching, and in real life, when students learn language and content at the same time, the teacher must respond to these problems at the same time in the classroom.

Teachers may have difficulty teaching both language and content but in the real world people learn language and content simultaneously, and teachers need to be able to address both language and content within their classrooms.

Another thing that English language teachers must do is develop their competence in the professional field of their students. In this way, they will gain confidence in the teaching process.

However, teaching English for Specific Purposes is more than just teaching a language through content. Teaching English for Specific Purposes involves developing linguistic abilities and acquiring specific information. Even homework should be associated with both the specialty and the skills mentioned.

Concluding the article, we can say that in the process of teaching in universities, it is very important for teachers of English for special purposes to establish channels of communication with teachers - subject teachers and curriculum developers. English teachers should not try to teach the subject, as they will not be able to do so, but advise students to discuss problems with their teachers in their specialty.

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http://esjindex.org/search.php?id=1

Open Access Journals
http://www.oajournals.info/

SJIF Impact Factor (Morocco)
http://sjifactor.inno-space.net/passport.php?id=18062

Indian citation index (India)
http://www.indiancitationindex.com/

InfoBase Index (India)
http://infobaseindex.com

Index Copernicus International (Warsaw, Poland)
http://journals.indexcopernicus.com/masterlist.php?q=2308-4944

Электронно-библиотечная система «Издательства «Лань» (Russia)
http://e.lanbook.com/journal/

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Academy announces acceptance of documents for election as a member:

Correspondents and Academicians

Reception of documents is carried out till January 25, 2022.
Documents you can send to the address T-Science@mail.ru marked "Election to the Academy members".

The list of documents provided for the election:

1. Curriculum vitae (photo, passport details, education, career, scientific activities, achievements)
2. List of publications
3. The list of articles published in the scientific journal ISJ Theoretical & Applied Science
   * to correspondents is not less than 7 articles
   * academics (degree required) - at least 20 articles.

Detailed information on the website http://www.t-science.org/Academ.html

Presidium of the Academy

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Член-корреспондентов и Академиков

Прием документов осуществляется до 25.01.2022.
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2. Список научных трудов
3. Список статей опубликованных в научном журнале ISJ Theoretical & Applied Science
   * для член-корреспондентов - не менее 7 статей,
   * для академиков (необходима ученая степень) - не менее 20 статей.

Подробная информация на сайте http://www.t-science.org/Academ.html

Presidium of the Academy

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